



COMMUNITY FUNDRAISING EVENT TOOLKIT

**Your How-To-Guide to organizing and executing a successful
Fundraising Event in support of the
Squamish Hospital Foundation**

1. INTRODUCTION

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- What is a third party community fundraiser?
- Who can conduct a fundraiser on behalf of the Squamish Hospital Foundation?
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1. INTRODUCTION

The Squamish Hospital Foundation

The Squamish Hospital Foundation is dedicated to meeting the health care needs of the people of Squamish and the Sea to Sky region. Established by the late Doctor Laverne Kindree, our Foundation is absolutely committed to ensuring Squamish Hospital will support the Sea to Sky community's health needs well into the future.

Mission:

By proactively creating community partnerships and focusing on funding to promote excellence in healthcare, we will be on everyone's annual donors list.

Vision:

What is a third party community fundraising event?

A third party fundraising event is conducted by an individual or organization in the community with proceeds to benefit the Squamish Hospital Foundation.

Who can conduct a fundraiser on behalf of the Squamish Hospital Foundation?

Individuals or organizations can host an independent fundraising event to support the Squamish Hospital Foundation. These can be private foundations, schools, grateful patients and families and community organizations. Anyone in the community can host an event to support the areas of greatest need or their choice of a specific program.

Where will my donations go?

There are many health related needs in the Sea to Sky Corridor that your donation can support. If you have a passion for a specific area, we will work with you to ensure your donation goes directly to that area. If you would like details on the funding areas listed below or would like different funding ideas, please email us at squamishhospitalfoundation@gmail.com

- Palliative Care
- Hilltop House
- Squamish CAAT Scan
- Education
- General Funds

2. HOW THE SQUAMISH HOSPITAL FOUNDATION CAN HELP

- Provide a letter of authorization to validate the authenticity of the event and it's organizers
- Issue Tax receipts, if applicable (Please see tax receipting in FAQ's)
- Provide and the use of our logo for your marketing materials (all print materials must be approved by the Foundation prior to printing)

- Help you select an area of health care for your donation to support
- Offer representative (s) from the Foundation to attend your event (subject to availability)
- Lend you materials you may need such as a branded pop-up tent and banners, presentation cheque, brochures and postcards
- Promote your event through the Foundation website and facebook page

We are here to support you. However here are some services we are unable to provide:

- Insurance or liability coverage
- Mailing list of donor and/or vendors
- Funding or reimbursement of your expenses
- Guaranteed attendance of board members or staff
- Guarantees to supply prizes, auction items, awards
- Providing administrative help

3. LET THE PLANNING BEGIN!

10 Steps to a successful event:

1. **A good idea.** Choose an event that is simple and fun
2. **Check the date.** Make sure there isn't another big event on the same day. You don't want to be competing with them!
3. **Establish goals.** Have measurable financial goals and get what you can donated from local businesses or friends. Make sure you set realistic organizational time expectations.
4. **Staying organized.** Create a critical path or step by step plan to ensure your event is successful. Set due dates for sending out invitations, making follow-up calls, marketing etc.
5. **Submit your Community Event Proposal & Agreement Form.** Once you have decided on an event concept, please fill out the attached Community Event Proposal & Agreement Form and submit it to squamishhospitalfoundation@gmail.com. You can also arrange to meet with a staff member to discuss the details of your event and how we can best support you.
6. **Publicize well.** Think about who you are targeting and how they will best receive the information e.g. emails, facebook, twitter, flyers or a combination. The more people who talk about the event the more successful it will be.
7. **Think of other fundraising add-ons.** As you plan your event think of other ways to obtain additional funds from the supporters. It could be by selling raffle tickets, hosting a silent auction or a 50/50 draw. (Make sure you arrange for the necessary gambling licenses)
8. **Make the Ask!** Remember most people don't give because they have never been asked. Don't be afraid to ask.
9. **Collection of funds and wrap up.** Now all you have to do is wrap up any loose ends, pay any outstanding invoices, collect outstanding donation and submit the proceeds to the Foundation.

10. **Say 'Thank You'**. Make sure that you take the time to send thank you notes or make phone calls to all those that participated and donated towards your event.

4. FUNDRAISING IDEAS

Make it Fun! The word Fun is in Fundraising for a reason! Whether it is a social, school or corporate fundraiser, below are some ideas to help get you started:

- Birthday/Anniversary Party
- Cocktail Party
- Garage Sale
- Golf Outing
- Independent Business Gives Back
- School Fundraiser
- Trivia Night
- Jeans day/ Hats for Hospital
- Car Wash
- School or Church Fundraiser

5. PUBLICIZING YOUR EVENT

This section will give you local, no-cost advertising ideas for marketing your Fundraising Event

All media and print materials must be reviewed and approved by the Squamish Hospital Foundation prior to distribution

NEWSPAPER AND ONLINE

- www.mysquamish.com – Submit your events
- www.whatonsquamish.com – Submit your events – you can post a picture or graphic here
- www.squamishchief.com – Submit your own event by Monday for the Thursday newspaper, you can also add events online to their calendar. For the About Town section contact Maureen at 604.815.0152
- www.squamishreporter.com - Submit your event details to news@squamishreporter.com

SOCIAL NETWORKING SITES

- www.facebook.com – Click on Events, Create an event, fill in event information and then publish to your home page. Then invite friends by choosing from your friend list.
- www.twitter.com

RADIO

- Mountain FM - www.mountainfm.com - Phone: 604-892-6397 - Email: news@mountainfm.com

6. AFTER THE EVENT

The proceeds from your Fundraiser will have a lasting impression. Thank you for your support! After your fundraiser, all you need to do is send in your donations/proceeds:

- Call us to pick up your donation at 604.815.3329 or
Mail a cheque to: Box 763, Garibaldi Highlands, V0N 1T0 (Cheques should be made out to the Squamish Hospital Foundation)
- Include a short note explaining your fundraiser
- Email the best 3-5 photos from your event to squamishhospitalfoundation@gmail.com

7. FREQUENTLY ASKED QUESTIONS

Can you help me get a permit for my event?

The organization and execution of the event is the responsibility of the event organizer. The event organizer must also obtain any necessary permits or licenses.

Will your help arrange for insurance for our event?

The Squamish Hospital Foundation cannot provide insurance for third-party events. The event organizer is responsible for obtaining insurance for their event.

What can I give people who made donations for tax purposes?

The Squamish Hospital Foundation will not issue receipts for donors or sponsors who make payments directly to your third-party event. The Canada Revenue Agency (CRA) has set guidelines for issuing charitable tax receipts. If your donor requests a receipt, please be sure the cheque is made out to the Squamish Hospital Foundation with a note about your event before sending it to the Squamish Hospital Foundation. We will then be able to issue them with a tax receipt. Donations are not receiptable if the donor has received any product or value from the donation. Auctions, raffles or draws, donations or services and corporate event sponsors are not eligible for tax receipts.

Can someone from the Squamish Hospital Foundation help me plan our event?

Because of the number of events and limited number of staff, board members and volunteers we are generally unable to help plan third party events benefiting the Foundation. We are happy to provide guidance for your event, but we do not have the staff to handle the organizational and administrative tasks associated with third-party events.

Can someone from the Squamish Hospital Foundation attend our event?

Generally someone representing the Foundation will be able to attend your event for a certain period of time.

Can we have a cheque presentation?

Yes we can arrange for a cheque presentation to be held either at the Squamish General Hospital or other location of your choice.

How long does it take to get my Fundraiser Proposal Approved?

Proposals will be approved within 7 business days or receipt.