

# COMMUNITY ORGANIZED EVENT

## FUNDRAISING GUIDE

In Support of



To ensure compassionate palliative care and bereavement support in our community, Bethell Hospice Foundation must raise \$1,000,000 dollars to support Bethell Hospice. Bethell Hospice is only partially government funded and the Foundation must raise the additional funds to meet the necessary operational costs. We strongly rely on your support to help us meet these goals.

### **WHAT IS A COMMUNITY ORGANIZED FUNDRAISING EVENT?**

A community organized fundraising event is a fundraiser that is, planned and organized by a person or group external to the Bethell Hospice organization.

Anyone can help us raise funds! Putting on a community event can be fun and creative and go a long way in helping raise funds and raise awareness of Bethell Hospice. It is an opportunity to gather friends and family and find enjoyable ways to get involved in your community.

### **Some fantastic fundraising ideas!**

BBQ – Yard Sale – Garage Sale - Car Wash –Craft Sale –Bowling Tournament-  
Poker Run –Golf Tournament –Fashion Show –High Tea -Dance –Theme Parties –  
Raffles –Bake Sale –50-50 Draw Baseball Tournament –Bottle Drive –Dress Down  
Days at Work –Run, Walk, Cycle - Fish Fry – Gala – Concert – Holiday Party

Or.....You may have some unique and interesting ideas of your own!



## PLANNING A SUCCESSFUL EVENT

- Come up with a great idea!
- Gather friends and family to help you achieve your goal
- Create your Criteria by answering the What, Who, When and Where.  
Example: **What** will the event look like? **Who** will be involved? (volunteers, participants, etc.) . **When** will your event take place? **Where** will your event take place?
- Set your goal and create a budget
- Put your great idea into action
- Say thank you to your supporters

## HOW WE CAN HELP

- Attend a planning meeting for your event. When available, a Foundation staff member can attend your meeting and give you any information you may need about Bethell Hospice for the event. You may choose to meet at Bethell Hospice.
- Provide you with a copy of our logo and charitable receipt number
- Advertise your event on our website and social media platforms
- Provide a list of local media contacts to advertise and promote your event
- Provide representatives (staff members, volunteers, etc.) to attend your event, depending on location and availability. (We will need a few weeks' notice).
- Publicly acknowledge your contribution to our Foundation in keeping with our Donor Recognition Guidelines.
- Issue tax receipts and thank you letters in accordance with Canada Revenue Agency requirements. As a charitable organization, we are unable to fund or reimburse expenses incurred during the event.

## **REMEMBER**

No event or donation is too small. All contributions help support Bethell Hospice and ensure that people in our community at end of life and their families receive exceptional palliative care with the utmost dignity and respect.

## **HOW CAN MY BUSINESS GET INVOLVED?**

Bethell Hospice Foundation has many opportunities for business involvement.

- You may choose to become a sponsor of an event. You will receive recognition of your business through our various levels of contribution.
- Do you own a restaurant? Perhaps you would like to sponsor a dinner with a prix fix menu in support of Bethell Hospice.
- You may wish to donate items in support of our events
- You may wish to donate services
- Promoting Bethell Hospice services to your customers is always helpful
- Businesses may want to give to Bethell Hospice Foundation in lieu of gifts to suppliers or customers.

## **WHAT ABOUT SPONSORSHIP?**

This is a wonderful way to support an event and promote your business at the same time.

You may choose these levels or determine your own guidelines for sponsorship levels and recognition.

Sponsors will happily support your event if they, a) believe in the cause, b) know the people involved and want to support your event and c) an appropriate level of recognition is received to promote their business.

Many family and friends may be approached for sponsorship, which can add significantly to your fundraising and help to offset expenses.

For example, Bethell Hospice Foundation has varying levels of Sponsorship recognition available:

Platinum Community Partner	\$5,000
Gold Sponsor	\$2,500
Silver Sponsor	\$1,000
Bronze Sponsor	\$500
Route Sponsor	\$250

You may define your sponsorship levels in any way you choose and for the amounts you choose. For example, you may be organizing a run and the top level of sponsorship is Marathon for \$10,000

**Canada Revenue Agency defines sponsorship in the following way:**

**Sponsorship:** When a business donates to a charity and in return, receives advertising or promotion of its brand, products or services. As per Canada Revenue Agency, charitable tax receipts cannot be issued for sponsorships, as they are not considered gifts. Bethell Hospice Foundation cannot issue a donation receipt where a corporation/business receives a material advantage such as promotion or advertising, however, the corporation can claim the contribution as an advertising expense when provided with a business receipt from the Foundation.

**Gift:** A voluntary transfer of property without expectation of return or considerations. To this end, charitable gifts are welcome and donors will be issued a tax receipt.

## **VOLUNTEERS**

It takes many volunteers to run a fundraising event. Some things to consider are who is doing what. Perhaps you wish to form committees to divide the work into manageable segments. For example, a baking committee, a marketing committee,

or a food committee. Many hands make light work and you may be surprised by how many people want to help.

## **ARE DONORS TO MY EVENT ELIGIBLE FOR A TAX RECEIPT?**

Yes, absolutely!

Donors who make a minimum \$20 donation are eligible for a tax receipt. In order to ensure your donors receive a tax receipt, please keep a record of those who made donations with full name, address, telephone number and email, as well as the amount that they donated and how the donations were received, ex. cash, visa, cheque, etc.

For questions or more information on how you can get involved,

Please call Jo-Anna Gould at 905-838-3534 x2249 or email,  
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