

Community Events Toolkit

Your guide for organizing fundraising events in support of

Lakeridge Health

www.lakeridgehealthfoundation.com



Lakeridge Health [Foundation](#)
T. 905.433.4339 F. 905.743.5306
Oshawa site: 1 Hospital Court, Oshawa, ON L12G 2B9
Whitby site: 300 Gordon Street, Whitby, ON L1N 5T2
Charitable Registration Number: 11924 9126 RR0001

**Lakeridge
Health
Foundation**

Introducing Lakeridge Health

For more than 100 years, Lakeridge Health has provided quality healthcare while continuing to expand to serve our growing community. Lakeridge Health cares for more than 1,600 people every day at 15 sites in Durham Region, including 4 hospitals, the largest located in Oshawa.

With more than 4,000 doctors, nurses and other healthcare professionals on staff and nearly 1,200 amazing volunteers, Lakeridge Health is developing a reputation as a quality leader and innovator. Help us continue the tradition of excellence, every moment, every day.

Lakeridge Health - Oshawa Site



Lakeridge Health - Whitby Site



**Lakeridge
Health**

Why We Need Community Support

Healthcare excellence relies on sophisticated medical equipment that can help pinpoint issues quickly, accurately and with success. Lakeridge Health is always in need of new technology and it depends entirely on community support to get it.

The Provincial Government does not provide funding for the purchase of equipment.

This is why donations from the community are so important. By investing in new technology used in patient care, your contributions go a long way in helping our families, neighbours and friends continue to get the best healthcare.



**Lakeridge
Health**

The Foundation Behind the Hospital

Vision

Inspire our community to advance healthcare in Durham Region.

Mission

Supporting excellence in healthcare, the Foundation secures donations and raises awareness for Lakeridge Health to fund capital projects, the acquisition of equipment, education and research.

The Foundation is made up of a dedicated team of volunteers and staff, like you, who are passionately committed to improving healthcare and the quality of life in our communities. In times of need, Durham Region families rely on the many services offered by Lakeridge Health and we, at the Foundation, rely on your generous support to help Lakeridge Health continue to provide healthcare excellence to you and your loved ones.



**Lakeridge
Health
Foundation**

For more information about the many ways you can help, visit:

www.lakeridgehealthfoundation.com

What is a Community Event?

Community events are a great way to get involved; from golf tournaments to yard sales to fashion shows and beyond. Every event contributes to raising vital funds and awareness towards improving healthcare in your community.

Community events are a component of the Foundation's annual fundraising goals. Individuals, groups or companies can organize a fundraising event and donate the proceeds to the Foundation in support of Lakeridge Health's areas of greatest need, or to a department for which you hold a strong affinity. Every effort and contribution makes a difference.



How We Can Help:

- * Offer advice and expertise on event planning
- * May have staff or volunteers attend event and cheque presentations
- * Provide the use of our name and/or logo, with guidelines (contact Foundation for logo)
- * Provide a letter of support to be used to validate the authenticity of the event and its organizers
- * Help with ideas for signage and posters
- * Provide access to personal fundraising webpages through our Foundation website <http://www.lakeridgehealthfoundation.com>



Benefits

- * Providing your photo on social media
- * Promote your event on our Foundation website
- * List your event in the events section of our website



What We CAN'T Do:

- * Share mailing list of donors
- * Offer funding or reimbursement for expenses
- * Guarantee promotion and/or media coverage
- * Guarantee Hospital/Foundation representation at the event.
- * Sell tickets
- * Issue tax receipts for sponsorship

For more information on hosting your event, please contact:

Lakeridge Health Foundation
Tel: 905-433-4339 Fax: 905-743-5306
Email: hknelsen@lakeridgehealth.on.ca

How to Organize a Successful Community Event

1. **Brainstorm**

Talk with friends and family about fundraising ideas that excite you. You may wish to refer to ideas in this guide to help you.

2. **Set a Goal and then Plan a Budget**

The budget chart will help you identify your revenues and expenses. Remember that the lower the costs, the bigger the contribution to benefit patients and to improving healthcare for our community.

3. **Set a Date**

Plan ahead! Look at a calendar to ensure the best date possible. If looking at a specific venue, call ahead to make sure your date is available.

4. **Register Your Event**

Once you have decided on an event concept and decide to proceed with the event, please fill out the Event Proposal Form (on the last page of this document) and submit it to the Foundation for review and approval. This form must be completed in order for your event to be promoted by the Foundation.

5. **Form an Event Planning Committee**

Form a planning committee consisting of enthusiastic and dedicated volunteers. This will ensure you have a variety of people to bring more ideas, skills and connections to the table making your event planning easier.

6. **Promote Your Event**

Promotion is the key to making your event a success. If you intend to use the Foundation's name and/or logo on any of your event materials, please submit these materials to the Foundation for approval.

7. **Collection of Funds**

We ask that you submit all funds from your event to the Foundation Office within 30 days of your event, or prior to December 31, whichever comes first. However, the quicker you are able to submit your funds and tax receipt information, the quicker you can send thank you letters and the Foundation can issue tax receipts (if applicable and approved) to the donors.

8. **Thank You**

The most important step is to thank all those who participated or supported your event. They will appreciate hearing how much of a difference they have made - especially if you are able to tell them how much money they helped you raise for the Lakeridge Health Foundation.

