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to helping ensure the  
best health care in BC



## INDEPENDENT COMMUNITY EVENT FUNDRAISING PLANNING GUIDE

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# About VGH & UBC Hospital Foundation

Thank you for choosing VGH & UBC Hospital Foundation as the beneficiary of your fundraising event! We are grateful for your commitment to playing a vital role in the future of health care in BC.

VGH & UBC Hospital Foundation is a registered charity and Vancouver Coastal Health's primary philanthropic partner, raising essential funds for the best, most specialized adult health services and research for all British Columbians. We partner with donors to drive innovation and sustainable health care at VGH, UBC Hospital, GF Strong Rehab Centre, Vancouver Coastal Health Research Institute, and Vancouver Community Health Services.

VITAL is the important work of VGH & UBC Hospital Foundation. It is the crucial link that makes good health care better, enabling us to build new facilities, invest in new equipment and technologies, better meet patient demands and take advantage of new treatments and procedures. While government funds the day-to-day operations of our hospitals and health care services, philanthropy helps us accomplish our vision of exemplary care and enables us to act on what we know is possible.

Our hospitals and health care centers are acclaimed for exceptional care and breakthrough treatments. We have the medical experts, facilities and equipment to best respond when people need medical care. Few illnesses or injuries are beyond the skills of our health care teams. With donor support, the Foundation works hard to ensure that excellent care is here when you need it.

For more information about the Foundation please visit us at [vghfoundation.ca](http://vghfoundation.ca) Registered Charity Number 132173063RR0001

## VISION

Inspiring donors. Transforming health care. Saving lives.

## MISSION

Harnessing the power of philanthropy to significantly improve specialized health care and research for British Columbians.

## VALUES

Initiative & Innovation Integrity & Stewardship Teamwork & Engagement



# > About Independent Community Events

## **OVERVIEW:**

Independent Community Events are fundraising initiatives and/or events that are organized by caring individuals, community groups, service clubs, or businesses across British Columbia. Proceeds benefit VGH & UBC Hospital Foundation. Organizers often have a connection to our health care facilities - either they themselves or someone they know has been a grateful patient or they are inspired to help transform health care.

Fundraising can be a great way to turn passions and creative ideas into a charitable event. Independent community events can be anything from a pub night to a cocktail reception. The fundraising possibilities are endless!

Here are some examples of past or recurring Independent Community Events to get the ideas flowing:

### Wildcard Weekend

This annual pub fundraiser involves a live viewing of the Saturday evening NFL Wildcard game along with a silent auction at a pub with fundraising proceeds being directed to the Solid Organ Transplant Unit programing and equipment needs. Since 2015, this event raises around \$15,000 annually.

### Fundraising for TRFBC

A high school student was assigned to work on a personal project throughout the school year. This student chose to start an online campaign to raise funds for the Transplant Research Foundation of BC in honor of his little brother who unfortunately passed away while waiting for a double lung transplant. This student made it his mission to raise awareness about the importance of organ donations and to fundraise for innovative transplant research. With a goal of \$1,000, this student surpassed his goal and ended his campaign with \$1,420 raised.

### No More NMO 5km Walk/Run

This annual family friendly event raises funds for Neuromyelitis Optica (NMO) research. NMO is a very rare condition that damages the spinal cord and optic nerves and more research needs to be done to improve treatment and to ultimately find a cure. The community comes out to show their support by raising funds and participating in a 5KM walk/run. This event raises around \$23,000 annually.

## **FUND DESIGNATION**

Funds raised through your event can be directed to either:

- 1) The greatest area of need at our hospitals – Our Most Urgent Needs Fund advances patient care; purchases urgently needed equipment, and funds innovative new research.
- 2) A specific area of patient care or research – Examples include Brain Health, Palliative Care, the Solid Organ Transplant Unit, or community programs (e.g. the Sheway program offering health and social services to women and children in Vancouver’s Downtown Eastside), and much more.

