

H SPICE

VAUGHAN



Community Event Planning Guide



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Introduction

Thank you for thinking of Hospice Vaughan when planning your Community Event - you are truly making an impact.

Hosting a community event in support of Hospice Vaughan helps to build a culture of philanthropy where we live. Whether it is golf tournaments, birthdays, memorials, gala dinners, hikes, various sporting events, virtual gaming events, corporate fun, candle sales and more you are building community spirit, increasing awareness of Hospice Vaughan and contributing to the development of our beautiful city. It is no small task to plan and host an event that may last a few hours, a few days or a number of weeks and we thank you. You are making a difference in the lives of individuals, families and caregivers living with a life-limiting illness or dealing with grief and you are to be commended.

Why Support Hospice Vaughan?

Choosing to support Hospice Vaughan is a decision to join our movement to transform palliative care in our city, our region and our province. This cannot be done without you!

Since 1995, Hospice Vaughan has been providing compassionate palliative care programs and services in our community with only partial government support. Transforming end of life care in Vaughan has led to a dedicated effort to open the first 10 bed palliative care hospice residence and the Mario & Nick Cortellucci Centre of Excellence. Building a state-of-the-art facility that will include a 10-bed residential hospice, family support and bereavement services, visiting hospice services, 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 support people with life-limiting illnesses to 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:

- Serving our community with programs and services of excellence
- Developing and expanding innovative programs for support and care
- Serving as many clients, caregivers, and families as possible
- Achieving and maintaining organizational health
- Contribute to the success of our residential and community programs and services
- Support hospice and palliative care in your community, region and province

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 support for loved ones. Thank you for your generosity and love.



Event Guide

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

Shahmyna Kassam, Events - Staff Lead at Hospice Vaughan
events@hospicevaughan.com | 905-850-6266 x 201

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

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!

- Gala or Charity Dinner and Dance
- Sports Tournament or Event
- Virtual Gaming Event
- Fashion Show
- Garage Sale
- Athletic Event (ex. hike)
- Restaurant Fundraising Nights
- Celebration of a Special Event: 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 and we suggest researching online for even more examples on how to make your community event awesome!

Go Virtual & Fundraise 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.

Fundraising Opportunities

There are two types of Community Event Fundraisers that can be done for Hospice Vaughan.

1. 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.
2. A group of individuals can "piggy back" on an existing event, adding a community event fundraising element, and donate the income produced from this element. Example: A company, individual or family birthday celebration where a donation is requested to Hospice Vaughan instead of a gift.



Get Organized

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

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, company, family or circle of friends 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 require at a price you can afford. If you are planning an outdoor event always have a second option in case the weather fails to cooperate. Also look online to see if you need a license or permit should your event be taking place in a public space.

Do You Need a License or Insurance?

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.

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.

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.

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 Events – Staff Lead or designate. You can email artwork to:

events@hospicevaughan.com

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.



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

9383 Islington Ave
Vaughan, ON
L4H 3G7

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 Community Event Application Form and submit it to Hospice Vaughan. Some Canadian Revenue Agency conditions apply.

Hospice Vaughan issues tax receipts for donations of \$20 or more, and in accordance with the Canada Revenue Agency guidelines. With regards to community events (third party) 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 (legal name, address, email and phone number) and donation amounts within 60 days of the event. Note that in the case of ticket or product 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 portion of the donation that will receive a tax receipt. 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 community 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>



Post Event

1. Now it's time to tally and submit the funds you raised to Hospice Vaughan. Please do so within 60 days of the event.
2. Remember to thank those who helped make your event a success. When their efforts are recognized, they'll feel better about having contributed. They will also be more willing and excited to help at your next fundraising event.
3. Don't forget to showcase your event by posting highlights and outcomes of your event through social media. Pictures and videos are always enjoyed and often passed onto others.

Resources

We are here to help! Should you need any of the following, please reach out:

- Frequently asked questions
- Fundraising ideas
- Sample in-kind donation letter
- Sample thank you letter
- Budget checklist
- Hospice Vaughan Pledge Sheet
- Online fundraising questions

Contact

Shahmyna Kassam

Events – Staff Lead

events@hospicevaughan.com

905-850-6266 x 201



Community Event Fundraising Agreement

Approval Process: Hospice Vaughan and the Event Organizer(s) will ensure that fundraising event does not proceed without the prior approval of the Community 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.

Community Event Fundraising Proposal Agreement

Proposed Date of Event: _____

Event Organizer Information

Name of individual/group/company hosting event: _____

Contact Person (First & Last Name): _____

Phone Number: _____ Alternate Phone Number: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

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? _____

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? Yes / No

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

If yes, please explain how:



PLEASE NOTE: 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.

To ensure Hospice Vaughan's identity is represented correctly, all material with the Hospice Vaughan Logo must be approved by the Events – Staff Lead or designate. You can email artwork to: events@hospicevaughan.com

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

PLEASE NOTE: 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.



Liability

Please note that all community 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.

Donations

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 at 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, email, 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 designate appointed by the Executive Director shall review the event proposal form for approval. After review, the Executive Director or designate must sign any community event approval forms.

The Executive Director of Hospice Vaughan or a Hospice Vaughan staff designated 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 Community Event Fundraising Agreement

Community Event 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 community 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.

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Event Organizer/Organization Signature

Date

**Belinda Marchese, Executive Director
(or Designate) Hospice Vaughan**

Date

**Scott McMaster, Manager of Gifts and Gratitude
Hospice Vaughan**

Date