

H SPICE VAUGHAN

*Supporting people and loved ones coping
with life limiting illness and loss*



Plan Your Own Third Party Event Guide



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Introduction

You can make a difference!

Organizing and holding a special event in support of Hospice Vaughan is a great way to do something for a charity you love while you achieve your philanthropic goals, build community spirit, and raise awareness for Hospice support. Golf tournaments, birthdays, memorials, gala dinners, hikes, various sporting events, virtual events and more are just some of the popular occasions people leverage to independently host fundraisers for the causes they love. At Hospice Vaughan we believe everyone deserves a better ending, with your help we can make that happen. By holding a fundraiser in support of Hospice Vaughan, you are making a difference in the lives of people and their families coping with life-limiting and end of life illness.

Why Support Hospice Vaughan?

When you choose to support Hospice Vaughan either by making a donation or by organizing a third party event, you are joining others who are supporting the movement to transform palliative care.

For over two decades, Hospice Vaughan has been providing compassionate palliative services and soothing grieving hearts in our community. We have expanded our vision to transform end-of-life care in Vaughan by building a state of the art facility that will include a 10-bed residential hospice, family support and bereavement services, visiting hospice services and facilities to conduct research, and educate health care professionals on palliative care best practices. All services are free of charge, everyone is welcomed.

What Will Your Fundraising Accomplish?

Hospice Vaughan's mission is to help people with life-limiting illnesses live fully in comfort and with dignity until they die, while providing support for families, friends, and caregivers.

Your support and fundraising will go directly towards Hospice Vaughan's goals of:

- Maintaining excellence for all programs and services
- Developing innovative programs for support and continuously improving those in existence
- Serving as many clients, caregivers, and families as possible
- Achieving and maintaining organizational health
- Contribute to the success of our new Residential Hospice
- Support hospice and palliative care in your community

Your fundraising donation of any size will make a real difference to individuals in our community that are facing a life limiting illness or dealing with the loss of a loved one. Your support will directly benefit clients and their families within the community to improve end of life care, decrease stress and contribute to living well until they die as well as aftercare for loved ones. Thank you for your kind support.

Step-by Step Guide

We hope this event guide will help you in planning your event. Here are some key steps to guide you through the process:

1. Contact Us

Hospice Vaughan staff are here to help you with your ideas and provide you with information and support in planning your event. Please contact:

Diane Presta
Events and Donation Coordinator
diane@hospicevaughan.com
905-850-6266 x 201

2. Event Ideas

Anything is possible with a little imagination but we have some suggestions that have worked for others. The most important thing is that you have fun! Consider:

- Gala or Charity Dinner and Dance
- Sports Tournament or Event
- Fashion Show
- Garage Sale
- Athletic Event (ex. Hike)
- Restaurant Fundraising Nights
- Paint Night
- A Celebration: Birthday, Anniversaries, etc... (consider asking for donations instead of gifts)
- Social Club Dinner Events
- Bake Sales

The list and possibilities are endless! These are just a few ideas, we suggest researching online for even more examples at how to raise funds!

3. Fundraising Opportunities

There are two types of Third Party Fundraisers that can be done for Hospice Vaughan

- A group or individual can host an event and make Hospice Vaughan the beneficiary.
Example: an individual or group hosts a golf tournament, gala, dinner etc... and gives Hospice Vaughan a donation for the net profits.

or

- A group of individual can "piggy back" on an existing event, adding a third-party fundraising element, and donate the income produced from this element.
Example: a company has an annual party and asks their employees to make a donation to Hospice Vaughan

Try fundraising online! To help you raise money with limited efforts, please contact us so that we can direct you to an online fundraising tool to create your own personal fundraising page. not only is it fast and easy to do, but online donations on average, double the amount of offline donations!

4. Get Organized

Organizing a successful event takes work and planning. Organizing a committee or a group of friends and family to help out with overseeing and management of your event can be a great help!

5. Set the Date and Venue

Schedule your event for a day that gives you enough time to plan and promote it. Make sure it's not competing with another event happening in your community or circle and don't forget about holidays that occur throughout the year.

Booking your event in an accessible location is crucial. Make sure your site has all the amenities you need, at a price you can afford. If you are planning an outdoor event always have a Plan B in case the weather fails to co-operate. Also look online to see if you need a license or permit should your event be taking place in a public space.

6. Set Your Fundraising Goal and Budget

Set a fundraising goal for your event and plan how you expect to reach your goal. Determining your budget will help you to decide whether your fundraising target is realistic. Remember to always monitor your expenses and plan a small amount as a contingency.

7. Do You Need a License?

Check with the city, Police and/or Alcohol and Gaming Commission in your community to determine if you need any licenses and how long it takes to get them. If you are serving alcohol ensure your venue holds a valid liquor license. If you are hosting your event outside a licensed facility, application forms can be obtained from your local LCBO.