We hope that the information in this package will assist you in your planning and hosting a successful event. Together we can deliver a healthy continuum of care – from research to patient care, rehabilitation and community health services. Thank you for choosing to support VGH & UBC Hospital Foundation and we look forward to working with you.

# > How VGH & UBC Hospital Foundation Can Help...

## Contact Fundraising Event Coordinator for more information:

**Email:** [events@vghfoundation.ca](mailto:events@vghfoundation.ca)

**Phone Number:** 604 875 4676 ext. 68520

### Pre-Event

- Provide advice and guidance via phone or email to assist you with your planning process
- Provide explanations and guidance for tax receipting of donations
- Opportunity for your supporters to donate online through an online fundraising page
- Provide an official letter of endorsement for your event if you require for potential sponsors, venues etc.
- Provide a letter of acknowledgement for gaming license application, soliciting prize donations and sponsors
- Supply sponsor and auction donation request templates
- Supply donation forms
- Provide an introduction paragraph about our Foundation to add to the bottom of your PSA or promotional material
- Promote event on VGH & UBC Hospital Foundation social media channels
- Provide our name and logo for promotional purposes- once approved by the Foundation  
(Please let us know before you print and allow two business days for approval)

### Event Day

- Provide one page information sheets on your chosen area of support for our hospitals
- Provide thank you letter from our Foundation to read to participants
- Provide marketing material upon request: VGH & UBC Hospital Foundation banner, donation box, patient stories/videos, donation forms, and brochures. (Please let us know what materials you will need at least 2 weeks in advance).

### Post-Event

- Process event donations and designate your funds to your chosen area
- Provide tax receipt with a letter of thanks from the Foundation sent to your donors with gifts over \$25
- Provide business receipts to your sponsors
- Provide thank you letter/email template for you to use - *upon request*
- Provide recognition of your incredible efforts in accordance with the Foundation's donor recognition policies

## VGH & UBC Hospital Foundation Does Not...

- Organize events within the VGH, UBC Hospital, GF Strong Rehab Centre, Vancouver Coastal Health Research Institute and Community Health Services
- Provide access to donor or staff lists
- Directly sell tickets or solicit cash or prize sponsorships/donations
- Reimburse expenses, or administer the finances of the event
- Provide insurance coverage for your event

# Planning Your Event – 10 Steps to Success

## Step 1 – Brainstorm & Set Goals

Here's the fun part! Spend some time thinking about what type of event you would like to organize. Some questions to consider getting your brainstorm started:

- What type of event would you like to host?
- Do you have hobbies, skills or talents you could turn into a fundraiser?
  - Part of a sports club? Host a sports (e.g. basketball or golf) tournament.
  - Avid runner or cyclist? Organize a community 5K run or cycling event or participate in a marathon or cycling event while fundraising in support of the Foundation.
  - Passionate about baking? Hold a bake sale at your school or community center
  - Lover of trivia? Host a trivia night at a pub.
  - Craft beer or wine enthusiast? Organize a brewery or wine tour fundraiser.
  - Love designing? Sell handmade cards/designs at a craft fair or friends and family
  - Need more ideas? Check out the Fundraising Ideas (p. 10).
- Who is your target audience and what would they enjoy?
- What is your fundraising goal?
- How do you plan to go about fundraising?

## Step 2 – Let VGH & UBC Hospital Foundation Know

Now that you have an idea of what type of event you'd like to host, we'd like to share in your excitement and learn about your fundraiser so we can help. Please complete our Independent Community Event Application Form sent to you by the foundations Fundraising Events Coordinator. They will contact you within a few days of receiving your application if you have not already spoken with them.

## Step 3 – Form an Event Committee

Organizing a successful event requires hard work and planning. Rally like-minded individuals with different skills and experience who can help you with various aspects of your event. Many hands makes work light!