Five Ways To Secure Sponsorship

1. Create a Sponsorship Package

- * Create a letter explaining who you are, and the details of your event/the cause you are supporting
- * Outline the benefits the company will receive through sponsoring the event
- * Have the Foundation write a letter which will validate your event to sponsors

2. Sponsorship Levels

- * What type of sponsorship are you looking for?
- * Figure out how you can recognize your sponsors (example: logo placement, website recognition or appreciation at the actual event)
- * Determine how each level of sponsorship will differ from the next

3. Create a list of who you will contact for sponsorship

- * Personal contacts are a great place to start!

4. Approach sponsors early

- * The more time you allow yourself for securing sponsorship, the greater your success will be!

5. Thank You and Feedback

- * Thanking your sponsors before, during and after the event will show your gratitude and potentially secure sponsorship for your next event
- * Get feedback from your sponsors/participants

Be Sure to Invite Your Sponsors To Your Event!

Every **Community Event** helps improve and advance life saving technology at Lakeridge Health



Tax Receipting Guidelines

Corporate Contributions

Corporations can give in the following ways:

- 1. Donations:**
If the corporation receives no benefits (i.e. advertising in a brochure, logo recognition, tickets, etc.) and all other requirements are met, a tax receipt may be issued at the request of the corporation.
- 2. Sponsorships:**
By virtue of being a sponsor, the corporation is receiving benefits in the form of recognition and advertising and is therefore not entitled to a tax receipt. A business receipt can be issued upon request which will support their contribution as a business expense.
- 3. Businesses donating non-cash or in-kind donations:**
In-kind donations are eligible for a tax receipt only if the donation involves the transfer of a physical object and is accompanied by documentation which officially indicates the fair market value of the item such as a store purchase receipt. Gift certificates issued directly by the company are not eligible for a tax receipt although an individual purchasing and donating gift certificates would be eligible for a tax receipt with proof of purchase.
- 4. Donation of Services:**
Under CRA regulations, tax receipts cannot be issued for services. The donor performing the services must invoice for the services and complete an exchange of cheques with the Foundation in order to be eligible for a tax receipt.

Individual Contributions

Individuals can give in the following ways:

- 1. Purchase tickets or register for your event**
In the case of ticket purchases and event registrations, the receiptable amount is equal to the total amount less the value received by the guest. The value of the tax receipt must be exclusive of all benefits received by the donor. All event costs and gifts given to guest must be calculated into the cost of the event.
- 2. Monetary donations**
Any individual donation with no benefit to the donor is eligible for a tax receipt. This can be in the form of cash, credit card, cheque or money order. Our policy is to receipt donations of \$15 or more. Cheques should be made payable to Lakeridge Health Foundation.
- 3. Purchasing items at your event**
People or businesses who purchase silent or live auction items, tickets, merchandise, etc., at fundraising events are not eligible for tax receipts as the purchaser is receiving something in return for their money. However, if the purchaser pays more for an item than its actual retail value, the difference may be eligible for a charitable tax receipt.

For any additional questions regarding tax receipts for events, please ask your Lakeridge Health Foundation Events Coordinator.

Event / Fundraising Ideas

Parties

- * Gala/Silent Auctions
- * Barbeques
- * Birthday/Anniversary Parties
- * Restaurant Grand Openings
- * Dinner/Dances
- * Euchre Nights

Sales & Shows

- * Bake Sales
- * Yard Sales
- * Fashion Shows
- * Talent Shows
- * Car Washes
- * Theatre/Concert Events

Sporting Events

- * Tournaments
- * Game Nights
- * Walk/Run Event
- * Biking Events

“A-Thons”

- * Read-a-Thon
- * Walk-A-Thon
- * Run-A-Thon
- * Dance-A-Thon
- * Skate-A-Thon

Events Appropriate For Employees of a Corporation:

- * Dress-Down Days
- * Proceeds from Holiday Parties, Birthdays, Anniversaries
- * Tribute donations for special occasions
- * You can designate a certain percentage of your sales or service (for a week, month, or another appropriate time frame) to Lakeridge Health and advertise incentives with appropriate signage to encourage customer patronage and promote sales

Specific to Shopping Centres

- * Designate a “Lakeridge Health Day” and involve merchants to plan something to raise funds for the Hospital during that day.
- * Organize and charge a participation or admission fee for a fashion show, fair, etc.
- * Designate Lakeridge Health as the recipient of an already developed fundraising initiative





**Lakeridge
Health
Foundation**

Please return this form using one of the following:

Email: foundation@lakeridgehealth.on.ca
Fax: 905-743-5306
Mail: 1 Hospital Court, main floor, room A120,
 Oshawa, ON, L1G 2B9

Event Proposal Form

Event Name	
Event Date	Event Location
Event Start/End Time	
Contact Name	
Contact Address	
City	Postal Code
Telephone	Email
Funds Directed to:	
<input type="checkbox"/> Area of Greatest Need <input type="checkbox"/> Other (please indicate)	
Event Description	

PROPOSED BUDGET

PLEASE NOTE: All costs to come out of event proceeds or to be paid directly by the event organizer. Please indicate whether you expect the expenses to be provided free of charge.

REVENUE

sponsorships	\$ _____
registration fees	\$ _____
ticket sales	\$ _____
cash donations	\$ _____
ancillary fundraising (silent auction etc)	\$ _____
other	\$ _____
total revenue	\$ _____

EXPENSES

venue rental	\$ _____
food & beverage	\$ _____
printing (tickets, posters etc)	\$ _____
security	\$ _____
license fees	\$ _____
prizes	\$ _____
other	\$ _____
total expenses	\$ _____

total profit \$ _____
 (revenue minus expenses)

Name: _____ **Date:** _____

Signature: _____ **Foundation Approval:** _____