HOSPICE VAUGHAN

MARIO & NICK CORTELLUCCI
HOSPICE PALLIATIVE CARE CENTRE OF EXCELLENCE

COMMUNITY EVENT TOOLKIT

A guide to help you run a successful fundraising event

For Community. By Community.

CHARITY NO. 888800547
EMAIL. events@hospicevaughan.com
WEBSITE. hospicevaughan.com

COMMUNITY EVENT TOOLKIT

THANK YOU FOR CHOOSING US!

Thank you for hosting an event in support of Hospice Vaughan. Community events are crucial to our fundraising efforts. They help us:

- Save time and money by reducing planning, administration and financial investments.
- Grow donations year round through another fundraising channel.
- Raise awareness of our mission and gain new supporters through new initiatives.

The Ministry of Health only funds just over 50% of our total operating costs, leaving a funding gap of over $2 million annually. We appreciate every donation we receive and are proud of gifts no matter the value. Every dollar counts!

We know the incredible effort that goes into planning an event and we thank you for your commitment. As your chosen charity, we will work with you to ensure your event is successful. In this toolkit, you will find resources to help you plan and execute your event, as well as tips to raise maximum funds and awareness for Hospice Vaughan.

We are here to support you and recognize your efforts. We encourage you to reach out to discuss your event and how we can help.

Once again, thank you for helping us continue to provide compassionate care for those living with life-limiting illness and their loved ones.

Toula Murchie

Toula Murchie
Associate Director of Philanthropy

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ABOUT HOSPICE VAUGHAN

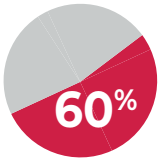
As a not-for-profit organization founded in 1995, Hospice Vaughan provides compassionate, end-of-life care for individuals affected by life-limiting illness and their families in the Vaughan community. We ease the psychological, physical and emotional needs of clients to improve their quality of life, and allow them to focus on living, in their final days. Families receive help to navigate through the end-of-life process and their grief journey. We alleviate caregiver responsibilities so they can cherish last moments together with loved ones away from a hospital setting. Compassion, dignity, and comfort is at the forefront of everything we do making every moment matter.

In April 2021, we opened the Mario and Nick Cortelluci Hospice Palliative Care Centre of Excellence. The beautiful purpose-built 25,000 sq. ft. centre features 12 beds and provides a comfortable, peaceful, homelike setting where memories can be made with loved ones.

OUR PROGRAMS & SERVICES ARE OFFERED 100% FREE OF CHARGE TO CLIENTS

HELPFUL TALK POINTS

You are a loyal supporter of Hospice Vaughan, but may not have all the information you need to feel confident in speaking on behalf. Here are some talking points on what and why we do the work we do.



Nearly 60% of Canadians die in hospitals, often isolated from family and comfort. Hospice Vaughan provides a peaceful, dignified alternative where loved ones can be together.

We care for over 650 clients and family members annually, offering both critical physical care and emotional support.

650+

Every death affects at least five people, and with over 200,000 Canadians losing a close loved one each year, early access to grief counselling is vital.

Hospice Vaughan offers 16 grief support groups and hundreds of counselling sessions annually to help families heal.

Hospice care reduces unnecessary hospital stays, saving taxpayers money by providing care at roughly one-third the cost of a hospital bed.

As the only centre of its kind in Vaughan, we fill a vital gap in healthcare system - responding to a growing community demand for compassionate end-of-life care.

About 70% of Canadians will need palliative care, yet only 30% receive services.

Hospice care isn't just for seniors — 19% of our clients are between the ages of 50–59, and 13% are between 10–49, highlighting the broad need for compassionate care across all ages.

Only about 50% of our funding comes from the government. We rely on community support to raise nearly $2 million annually to serve our community.

Donations, sponsorships, volunteering, and advocacy are vital to sustaining compassionate care and support for clients and families.

Help spread the word! Many families don't know hospice care is an option until it's almost too late. Your voice can help change that.