## Step 4 – Set a Date and Venue

Set a date and time for your event that gives you plenty of time to plan, promote, and obtain any special insurance or license (raffle, liquor etc.) that might be required. Choose a venue that is convenient for you and your attendees and has the amenities that you require. Be mindful of holidays and look into other events happening in your area to make sure that your event isn't competing with others.

## Step 5 – Create a Budget

Identify possible fundraising opportunities for sources of income (sponsorship, ticket sales, silent auction, asking your networks to donate to your cause, raffle draws etc.) and develop an estimate for all potential event expenses such as venue rental, entertainment, food, event insurance and more. Aim to keep your costs low in order to maximize funds raised. Your expenses for a fundraising event should not exceed 50% of the revenue.

Keep in mind that securing sponsors for your event is a great way to cover event costs while helping to promote caring companies and businesses in your community.

## Step 6 – Plan Ahead

We recommend starting your planning process as early as possible. The nature of your event, the number of volunteers, and your goals will determine how detailed your plan needs to be. Below is an example planning checklist to help you plan your event. Please use what's applicable to you.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Set an achievable fundraising goal         | <input type="checkbox"/> Determine entertainment needs                                | <input type="checkbox"/> Secure licenses, permits, or insurance                                   |
| <input type="checkbox"/> Set a time & date                          | <input type="checkbox"/> Determine food & beverage needs                              | <input type="checkbox"/> Read over our tax receipting guidelines on page 11.                      |
| <input type="checkbox"/> Create a budget                            | <input type="checkbox"/> Recruit volunteers   | <input type="checkbox"/> Create “day of” agenda for your event                                    |
| <input type="checkbox"/> Set up online fundraising page             | <input type="checkbox"/> Promote your event on social media, flyers, print media etc. | <input type="checkbox"/> Thank your supporters  |
| <input type="checkbox"/> Source and book venue                      | <input type="checkbox"/> Send an email to your network to donate to your cause        | <input type="checkbox"/> Wrap up your financials and submit them to VGH & UBC Hospital Foundation |
| <input type="checkbox"/> Identify and solicit sponsors              | <input type="checkbox"/> Identify and choose fundraising opportunities                | <input type="checkbox"/> Be proud and celebrate your success!                                     |
| <input type="checkbox"/> Form an event committee and delegate tasks |   |   |
| <input type="checkbox"/> Create/Send out invites                    |   |   |
| <input type="checkbox"/> Determine rental needs                     |   |   |

## Step 7 – Fundraise

You can either fundraise online or offline, or do a mixture of both!

### Online Fundraising

An online fundraising page is an effective method to engage your supporters and provides an easy way to contribute to your cause. All online donations will be issued an official tax receipt by the Foundation. The online fundraising platform also allows you to send mass emails and personalized thank you notes to your donors with ease. The Foundation Fundraising Events Coordinator can assist you with the creation of your online fundraising page.

### Offline Fundraising

You can collect pledges, cash and cheques at your event or leading up to it. Please ensure that cheques are payable to VGH & UBC Hospital Foundation.

The Foundation is also able to provide donation forms upon request, which can record credit card information. Please ensure to accurately keep track of donations and donor information (full name, address, and any supporting documents) to ensure your donors will be able to receive a tax receipt. For more tax receipting details, please refer to page 11.

### Fundraising Opportunities

Some fundraising opportunities to consider:

- Ticket Sales
- Sponsorship
- Silent/Live Auction
- Holding a raffle or promotional draw
- Asking your networks (friends, family, colleagues etc.) to make donations to support your cause

## Step 8 – Spread the Word

Promotion is the key to any successful event. Keep your audience in mind and determine the best ways to reach them (e.g. social media, flyers, email, print media, etc.).

If you'd like to promote your event through social media sites (e.g. Daily Hive Vancouver, The Georgia Straight) on their online event calendars, check out the Event Resources page (p. 13) for more information.

We would be proud to display our logo and name on your event materials, but we must ensure you are using our logo or name within our branding guidelines. Therefore, print materials and media releases bearing the Foundation's logo or name must be approved by the Foundation prior to being released or printed (please allow minimum two business days for approval).

