

**YOUR  
DONATION  
MATTERS  
HERE.**

# **COMMUNITY EVENT TOOLKIT**



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# THANK YOU COMMUNITY EVENT ORGANIZERS

*St. Joseph's Health Care Foundation would like to thank you for your generous support and interest in hosting a community event. We are here to help make your fundraising efforts fun and easy and are very fortunate to have enthusiastic, caring people to champion the support of health care in our community.*

The Foundation assists St. Joseph's Health Care London by providing a critical link between care, research, philanthropy and the community. Through special events and projects hosted by people like you, the Foundation is able to contribute to research initiatives, specialized equipment, advances in care delivery, and capital funds for hospital building projects.

Individuals, community groups, students and other organizations may choose to plan a project or event for reasons that are close to their hearts, including:

- Honouring a loved one, friend, or health care provider
- Paying tribute to a special someone who has passed
- Raising awareness of a specific condition, cause or program
- Wanting to give back to health care

*"In supporting St. Joseph's Health Care Foundation, you are joining a loyal and passionate family of supporters who want to make a difference."*

Mackenzie Pitcher,  
Events Officer, St. Joseph's Health Care Foundation



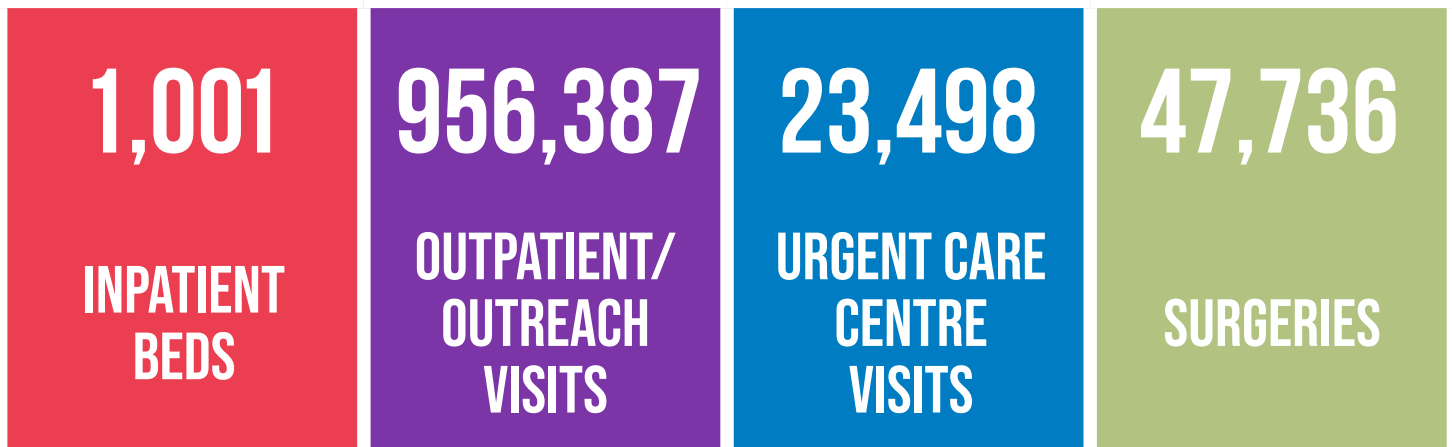
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# ST. JOSEPH'S BY THE NUMBERS

*Renowned for compassionate care, St. Joseph's Health Care London is one of the best academic health care organizations in Canada dedicated to helping people live to their fullest by minimizing the effects of injury, disease and disability through excellence in care, teaching and research.*

There are dozens of care programs that impact the lives of people in our community but also need your support such as:

- Breast Care Program
- Complex Care Program
- Ivey Eye Institute (including Cataract Suite)
- Roth | McFarlane Hand and Upper Limb Centre
- Specialized Geriatric Services Program
- Specialized Mental Health Programs
- Urgent Care Centre
- Urology Program
- Rehabilitation Program
- Veterans Care Program
- Palliative Care Unit
- Diabetes Program



NOTE: ALL FIGURES SHOWN ARE FROM APRIL 1, 2019 TO MARCH 31, 2020

# HOW ST. JOSEPH'S HEALTH CARE FOUNDATION CAN SUPPORT YOU

*We work with each community event on an individual basis to deliver a custom partnership and ensure all requirements/details are determined ahead of time. We strive to support all events in a unique way – a designated team member will be with you every step of the way!*

## **WE ARE ABLE TO:**

- Offer advice on event planning
- Provide guidance on planning your fundraiser through helpful templates/samples:
  - Workback schedule
  - Event checklist
  - Budget
  - Sponsorship package
  - Donation allocation form
  - Thank you/request letters
- Provide an acknowledgement letter proving authenticity of your fundraiser
- Display event poster at designated St. Joseph's communication board
- List your event on our website
- Promote your event on our social media accounts
- Provide branded materials (signage and outdoor flags)
- Have a member of the St. Joseph's team to speak at your event (can not be guaranteed)
- Arrange the opportunity to have a cheque presentation at the hospital with our large presentation cheque
- Allow use of the St. Joseph's Health Care Foundation logo (The Foundation must approve any materials that have our logo on it)
- Help source volunteers
- Provide tax receipts as outlined by Canada Revenue Agency guidelines (must be discussed and approved by Foundation in advance)
- Draft a short description of how your initiative will support St. Joseph's
- Provide coin boxes for cash donations (must be returned post-event)

## **WE ARE UNABLE TO:**

- Assume any legal responsibilities
- Solicit for sponsorships, donations, prizes or auction items for your event
- Apply for licenses or permits
- Handle insurance and liability coverage
- Create your marketing materials
- Create and manage social media or event website
- Provide administrative support (mailing invites, making calls, etc)
- Manage revenue and expenses
- Offer funding or reimbursement for expenses
- Guarantee promotion or media coverage
- Issue tax receipts for registration, sponsorship or gift-in-kind donations