GETTING STARTED

There is no limit to brainstorming ideas for a community event. Consider your resources, time commitment, skills and expertise when considering ideas. Here are just a few ideas for you to consider:

- Peer to Peer events (ie. runs, walks, cycles, hikes or exercise challenges)
- Sports tournaments (ie. golf, soccer, bowling, baseball, hockey, bonspiels)
- Club dinners
- Book groups
- Car wash or car show
- Fashion shows
- Fishing derbies
- Scavenger Hunts
- Bake sales and arts/craft shows
- Card, trivia or board game nights
- Gaming tournaments
- Yard or moving sales
- In lieu of gifts at parties (ie. retirement, birthdays, anniversaries)
- Networking events
- Auctions & Raffles

TIPS FOR A SUCCESSFUL EVENT

You are putting a lot of effort into your event. Here are some tips to help you coordinate and execute a successful one!

1. **Speak to us first to register your event and provide guidance.**
   Complete the Fundraising Agreement form and submit to: events@hospicevaughan.com

2. **Choose your event idea thoughtfully, consider your resources and budget at hand.**
   Enlist family and friends to help organize, solicit donations and spread the work around. Make the best use of your team's skills and expertise.

3. **Choose a date & time that avoids clashes with popular community events.**
   It will be hard enough to host an event without having to compete with other events for promotion. Be sure to do a community scan and note recurring events.

4. **Create a budget and make it realistic:**
   - Set a fundraising goal and communicate this goal to your team and participants
   - Determine how your fundraiser will raise money. Set goals and track by revenue streams (sponsorship, donations, matching gift, gift in kind, registration, ticket sales, bar sales, auction purchases etc.,)
   - What expenses will you encounter? What are fixed (unavoidable) and what can be reduced? Breakdown and track your expenses by category so financial reconciliation is easy on the back end.

5. **Plan for support on event day.**
   Enlist volunteers for set-up, execution and clear out.

6. **Create a workplan and set deadlines for actions.**
   Assign owners of tasks and hold regular check-ins to ensure timelines are met.

7. **Promote your event.**
   - Use all social media platforms, be creative with posts, use key messaging, images and tags. Share posts with us so we can boost reach.
   - Create posters ensuring all relevant details are included. Add our logo to promote your efforts and impact.
   - Share your event on online community calendars and with us so we can add your event to our website calendar.
   - If you are planning a large event, send out a press release to local newspapers, radio stations and television stations.
   - Use signage to let your attendees know that you are taking pictures/videos that will be shared via social media, in print, digital or web-based formats.

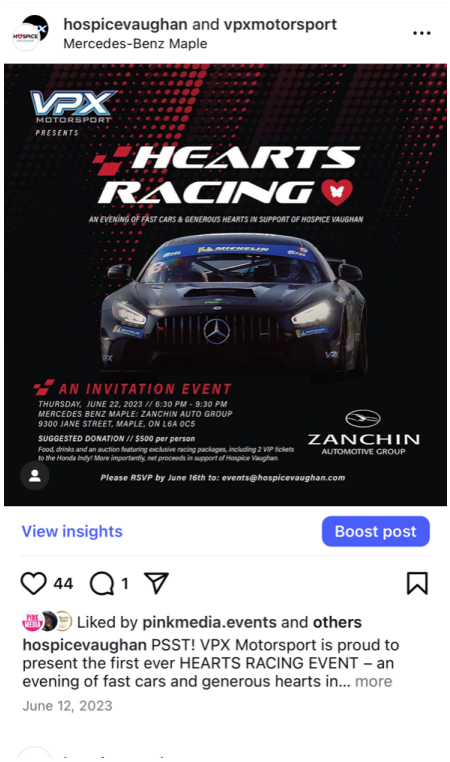
8. **Wrap-up your event by handling admin and finance tasks, sending thank-you notes, and announcing the total raised. Reach out to us for a cheque presentation and recognition opportunities.**

