

# Fraser Valley Health Care Foundation Fundraising Event Toolkit



## COMMUNITY FUNDRAISING & EVENT GUIDELINES

The Fraser Valley Health Care Foundation (FVHCF) is grateful for the efforts of community members who undertake fundraising events to benefit the Foundation. Your commitment makes a real difference in helping to support health care in your community!

There is no limit to creativity when brainstorming ideas for successful third party events. Engage your creative resources and encourage your team to think BIG. Here are just a few ideas to consider:

A-thon (walk, run, knit, dance)	Concert/Play	Pledged Events
Amazing Race	Concession Stand	Poker Tournament
Live or Online Auction	Date Auction	Proceeds from Sale
Arts & Crafts Show/Sale	Donations in lieu of gifts	Raffle
Balloon Pop	Fashion Show	Run/Walk/Ride
Battle of the Bands	Fishing Derby	Scavenger Hunt
Benefit Dinner	Flower Sale	Sporting Event
BBQ	Garage Sale	Tailgate Party
Bingo Night	Golf Tournament	Ticketed event
Book Sale	Grand Opening	Traditional Gala Event
Bowling Tournament	Softball Tournament	Work Department Challenge
Casino Night	Loonie/Twoonie Drives	Work Event
Car Wash	Monthly Giving Campaign	
Carnival/Festival	Pet Wash	

## PERSONAL / CORPORATE FUNDRAISING CAMPAIGNS

A personal or corporate fundraising campaign is when you personally or as a group/department, etc choose to raise money for the FVHCF and then tell everyone you know what you are raising money for and encourage others to give as well. Many times this is followed by a personal physical goal or incentive to achieve; you'll run a half-marathon if I you get 20 people to donate \$50, or you'll shave your head if you raise \$1,000. The options are endless.

This type of goal setting works within the corporate world or school, club atmosphere as well. Raise enough money and the principal will kiss a pig, top donation within employees gets to cut the President/CEO's tie, or maybe it's a pie in the face. This can also be done in the form of a challenge with some healthy competition. Your department will challenge another corporate department or even another business to see who can raise the most. It's about choosing a fun, light but worthy incentive for your target group.

## **MATCHED GIFTS**

Why not double your fundraising efforts?! Before you start coordinating your event, check to see if your employer has a 'matching gift program'. A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.

## **TIPS ON HOW TO GET STARTED**

Your event is what you make it and how much effort you commit to it. Here are some tips to get the ball rolling:

1. Choose your event idea
2. Read through the FUNDRAISING EVENT TOOLKIT provided to you by the FVHCF.
3. If all guidelines can be met, start mapping out your event with the help of our EVENT PROPOSAL FORM, which can be downloaded from our website or requested from our office. This event map will include:
  - a. Date and time of event
  - b. Event budget highlighting potential expenses and expected revenue
  - c. How you will promote this event
  - d. Estimated outcomes of this event (# of tickets sold, attendees, donations made)
4. Send in your EVENT PROPOSAL FORM and we will get back to you within 5 business days after receiving your proposal.

We will assist you by providing materials and answering questions. In order to protect both your interests and those of the FVHCF, please read and abide by the following guidelines.

FVHCF will not be held legally liable for any injury, damage, cost, or loss that may be suffered by any person or entity in connection with your event. Please keep in mind that community event fundraisers are not authorized staff/agents of the FVHCF.

## **EVENT PUBLICITY & SPONSORSHIP**

All community fundraising event publicity materials, including but not limited to: press releases, pitch letters, print or electronic ads, save-the-dates and invitations, brochures, and any other form of event collateral must be submitted to the FVHCF for review and approval before being made public. Allow 2 to 3 weeks for a response regarding approval and understand that extra time may be needed for additional review after edits have been made.

Community fundraising event materials must make clear that the event is hosted by the Community Event Organizer as an individual. Materials may not state or imply that the event is a FVHCF event.

The FVHCF prohibits the use of its name and logo in community fundraiser event materials without the express written permission of an authorized staff member of the FVHCF.

Community Event Organizers choosing to take out formal advertising are responsible for the costs. All proposed advertising (copy and graphics) must be submitted to the FVHCF for review and approval before it is made public.

The FVHCF must be informed in advance of any businesses or organization that the Community Event Organizers plan to approach for sponsorships to help us minimize overlap or impact regarding existing Foundation fundraising activities.

## **MEDIA & SPEAKERS**

It is understood that the FVHCF will not be responsible for providing mailing lists, sponsors or speakers for the event.

Although we will consider requests for appearance/attendance by Foundation and/or Fraser Health staff, community fundraisers should understand that we have limited resources and our schedules do not permit attendance at most events.

The FVHCF will not furnish contact information for members of the media or issue a press release to publicize a specific community fundraising event.

## **LEGALITY & CONTROVERSY**

All monies raised for the FVHCF must be obtained through legal means.

## **EVENT BEST PRACTICES**

A responsible percentage of the gross revenues from all fundraising events should be directed to the FVHCF. We recommend that total expenses related to promotion and event overhead do not exceed 20% of gross revenues.