## Step 9 – Execute and Enjoy your Event!

Your event day has arrived! Your plans are in place, and your team knows what needs to be done, let the fundraising begin! Here are some helpful hints for event day:

- Have fun! You are helping to support vital care for all British Columbians through your event.
- Take pictures - these are great to add to your thank you emails/letters for supporters, social media pages (e.g. Facebook or Instagram) and for giving to local media after the event to share your event success.
- Allow your event attendees to donate to your online fundraising page by setting up a few laptops or tablets at your event. Online donations of \$25 or more will automatically receive an electronic charitable tax receipt.
- Prefer to use classic paper donation forms? Keep track of donor names and contact details on provided donation forms and participants who make gifts of \$25 or more can receive an official charitable tax receipt from VGH & UBC Hospital Foundation. For more tax receipting details please refer to page 11 for guidelines and talk to us as you plan your event



## Step 10 – Post-event Management

### Collect & Submit Funds

We ask that you collect and submit the offline funds raised from your event to the foundation **within 30 days** of your event. Cheques or completed donation forms can be mailed or delivered in person to:

### VGH & UBC Hospital Foundation

ATTN: ICE Coordinator  
190 – 855 West 12 Ave  
Vancouver, BC V5Z 1M9

For **tax receipting** details please refer to page 11 for guidelines and talk to us as you plan your event. There are a number of regulations set out by Canada Revenue Agency (CRA) that event organizers must follow.



## Step 11- Say thank you

Please let those who attended and helped your event know how much you appreciate their support and ensure they know their commitment and generosity have impacted the lives of patients, families and staff at our hospitals.

Send a personal “we did it” note to your committee members

Send a short description of your event and photo to local media to thank your community for helping to raise X amount of money for your cause.

Update your social media pages with photos and fundraising total

Send an email to participants sharing the final amount they helped raise

Send a note and relevant photo to your sponsors thanking them for their support



**Have more questions? Check out our FAQs (p.14)**

# > Fundraising Ideas

## Family-Friendly Fundraisers

- Battle of the Bands
- Bowling Night
- BBQ Cook-off
- Food Truck Festival
- Craft Fair/Flea Market
- Movie Night
- Musical Show
- Themed Party
- Yard Sale
- Pitch & Putt

## Formal Fundraisers

- Galas
- Cocktail Reception
- Dinner with a Top Chef/Special Guest
- Casino Night
- Fashion Show
- Concert
- Art Reception

## Other Fundraisers

- Pub Night
- Wine or Brewery Tour
- Dance Party
- Karaoke Night
- Contests & Games
- Golf Tournament
- Car Wash
- Auctions



## Be Creative!

Turn your hobby or something you love into a meaningful fundraiser. Nothing is too out-of-the-ordinary for raising funds for the extraordinary care that our health care professionals provide.

# > Tax Receipting Guidelines

VGH & UBC Hospital Foundation strictly follows the tax receipting rules and regulations of the Canada Revenue Agency (CRA).



## **What is a gift?**

A gift must be given freely. If a gift is made as a result of a contractual or other obligation (for example, a court order) a receipt cannot be issued

Monetary donations from individuals or organization donors

In-kind donations of services processed through cheque exchange

In-kind donations are subject to appraisal by qualified Foundation staff with proof of purchase/invoice

Donations of inventory, subject to the approval by qualified Foundation staff

Auction bids over 125% of an item's fair market value will qualify for a tax receipt for the full difference between the successful bid price and fair market value

## **What does not qualify for a tax receipt?**

Donation of services

Event sponsorship support (a business receipt can be issued upon request)

Purchase of merchandise or auction items

Purchase of lottery tickets

Donation of used items

Donation of items with no proof of fair market value (or difficult to determine)

## **How do I get tax receipts for donations collected in my name?**

Official tax receipts will be issued by the Foundation upon receipt of the full donation amount, full name/address of the donor/organization, and supporting documents