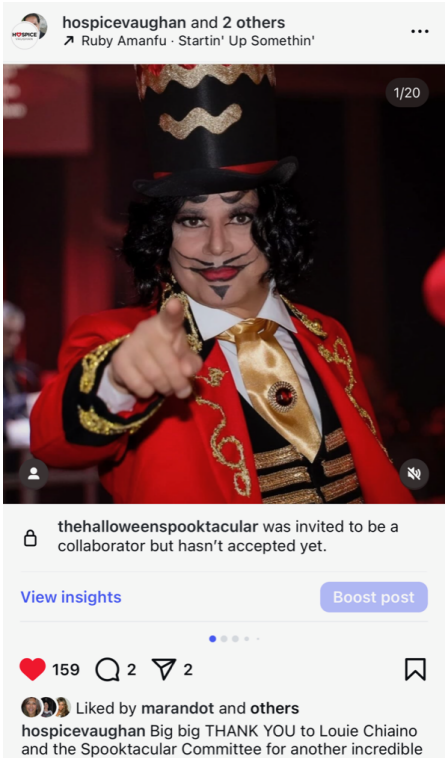
$ + $ = $$ Double your fundraising efforts!

Before planning your event, check if your employer offers a matching gift program, many companies will match employee donations to eligible charities.

SOCIAL MEDIA TIPS

Social media is a great way to promote your event, sell tickets and grow community awareness. Here are some tips and tricks to help you get started.





TIP #1

Create a Facebook event or group and invite your friends and family to join.

This will serve as a place to provide updates, stay in touch with event attendees, share photos of the event and say thank you to your supporters.

TIP #2

Ask friends and family to share your posts.

This will help you spread the word to a new audience that your posts may not otherwise reach.

TIP #3

If this is a recurring event, consider opening a dedicated Instagram page for your cause.

You can grow your audience and share regular content targeted to those who are invested in your event.

Be sure to tag us so we can share your posts!

Facebook @hospicevaughan Instagram @hospicevaughan LinkedIn Hospice Vaughan

HOW WE CAN SUPPORT YOU

As many of you know, resources in a not-for-profit are stretched thin. This is why there is immeasurable value in community events led by supporter. We want your event to be successful as possible and we are here to help make that happen. The grid below, provides a snapshot of support we can provide to you.

	$1,000-$9,999	$10,000-$24,999	$25,000-$49,999	$50,000-$49,999	$50,000+
Community Event Toolkit	♥	♥	♥	♥	♥
Helpful guidance through our Event Manager	♥	♥	♥	♥	♥
Access to and training for point of sale devices to process payment transactions		♥	♥	♥	♥
Support on setting up online platforms to collect donations			♥	♥	♥
Supply of donation cards and/or donation QR code for easy processing of donations	♥	♥	♥	♥	♥
Promotional material for Hospice Vaughan to share with your supporters	♥	♥	♥	♥	♥
A letter of support to validate the authenticity of your event	♥	♥	♥	♥	♥
Invitation to tour our centre and learn more about us	♥	♥	♥	♥	♥
Media outreach to support press release		♥	♥	♥	♥
Event highlighted in our e-newsletter	♥	♥	♥	♥	♥
Executive Director or Board Chair representation at the event			♥	♥	♥
Staff member representation at the event	♥	♥	♥	♥	♥
Invitation to stewardship events	♥	♥	♥	♥	♥
Use of Hospice Vaughan banners and signage	♥	♥	♥	♥	♥
Use of our logo (please follow guidelines)	♥	♥	♥	♥	♥
Issuing tax receipts	♥	♥	♥	♥	♥
Volunteer support at the event		♥	♥	♥	♥
Event listed in our calendar of events	♥	♥	♥	♥	♥
Recognition and/or promotion of event on Hospice Vaughan's social media accounts	♥	♥	♥	♥	♥
Recognition on our website		♥	♥	♥	♥
Recognition in Hospice Vaughan's Annual Report		♥	♥	♥	♥
Permanent recognition at Hospice Vaughan				♥	♥

IMPORTANT INFORMATION

TAX RECEIPTING

When tax receipts are requested, the event organizer is responsible for collecting: Donor first & last name, Full address, Email, Gift amount and Gift date of all donors. We can provide tax receipts for the following donations:

- Direct personal or corporate donations of $20 or over
- Gifts in-kind where we receive proof of value through documentation. For example: Tickets (sporting events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided.
- Business receipts can be issued for corporate sponsorships and in-kind products. Business receipts are not official tax receipts, rather they can be used to write-off the contributions as a legitimate business expense to reduce taxable profits at year end.
- Official charitable receipts will be provided for the same calendar year the event is being held. Receipts will only be issued if all money and information is received by December 31, of that year.
- No refunds will be provided for donations. Please make cheques payable to: Hospice Vaughan 9383 Islington Avenue Vaughan, ON L4H 3G7

We are unable to provide receipts for:

- Donors who received a benefit in return for their donation. For example, if the donor is receiving a promotional value through sponsorships, or a potential benefit through the purchase of raffle/lottery tickets, a meal through event admission tickets or registration fees.
- Services where time and effort has been donated such as personal or professional services.
- Gifts of promise (i.e., gift certificates/cards donated by the issuer, or hotel accommodation).
- Transaction fees for payment processing.
- Gifts where the value or benefit of the donation cannot be determined (ie. auction items)

As event host you are responsible for:

- Graphic design of promotional materials
- Event administration
- Applying for licensing or insurances (raffle licenses, bingo, hole in one etc.,)

Please note, Hospice Vaughan cannot provide support with:

- Mailing lists of corporate partners, donors, sponsors or volunteers.
- Guaranteed media presence or coverage of the event.
- Funding or reimbursement for event expenses.

HOSPICE VAUGHAN

COMMUNITY EVENT FUNDRAISING AGREEMENT

FUNDRAISING GUIDELINES

- Prior approval through a signed Community Event Fundraising Agreement Form is required prior to holding a third-party community event. Approval is based on the type, theme and financial viability of the event. Hospice Vaughan reserves the right to withhold the use of its name and logo from any event, initiative, promotion, or presentation during the process if it feels it is inappropriate.
- All promotional materials must state that your event is "in support" of Hospice Vaughan.
- Taking commission, for any purpose, on funds raised as part of a third-party community event is prohibited.
- The organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. Hospice Vaughan accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
- The organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to Hospice Vaughan. Event expenses are to be deducted before sending proceeds to Hospice Vaughan. Hospice Vaughan shall incur no costs.
- Hospice Vaughan will not solicit or approach donors, sponsors, supporters or corporations on behalf of the community event nor will we provide contact, donor or e-mail lists.
- When tax receipts are requested, the organizer is required to send gift information to Hospice Vaughan within 30 days of the event. Hospice Vaughan will issue official income tax receipts in accordance with Canada Revenue Agency guidelines.
- While Hospice Vaughan will always try to accommodate requests for a representative or speaker to attend an event or cheque presentation, we cannot guarantee availability.
- The community event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from Hospice Vaughan.
- Hospice Vaughan will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.

FUNDRAISING AGREEMENT FORM

Your support matters! Tell us about your event.

CONTACT INFORMATION

Name of organization or individual planning event:

_____

Please select the category that best describes you:

☐ Community Group ☐ Corporation ☐ School ☐ Service Club ☐ Individual

☐ Other: _____

Name of contact: _____ Email: _____

Phone: Main _____ Other _____

ABOUT YOUR FUNDRAISER

Name of event: _____

Date: _____ Time: _____ How many people do you expect? _____

Location & address: _____

What is your fundraising goal? _____ Event occurance: ☐ One-time ☐ Annual

Event type: _____

What inspired you to fundraise in support of Hospice Vaughan?

_____

How will the funds be raised?

☐ Raffle ☐ Silent Auction ☐ Donations ☐ Ticket registration proceeds

☐ Sponsorship ☐ Pledges ☐ Other: _____

How many years have you been hosting this event? _____

Past year's net proceeds? _____

Are there any other charities/organizations receiving funds from this event? ☐ Yes ☐ No

If so, please list the charities/organizations: _____

Will you require a representative from Hospice Vaughan to attend your event? ☐ Yes ☐ No

HOSPICE VAUGHAN'S ROLE IN YOUR FUNDRAISER

We're always grateful when community members are inspired to give back. Hospice Vaughan is happy to support your fundraiser; please note, because of limited staff and resources, support may be subject to availability.