8. Donations and Tax Receipts

Any donation cheques should be made out to Hospice Vaughan and can either be dropped off to our office or mailed to: Hospice Vaughan, 31 Woodbridge Ave, Vaughan ON, L4L 2S6

If you are creating your own online fundraising page with the help of Hospice Vaughan, your donors should each receive electronic tax receipts automatically by email.

Hospice Vaughan is a registered charity and will issue charitable tax receipts provided that event organizers fill out the *Third Party Event Application Form* and submit it to Hospice Vaughan. Some Canadian Revenue Agency conditions apply.

No receipts are given for amounts paid for goods, services or for which a direct benefit is derived from the purchaser.

Hospice Vaughan issues tax receipts for donations of \$20 or more, and in accordance with the Canada Revenue Agency guidelines. With regards to third party event donations, **only monetary donations are eligible for tax receipts**. In order for participants to receive tax receipts, event organizers must send a clear and legible listing of donors, including full contact information and donation amounts within 30 days of the event. Note that in the case of ticket purchases, you must indicate the value of any benefits received by the participant (ex. food and drink, entertainment, etc...), as this amount must be deducted from the full ticket price to determine the receiptable portion of the donation. Hospice Vaughan reserves the right to review and approve all receipting decisions.

Note: Hospice Vaughan will **not** issue tax receipts for purchasers of raffle tickets or auction items. In addition Hospice Vaughan will not issue tax receipts for gifts-in-kind donations to third party events. Instead of a tax receipt, an acknowledgement letter can be issued indicating the fair market value of gifts in kind, as many companies deduct these gifts as business expenses with associated tax benefits.

For more information please visit the Canada Revenue Agency site at:
<https://www.canada.ca/en/services/taxes/charities.html>

9. Recruit Volunteers

Do you need help leading up to the event and/or on the day of your event? If so, determine the duties you may need assistance with and try to recruit some volunteers to lend a helping hand.

10. Use of the Hospice Vaughan Name and Logo

To assist you with promotion and establishing legitimacy, Hospice Vaughan can provide you with a logo for your promotional materials. To ensure Hospice Vaughan's identity is represented correctly, **all material with the Hospice Vaughan Logo must be approved by the Event and Donation Coordinator**. You can email artwork to: diane@hospicevaughan.com

11. Promote Your Event

Be sure to promote your event online (ex. SNAP event calendar, Facebook, Instagram, Twitter, etc..) and use traditional methods of flyers and posters.

You can also request that Hospice Vaughan put your event listing on our website, and schedule a social media post.

12. After the Event

Now it's time to tally and submit the funds you raised to Hospice Vaughan. Please do so within 60 days of the event.

Remember to thank those who helped make your event a success. When their efforts are recognized, they'll feel better about having contributed and will be more willing and excited to help at your next fundraising event.

Don't forget to showcase your event by posting highlights and outcomes of your event through social media. Pictures are always enjoyed and often passed onto others.

Resources:

Should you need any help with the following:

- Frequently asked questions
- Fundraising ideas
- Sample In-Kind donation letter
- Sample thank you letter
- Budget checklist
- Hospice Vaughan Pledge Sheet
- Hospice Vaughan info graphic
- Online fundraising questions

Please feel free to reach out to us!

Diane Presta
Event and Donation Coordinator
diane@hospicevaughan.com
905-850-6266 x 201

Event Proposal Form

The event proposal form can be found at the end of this guide.

*thank
you*

FOR CONSIDERING

H  **SPICE**
VAUGHAN

FOR YOUR THIRD PARTY EVENT FUNDRAISING!



HOSPICE VAUGHAN

Hospice Vaughan Administration Policies and Procedures
Please note: the terms and conditions of this agreement can change at any time to adapt to organizational changes.

THIRD PARTY FUNDRIASING AGREEMENT

Approval Process

Hospice Vaughan and the Event Organizer(s) will ensure that fundraising events do not proceed without the prior approval of the Third Party Event Proposal Agreement, any contractual agreement required by Hospice Vaughan and execution by the Event organizer(s). Agreements between Hospice Vaughan and the Event Organizer will reflect the requirements and principles in this Guideline.

Third Party Fundraising Event Proposal Agreement

Proposed Date of Event: _____

Event Organizer Information:

Name of individual/group or company hosting event:

Contact Person (First and Last Name): _____

Phone Number: _____ Alternate Phone Number: _____

Address: _____

City, Province, and Postal: _____

Email Address: _____

Event Information

Type of Event (ex. Fundraiser, gala, community event) _____

Name of Event: _____

Event Location and Address: _____

Anticipated number of guests/attendee's? _____

What inspired you to do this event?

Briefly describe the event and how the funds will be raised.

What is your fundraising goal/objective net proceeds to Hospice Vaughan?

\$ _____

How many years have you been having this event? _____

Past years net proceeds? _____

Previous organization(s) donated to?