## TEN TIPS FOR SUCCESSFUL FUNDRAISING

- 1. Create event plan/theme and develop goals** – Take some time to brainstorm various event ideas and understand what your ultimate goals are for your event. Think about what you are fundraising towards, and what event attendees would be interested in.
- 2. Get in touch** – Once you have brainstormed and your event plans are in place, contact St. Joseph's Health Care Foundation to let us know, and we will share how we can support your planning. Ask questions, we're here to help!
- 3. Complete Proposal Form** – After you have reached out to us, you will then be required to complete the Community Event Proposal Form. This will allow you to share your event plans before you get too far ahead so we can ensure it aligns with our mission, you've thought of everything in advance, and are prepared for all costs and communication required. You will also be given use of our official name and logo to promote your event.
- 4. Form Committee** – Ensure work is divided fairly and you know the experience and skill set each of your team members can bring to the table. Ensure key leaders of the event planning are driven, enthusiastic and motivated to help reach your fundraising goal.
- 5. Plan your event** – Create a work back schedule that includes all requirements for you and your group/organization to follow along with leading up to, and day of your event. Start working on plans such as budget, booking the venue and securing the date first. Keep an ongoing checklist for the day of the event, and post event.
- 6. Recruit Volunteers** – Reach out to close friends and family members first. Select those that are already eager to support your cause, have volunteer experience at events, and are dedicated to the goals you want to achieve. Reliable volunteers are key to a smooth-running event! Make sure all volunteers are prepared before your event; host a training session so they can all learn their specific roles and get to know each other.
- 7. Promote your event** – Communication is key; make sure you keep in contact with Foundation staff to see what community event calendars or pages we can help you promote your event on, including our social media pages. Look into local social media pages and groups to share your event on. Pre-planning social media posts on your own pages (including organizers and volunteers) is a great way to stay organized and ensure you are continuously promoting your event to your own networks.
- 8. Fundraise!** – Event day is here and your hard work has paid off. Make sure to take lots of photos and document as much as you can. Book a meeting with your team members to celebrate the successes and discuss challenges, while everything is fresh in everyone's minds.
- 9. Submit your funds raised** – Please submit your event proceeds within 60 days of your event through the mail or in person by cheque or over the phone for credit card payments. Ensure all cheques are written out to St. Joseph's Health Care Foundation.
- 10. Post Event** – Send thank you letters to attendees and donors as well as stewardship packages to sponsors. Please ensure after your event that you return all borrowed materials (if any).

It is required to consult with the Foundation office if you are looking to issue tax receipts for your community event. Canada Revenue Agency has a strict set of rules and regulations to follow in regards to the receipting process – we will guide you through what is possible in terms of receipting.

## **IMPORTANT INFORMATION:**

- The Foundation requires an excel list (template will be provided) of the following information for each donor requiring a tax receipt:
  - Name and complete address (including postal code)
  - Amount of donation
  - Telephone number
  - Email address (if available)
- The donation must be \$20.00 or greater
- Purchase of raffle tickets, event admission tickets, green fees, live and silent auction items are NOT eligible for official tax receipts
- In order to issue tax receipts to individuals, the money that the Foundation receives from the event must be equal or greater than the total receipts issued

# COMMUNITY EVENT PROPOSAL FORM

Thank you for thinking of St. Joseph's Health Care Foundation for your community event. The following application must be completed – and approved by the Foundation prior to publicizing or holding event.

GENERAL INFORMATION	
Name of Individual/Group Planning Event	
Name of Individual Responsible	
Mailing Address	
Telephone Number	
E-Mail Address	

EVENT INFORMATION	
Name of Proposed Event	
Date of Proposed Event	
Time of Proposed Event	
Location (incl. address) of Proposed Event	
Estimated Attendance	
Estimated Amount Raised	
Estimated # of Volunteers	
Description of Event	

DIRECTION OF EVENT PROCEEDS	
Do you wish to direct the funds you raise to a specific program or area at St. Joseph's Health Care London?	YES <input type="checkbox"/> NO <input type="checkbox"/>
	IF YES, PLEASE SPECIFY: _____

# COMMUNITY EVENT PROPOSAL FORM

## SPONSORSHIP

Please provide a list of potential sponsors. If there are additions to this list further to the filing of this form please connect with the Foundation to provide updated information. This will help us to avoid double requests going out to community partners.

POSSIBLE SPONSORS

EVENT REQUIREMENTS	
Will you require a representative from St. Joseph's to attend your event? (We will do our best to accommodate this request)	YES <input type="checkbox"/> NO <input type="checkbox"/>
Would you like to borrow our re-useable banner/flag with SJHCF Logo?	YES <input type="checkbox"/> NO <input type="checkbox"/>
Will you require St. Joseph's Health Care Foundation donation boxes?	YES <input type="checkbox"/> NO <input type="checkbox"/>

Thank you for your support of the patients and residents served by St. Joseph's Health Care London.  
I agree to forward all proceeds from this event to St. Joseph's Health Care Foundation within 60 days of the event.  
I understand that St. Joseph's Health Care Foundation must approve all publicity, including use of SJHCF logo – and any reference to the Foundation and its use for the proposed event prior to being any release or printing.

Date Submitted: \_\_\_\_\_

Submitted by: \_\_\_\_\_

**Contact:**  
**Mackenzie Pitcher**  
**Events Officer**  
**mackenzie.pitcher@sjhc.london.on.ca**

**sjhc.london.on.ca**  
**519 646-6085 ext 65851**

CHARITABLE  
REGISTRATION NUMBER:  
BN 11918 3390 RR0001