HERE ARE SOME WAYS WE CAN SUPPORT YOU

Letter of endorsement
To validate your event and help you solicit donations and prizes, companies may require a letter from Hospice Vaughan acknowledging which charitable organization your are supporting.

Hospice Vaughan Logo
We are happy to provide our logo for promotional marketing. Please note that all materials using our logo must be approved by Hospice Vaughan. Please email us at events@hospicevaughan.com to request logo and approval.

Hospice Vaughan Promotion Materials
We can supply Hospice Vaughan brochures, flyers, info cards, event listing on Hospice Vaughan's online event calendar and can collaborate with social media posts.

Foundation Representative/Guest Speaker
Guests from Hospice Vaughan will require complimentary admission to the event if they are requested to attend or speak (subject to availability).

Tax Receipts issued on $20 or more
We will issue tax receipts for all donations, providing that a complete donor list with all necessary contact information is submitted.

By signing below, you confirm your acceptance of all requirements noted above, including acknowledgment that Hospice Vaughan will receive all net revenue from the event within 30 days of the event completion, Hospice Vaughan's logo is copyright protected, and its use is restricted and all publicity for the proposed event will be submitted to Hospice Vaughan for approval prior to being printed or released.

Event Organizer/Organization:	Hospice Vaughan staff approval:
Date:	Date:
Signature:	Signature:

PLEASE RETURN COMPLETED FORM TO events@hospicevaughan.com

For further info or assistance email **events@hospicevaughan.com** or call 905-850-6266 ext. 208

OBTAINING A RAFFLE LICENSE

According to the Alcohol and Gaming Commission of Ontario (AGCO), a raffle is a lottery event in which prizes are awarded based on a random draw of tickets purchased by players. Only licensed charitable or religious organizations can conduct raffles.

If the following three elements are present, a raffle license is required:

- Tickets are sold (consideration)
- Random chance to win (chance)
- Prizes are awarded (prize)

Some common examples of raffles requiring a license are:

- 50/50 draw
- Prize draw
- Football squares

If any of the three required elements (consideration, chance and prize) are not present, the contest or draw may not require a license. For example, the following do not require a raffle license because skill is involved, rather than a random chance to win:

- Silent auction
- Jelly been counting contest
- Hole-in-one putting contest

Please note that the AGCO requires that all raffle tickets must be collected at the event and kept by the event organizer for two years after the event.

If running a digital + print lottery/raffle apply to AGCO.
If running a printed lottery/raffle you can apply for a lottery license through your municipalities.

To request a raffle license, please contact the AGCO
by phone at 1-800-522-2876
by email at customer.service@agco.ca
or online at www.agco.ca.

MEDIA ADVISORY SAMPLE

A media advisory is used to invite reporters to cover your event. Think of it like an invitation that answers the most important questions: who, what, when, where and why.

① EVENT TITLE -

② *Provide a brief and compelling description of the event, announcement, or newsworthy occurrence. Clearly state the purpose and why it is important.*

③ WHERE - *[location and address]*
WHEN - *[day, month, year]*
TIME - *[share specific times that media would be interested in]*
WHO - *[List key event attendees and speakers that the media may be interested in]*

④ ABOUT HOSPICE VAUGHAN - Hospice Vaughan provides holistic care to those affected by life-limiting illnesses. The state-of-the-art 12 bed hospice is Vaughan's only healthcare centre providing end-of-life care in a peaceful, homelike environment focused on compassionate care, comfort, and dignity. Through 24/7 clinical services, family grief support, therapeutic activities, community education, and in-home services, Hospice Vaughan eases the physical and emotional pain of death and dying. This allows clients to focus on living until their final days and loved ones on making every moment matter.

⑤ CONTACT INFORMATION - *[Include the name, phone number, and email of the media contact for inquiries and RSVP. Provide any deadline for RSVPs if applicable.]*

① HEADLINE
In one sentence, share the goal of your event.

② FIRST PARAGRAPH
Most important information about the event. Mention what the event is and what you are hoping to accomplish.