A donation form (used to collect donor information) can be provided upon request

The total value of issued receipts **MUST NOT** exceed the proceeds of the event

Tax receipts are issued for donations over \$25, unless requested otherwise

**For more detailed information, visit [www.cra.gc.ca](http://www.cra.gc.ca)**

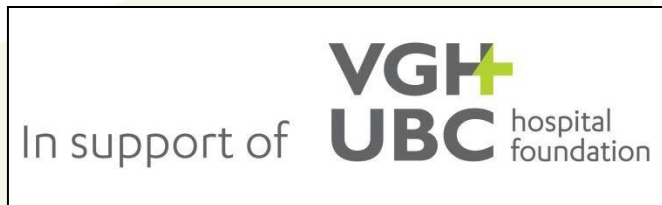
# Logo Usage and Guidelines

Our logo is a symbol of who we are and what we stand for – insuring excellence. These are the guidelines for VGH & UBC Hospital Foundation logos. To ensure the visual impact and integrity of our logo, it is important the guidelines are followed to maintain consistency.

We are happy to provide you with the VGH & UBC Hospital Foundation “In Support Of” logo (see below) for your use on approved materials and publications. We always ask that you obtain approval from the Fundraising Events Coordinator prior to printing or publishing anything.

## Horizontal Logo

This is the preferred configuration for most applications.



## Vertical Logo

This is generally used when space restrictions apply or the collateral is very narrow and in a vertical format.



If you are printing on a dark/black background and require a transparent or white logo, this version can be provided upon request.

## Logo Do's

- Use the logo on event collateral and materials
- Use the logo on a very light tinted background when possible
- Submit materials to the Fundraising Events Coordinator prior to printing or publishing any materials with the logo on it for approval.

## Logo Don't's

- Don't use any logo found via Google search or Foundation website (the Fundraising Events Coordinator will be happy to send a high-quality, electronic version)
- Don't change the colour of the logo
- Don't use graphic effects with the logo
- Don't rotate the logo
- Don't stretch or distort the logo



## Event Resources

### Looking for catering, equipment rentals, or additional ways to promote your event?

Here are some options you may want to consider:

#### Online Event Calendars

Spread the word about your event! Send a submission request for your event to be posted on their Events page or online event calendars.

Breakfast Television Vancouver: <http://www.btvancouver.ca/event-submission/>

Global News: <http://globalnews.ca/pages/global-bc-community-events/>

The Georgia Straight: <http://www.straight.com/listings/events>

Tourism Vancouver: <https://www.tourismvancouver.com/events/calendar-of-events/>

Daily Hive Vancouver: <http://dailyhive.com/vancouver/events>

Vancouver Sun: <http://www.vancouversun.com/entertainment/listings/submit-your-event.html>

Vancouver Courier: <http://www.vancourier.com/add-event>

Westender: <http://www.westender.com/contact-us/submit-an-event>

#### Catering

Emelle's Catering: <https://emelles.com/>

Savoury Chef: <https://www.savourychef.com/>

Butler Did It!: <http://www.butlerdiditcatering.com/>

Edgeceptional Catering: <http://edgecatering.ca/>

Railtown Catering: <https://railtowncatering.ca/>

The Lazy Gourmet: <http://www.lazygourmet.ca/>

Peake of Catering: <http://peakeofcatering.com/>

#### Equipment Rental

Salmon's Rentals: <https://www.salmonsrentals.com/>

A & B Party Time Rentals: <https://abpartytime.com/>

Pedersen's Rentals: <http://vancouver.pedersens.com/>

Lonsdale Event Rentals: <http://lonsdaleevents.com/>

## FREQUENTLY ASKED QUESTIONS

### **I'm ready to organize a fundraising event for VGH & UBC Hospital Foundation. Where do I start?**

To start fundraising for the Foundation, please begin with completing an Independent Community Event Application Form. You can send the form back to the Fundraising Events Coordinator by email, fax or mail. The form will provide us with the information needed to assist you with your fundraising event needs. We will be in contact with you within 2-3 days of receiving the form.