Donation cheques should be made payable to "FVHCF" and note the name of the event. Community Event Organizers may not take fees, commissions or salary. The FVHCF requests that event cheque(s) be submitted within one month of completion of the event. No bank accounts or holding accounts may be established under the Foundation's name.

Community Event Organizers who hold a 50/50 draw, random chance to win or prize raffle must apply for a gaming licence through the Gaming Policy and Enforcement Branch under the community fundraising event's name, not the FVHCF:

<http://www.pssg.gov.bc.ca/gaming/licences/index.htm>.

## COMMUNITY EVENT ORGANIZER'S RESPONSIBILITIES

- Community Event Organizers are responsible for selling event tickets. The FVHCF is unable to assume responsibility for ticket sales; however, we can assist you in the creation of online calendar pages to sell tickets. If this method is used, it is the responsibility of the event organizer to promote the sale of tickets.
- Community Event Organizers are solely responsible for recruiting, organizing and overseeing volunteers and/or administrative and staffing needs.
- Community Event Organizers are responsible for filing any necessary event permits and providing insurance coverage (if required) for their event. Community Event Organizers accept all liabilities incurred from their individual event.
- The Community Event Organizers and/or Committee is solely responsible for 100% of the costs incurred for producing a special event. The FVHCF is unable to compensate any organizer/event for expenses/costs incurred.

The FVHCF retains the right to withdraw its approval for and participation in a community fundraising event if the above guidelines are not adhered to.

*I have read, understand, and will adhere to the above-mentioned fundraising principles and guidelines of the FVHCF.*

Community Event Organizer Name: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please scan this completed document and e-mail to [info@FVHCF.ca](mailto:info@FVHCF.ca) or fax to 604.851.4898.

## FREQUENTLY ASKED QUESTIONS

If you have a question that isn't answered here, please contact us at 1.877.661.0314.

### **I would like to organize an event in support of the FVHCF. How do I get started?**

Thank you for your interest in organizing a community event in support of the FVHCF. Once you have determined the specifics, please fill out the Event Proposal Form found on the "Create Your Own Event" webpage at [www.FVHCF.ca](http://www.FVHCF.ca). After we receive your form, we will review it and be in touch within 5 business days.

### **Is the FVHCF able to issue tax receipts for my event?**

Yes. The FVHCF is pleased to issue charitable tax receipts in accordance with the Canada Revenue Agency rules and regulations. For the most current information, please refer to [www.cra.gc.ca/charities](http://www.cra.gc.ca/charities) and view the 'Tax Receipting' information sheet for more information.

### **Can I put the FVHCF logo on our event materials?**

Yes, once your event is approved, we would be happy to provide you with our logo. All promotional event material must be approved by the FVHCF.

### **How do I request promotional items for an event?**

Please request items such as banners, FVHCF brochures, donation forms and donation boxes in the "Promotional Material" section of the Event Proposal Form.

### **Can the FVHCF provide staff or volunteers for my event?**

No. The FVHCF is grateful for the efforts of our community event fundraisers; however, while we wish we could be a part of every event, staffing availability limits our participation. We are unable to provide or coordinate volunteers for your event. Thank you for your understanding.

### **Can the FVHCF invite media to my event?**

No, the FVHCF is unable to contact media on your behalf. However, we are able to provide additional media and public relations tools to assist you once your event has been approved.

### **Can I be reimbursed for my fundraising expenses?**

No, the FVHCF cannot reimburse you for expenses. To reduce expenses, consider asking local business for sponsorship and/or in-kind donations in exchange for advertising on your event materials. As a rule of thumb, event expenses should be no more than 20% of the total event revenue.

### **Will the FVHCF assist me in securing auction items for an event fundraiser?**

No, the Community Event Organizer and/or committee manage all aspects of a silent or live auction for your event.

**Can I direct the proceeds from my event to a specific area within Fraser Health East?**

Yes, if you would like to direct your donation to a specific area, please indicate this on the Event Proposal Form under Event Description. If for some reason we cannot designate your contributions for specific purposes, we will notify you in advance. If you do not indicate a fund area, we will direct your contributions to Greatest Need at your community hospital. When producing event marketing materials, you should also make clear to donors and events attendees what area in the hospital the event is supporting. If your event is supporting Greatest Need, you may wish to say “Benefiting the FVHCF”.

**Where do I send my donations?**

Cheques should be made payable to the Fraser Valley Health Care Foundation. Include the event name on the cheque memo line.

Please mail or drop off donations to:

Fraser Valley Health Care Foundation  
32900 Marshall Road  
Abbotsford, BC V2S 0C2

It is never safe to mail cash. Contact our office at 1.877.661.0314 to obtain a General Donation Form. You will need to request that cash donors to complete a General Donation Form including their contact information and donation amount. You can drop off cash donations in person, or transfer the cash into a cheque and mail it to us with the General Donation Form.