Are there any other charities/organizations receiving funds from this event? If so, please list the additional charities/organizations.

Promotions and Communications

Is this a private or closed event? _____

Will Hospice Vaughan's name be used in promotion of this event? **Yes / No**

If yes, please explain how:

PLEASE NOTE ALL ARTWORK CONTAINING THE HOSPICE VAUGHAN LOGO WILL NEED TO BE APPROVED BY A HOSPICE VAUGHAN REPRESENTATIVE BEFORE BEING USED.

Hospice Vaughan will need to grant written permission to the event organizer to use the Hospice Vaughan name and/or logo in any use of promotion. If permission is granted the Hospice Vaughan name/logo may only be used for the specific event listed in this agreement. Should the organizers needs for use change, or be required for use on a different event, the organizer must receive approval from a Hospice Vaughan staff representative prior to use.

Would you require any promotional material from Hospice Vaughan? (Ex. flyers, pamphlets, etc...)

Are there any external sponsorship requirements? **Yes / No**

If yes, please explain: _____

Would you like Hospice Vaughan to give your event exposure **Yes / No**

Are there any limitations/restrictions on where/how you would like Hospice Vaughan to promote your event? **Yes / No**

If yes, Please explain:

Would you require any event support from Hospice Vaughan? If so, please explain:

Would you require a representative from Hospice Vaughan to attend your event? **Yes / No**

Hospice Vaughan will make the best efforts possible to be available to handle your requests around materials, information, and representatives though resources may be limited.

If yes, please explain what role you would be expecting the Hospice Vaughan representative to play at the event:

Liability

Please note that all third-party events must supply their own form of event insurance. Hospice Vaughan will not be liable to cover any insurance claims that may arise at the event in question.

- Hospice Vaughan shall have no obligation whatsoever with respect to financing, organization, or implementation of the event and the organizer hereby acknowledges that Hospice Vaughan and any/all its agents shall be regarded as harmless in respect to any and all liability claims made against the organizer of the event, should there be any.
- In the event that the costs of the event exceed the revenue generated from the event, Hospice Vaughan shall have no liability whatsoever in regards to any excess costs.

Donation

All donations will be given to Hospice Vaughan within 60 days after the date of the event.

Will you be able to transfer the funds within this time frame? **Yes / No**

If no, please explain:

Tax Receipts

As a registered charity Hospice Vaughan is able to issue tax receipts based on rules and regulations provided by Canada Revenue Agency. The organizer acknowledges and agrees that the organizer is not authorized to issue charitable or other receipts on behalf of Hospice Vaughan and any such receipts, if any, shall be issued by and solely in the discretion of Hospice Vaughan. Organizers wishing to request tax receipts from Hospice Vaughan for event participants must gain approval prior to the event and must comply with CRA requirements for record-keeping and financial accountability, that include but are not limited to financial summaries, full donor information (name, address, phone number), and donor payment source (ex. cash, cheque, credit)

For more information please visit:

<https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/policy-commentary-026-third-party-fundraisers.html>

Event Approval

The Executive Director of Hospice Vaughan or a Hospice Vaughan staff agent appointed by the Executive Director shall review the event proposal form for approval. After review, the Executive Director must sign any event approval forms.

The Executive Director of Hospice Vaughan or a Hospice Vaughan staff agent appointed by the Executive Director is required to review and must approve all promotional materials in advance of any form of publication by any means. (Paper or electronic)

If you have requested that a Hospice Vaughan representative be present at your event, Hospice Vaughan will make arrangements and contact you with the information of the representative that will be in attendance.

Hospice Vaughan will make the best efforts to be available to handle your requests around materials, exposure, information, volunteers and representatives, based on availability and capacity.

Fundraising Practices

Volunteers who solicit or receive funds on behalf of Hospice Vaughan adhere to *Ethical Fundraising and Financial Accountability Code* and other applicable codes of ethics and standards of practice;

- Act with fairness, integrity and in accordance with all applicable laws;
- Discontinue solicitation of a prospective donor who identifies the solicitation as harassment or undue pressure, or does not wish to be solicited;
- Immediately disclose to Hospice Vaughan any apparent or actual conflict of interest/loyalty;
- Do not accept donations for purposes that are inconsistent with Hospice Vaughan mission.

Appendix A: Hospice Vaughan

Third Party Fundraising Agreement

Third Party Fundraising Agreement

- Hospice Vaughan Reserves the right to review approval of this event should the organizer not follow the terms listed in this agreement. In the event that the organizer fails to comply with proper third-party event procedures Hospice Vaughan will take all measures possible to have the event continue, however should the Organizer fail to cooperate, Hospice Vaughan holds the right to cancel this agreement and/or the Event.

Date: _____

Event Organizer/Organization Signature: _____

x _____

Belinda Marchese, Executive Director

Hospice Vaughan

x _____

Diane Presta, Events and Donation Coordinator

Hospice Vaughan