**Address:** VGH & UBC Hospital Foundation  
Attn: ICE Coordinator  
190 – 855 West 12 Ave Vancouver, BC  
V5Z 1M9

**Phone:** 604-875-4676 ext. 68520

**Fax:** 604-875-5433

**Email:** [events@vghfoundation.ca](mailto:events@vghfoundation.ca)

### **How are charitable tax receipts issued?**

Any donation over \$25 is eligible for an official charitable tax receipt. Ticket purchases, raffle tickets, silent auction purchases, and merchandise purchases are not eligible for a tax receipt. Official tax receipts will be issued by the Foundation upon receipt of the full donation amount, full name/address/email address of the donor/organization, and supporting documents. Donation forms can be provided upon request to help capture donor information for your event.

### **Can I designate the area I would like the funds to go to?**

Yes. You can decide on a specific area of the hospital or a specific fund that you would like the money to go towards.

*Note: The receipting and management of gifts are subject to the Canada Revenue Agency and the Foundation Board approved policies.*

### **Can I deduct my expenses from the funds raised?**

The Foundation is not able to accept any financial responsibility or liability for your event, nor are we able to provide any insurance. Event expenses, event insurance and any permits or licenses are the responsibility of the event organizer. Donations collected at fundraising events may not be used to offset event expenses, according to CRA regulations. Your expenses for a fundraising event should never exceed 50% of the revenue.

### **Are there any restrictions to the type of event I host?**

The Foundation's fundraising activities are conducted in keeping with our core values and mission. Prospective independent community events must be compatible with our values and mission. We do not participate in any event deemed in conflict with our values including door-to-door solicitations, and activities that could be perceived as being offensive, discriminatory, or detrimental to health and wellbeing.

## **Can a VGH & UBC Hospital Foundation representative attend my event or provide volunteers?**

Although we wish we could help and participate in all events supporting our hospitals, we have limited resources and staff. As a result, we are often unable to provide volunteers or a staff representative for most events. However, we would be happy to discuss the scope and needs of your event and help or participate if we can.

## **Do you have promotional materials available for my event?**

Upon request, VGH & UBC Hospital Foundation can provide a banner, donation box, patient stories/videos, donation forms, and brochures.

## **Can I use VGH & UBC Hospital Foundation's logo for my event?**

Yes. Please email the Fundraising Events Coordinator at [events@vghfoundation.ca](mailto:events@vghfoundation.ca) for a digital file of the "In Support Of" VGH & UBC Hospital Foundation logo. All materials (whether printed or digital) mentioning the Foundation or containing the Foundation logo must be submitted for approval prior to publishing/printing.

## **Can we have a cheque presentation?**

Yes. We're happy to organize a cheque presentation during business hours (Monday-Friday from 8:30 AM to 4:30 PM) by appointment. Please contact the Fundraising Events Coordinator to schedule this presentation.

Can I organize an event for patients at the hospital?

Patients at the hospital are ill and have compromised immune systems. Visits and events for patients are not permitted for this reason.

## **Where do I send my donations?**

Donations can be sent to the VGH & UBC Hospital Foundation office or delivered in person during regular business hours Monday to Friday from 8:30 AM to 4:30 PM. If you choose to mail your donation, please ensure that you do not mail cash. Cheques can be made to **VGH & UBC Hospital Foundation**.

**Address:** VGH & UBC Hospital Foundation  
Attn: ICE Coordinator  
190 – 855 West 12 Ave Vancouver, BC  
V5Z 1M9

***Donations should be submitted within 30 days of your event.***

## **Who do I contact if I have questions?**

Please feel free to contact our Fundraising Event Coordinator who will be happy to assist. You can email [events@vghfoundation.ca](mailto:events@vghfoundation.ca) or call at 604-875-4676 ext. 68520. We look forward to working with you!