If a donor makes a cheque payable to you, you will have to have the cheque re-issued under the correct charity name – Fraser Valley Health Care Foundation

**OTHER CONSIDERATIONS**

- When planning a community event, be realistic. In most cases sponsorship or gifts-in-kind will only cover a portion of event costs. It is important to consider any up-front expenses related to your event such as catering, venue rental, mailings and promotional materials. The FVHCF has created a budget worksheet to assist you with your budget planning process. Please contact us at 1.877.661.0314 and we’d be happy to provide you with this material.
- FVHCF is unable to secure or apply for licenses, permits or rental agreements on your behalf. FVHCF cannot assist you in securing prizes or other items for your event.
- Please see that your event has adequate insurance. You may need to obtain your own event insurance. For questions regarding your event or for more information, contact our office at 1.877.661.0314.

## **COMMUNITY TAX RECEIPTING**

FVHCF will be pleased to issue charitable tax receipts upon request in accordance with the Canada Revenue Agency rules and regulations. For the most current information regarding tax receipting, please refer to [www.cra.gc.ca/charities](http://www.cra.gc.ca/charities)

It is important to understand the rules about charitable tax receipts as you begin planning your event. Please refer to the above mentioned CRA website or contact the FVHCF office 1.877.661.0314 with specific questions or concerns. Example: Tax receipts cannot be obtained for payment of a entry ticket into event, donation of services, gifts in kind where value cannot be determined, etc.

## **GENERAL TAX RECEIPT INFORMATION**

Charitable tax receipts are issued to individuals or organizations that make a donation of \$20 or more, provided that the donor does not receive any product or consideration from the donation. For an official tax receipt, the FVHCF requires the donor's first and last name, complete mailing address, donation amount and name and date of event.

The total value of issued tax receipts cannot exceed the net proceeds of the event.

A business/acknowledgement receipt can be provided to sponsors or other corporate contributions as proof of payment. However, most companies prefer to claim contributions as business or promotional expenses.

## **DONATIONS THAT ARE NOT ELIGIBLE FOR TAX RECEIPTS**

- Purchase of auction items, gaming/raffle tickets (such as 50/50 draws), or the purchase of goods or services
- Business or personal services
- Corporate event sponsorships
- Items for which the fair market value cannot be reasonably determined

FVHCF reserves the right to exclude other gifts from being eligible for tax receipts which do not meet FVHCF's gift acceptance policies, as determined by FVHCF, in its sole discretion.



## HOW WE CAN HELP

Thank you for your interest in supporting the FVHCF. To help you successfully plan and execute your event, here are a few things you should consider ahead of time.

### THE FVHCF CAN:

- Post an event listing on our online event calendar
- Create a personal fundraising page for your event, if applicable. This online fundraising tool will allow you to e-mail your friends, family and colleagues and encourage them to make an online donation in support of your event. We strongly encourage you to make use of this online fundraising tool where possible.
- Provide FVHCF signage, donation box, and/or select promotional items (supplies are limited and not guaranteed)
- Approve the use of the FVHCF's name/logo. The FVHCF logo must be approved prior to printing or publishing event materials
- Provide a letter of endorsement for the event once a completed Event Proposal Form has been received and approved
- Provide advice on additional licensing (i.e. gaming license) or insurance coverage that may be necessary for your event
- Issue tax receipts according to Canada Revenue Agency rules and regulations

### THE FVHCF CANNOT:

- Provide funding or reimbursement for event expenses
- Provide access to our donor and staff lists
- Guarantee promotion or advertising of your event, except through our online event calendar
- Guarantee staff or volunteer attendance at your event
- Provide access to celebrities or VIPs
- Supply prizes, auction items and awards
- Assist with ticket sales or corporate sponsorship

## **COMMUNITY EVENT ORGANIZER RESPONSIBILITIES INCLUDE:**

- Ensuring FVHCF has approved the use of logo and name placement on event material
- Adhering to all receipting policies as outlined by the Canada Revenue Agency (see 'Tax Receipting' in the Event Toolkit)
- Ensuring that donor information for tax receipting purposes is received within 30 days of the event (if you are approved to issue receipts)
- Ensuring all necessary permits, licenses and insurance have been obtained prior to event
- Understanding that the FVHCF reserves the right to withdraw the use of its name at any time and will not assume any costs that may be involved in doing so
- Understanding that the FVHCF will not assume any legal or financial liability
- Understanding that the FVHCF is not responsible for any damage or accidents to persons or property

Thank you for taking the time to commit to hosting a third party fundraiser for the Fraser Valley Health Care Foundation. Please remember that we do not expect all fundraisers to raise thousands of dollars each. As long as you watch your expenses and keep your revenue goal in mind, any event or fundraising campaign will be worth it. We appreciate and value the effort, time and resources you put in and we are excited to see your event come to success! See our Community Donations page on our website ([www.fvhcf.ca](http://www.fvhcf.ca)) for recently highlighted givers.

If you have any questions or concerns, please contact us at:  
P: 1.877.661.0314  
E: [info@fvhcf.ca](mailto:info@fvhcf.ca)