③ EVENT DETAILS
Share event details so reporters can attend the event.

④ ABOUT THE ORGANIZATION
Share information about the organization you're supporting so that the media has further understanding on the importance of the event.

⑤ MORE INFO
Share your contact details.

PRESS RELEASE SAMPLE

Your Logo

① Headline

② Month, day, year, [PLACE] – My organization is hosting an event to raise _____ for Hospice Vaughan. Funds raised will support compassionate care in a 12 bed residence round the clock and vital programs to those facing end-of-life illnesses and grief.

③ In those quiet moments when families gather to say goodbye, hospice care becomes a lifeline of compassion, dignity, and hope. Hospice Vaughan offers more than pain management and support— it is a sanctuary where love, memories, and connection take centre stage in life's most tender chapter. All of our services are provided free of charge to the clients we serve.

Third paragraph - Lorem ipsum dolor sit amet, qui platonem democritum in Cal eu stet dicam deserunt, mea te torquatos dissentiunt, harum inimicus vituperata ei eos.

④ Fourth paragraph - Lorem ipsum dolor sit amet, qui platonem democritum in Cal eu stet dicam deserunt, mea te torquatos dissentiunt, harum inimicus vituperata ei eos.

⑤ "I cannot express enough how grateful we are for the exceptional care and support provided by Hospice Vaughan during one of the most challenging times in our lives. Hospice has a peaceful and homelike setting, where comfort was given not only to residents but also to their families."

⑥ About your organization - Lorem ipsum dolor sit amet, qui platonem democritum in Cal eu stet dicam deserunt, mea te torquatos dissentiunt, harum inimicus vituperata ei eos. Ad mei zril dicam, ad vim tritani temporibus, mollis saperet ex eos.

⑦ Media contact name: Andriana Avraam
Phone number: 905-850-6266 ext. 208
Email address: andrianaa@hospicevaughan.com

① HEADLINE
Tell readers in one sentence what you are announcing. Should be less than 15 words.

② 1st PARAGRAPH
Intro paragraph. Start with key details: the event name, location, and its goal.

③ 2nd PARAGRAPH
Quote from event organizer.

④ 3rd PARAGRAPH
4th PARAGRAPH
Provide details on the event's purpose, whether supporting a family in need or a unique fundraising effort for Hospice Vaughan.

⑤ 5th PARAGRAPH
A second quote, if needed, can come from a patient or another important person involved with the event.

⑥ 6th PARAGRAPH
Use this section to provide a brief bio of your organization or group.

⑦ FOR MORE INFO
Media contact details

THANK YOU LETTER TEMPLATE

Use the following sample to help create thank you letters for everyone that participates, donates, sponsors or volunteers with the event. Acknowledging their support may inspire them to come out again next year!

Date

Name
Address
City, Province, Postal Code

Dear *[Insert Name]*,

On behalf of the organizing team/committee for *[Event Name]*, I want to sincerely thank you for your generous [support/participation/sponsorship/volunteerism] at our event held on [Date], in support of Hospice Vaughan.

Because of you we raised over *[$Amount]* to help Hospice Vaughan provide compassionate, dignified care to individuals and families facing the end-of-life journey. Your thoughtful contribution will help sustain client care, caregiver relief, grief counselling support, and therapeutic activities - all of which are offered free of cost to those in need.

Just over 50% of its operating budget is funded by the Ontario government, Hospice Vaughan must raise nearly $2 million annually to continue delivering these critical services. By supporting our event you played a vital role in helping sustain hospice care right here in our community.

Thank you again for your continued support. We are truly grateful to have community partners like you by our side, and we look forward to welcoming you back next year.

Sincerely,
[signature]

Name
Title
Email / Phone number

[Include a link to your online event page (if applicable)]

HOSPICE VAUGHAN | MARIO & NICK CORTELLUCCI
HOSPICE PALLIATIVE CARE CENTRE OF EXCELLENCE

DONATION FORM

DATE	DONOR	FULL ADDRESS	EMAIL	TELEPHONE	DONATION ($)
				PAGE TOTAL:	
				PLEDGE TOTAL:	