

# Community Fundraising

## EVENT GUIDE



The Ottawa  
Hospital  
Foundation



# Welcome to our fundraising guidelines.

Thank you for organizing a fundraising event for The Ottawa Hospital Foundation. We appreciate your partnership and support which will help us continue to provide the very best care to the patients who count on our hospital. But you are also doing more than that. You are supporting the kind of world-class research that results in new discoveries and new treatments, and gives hope to so many patients and their families. You are supporting one of the largest teaching hospitals in Canada, the kind of teaching that produces the very best health professionals. By supporting us, you are supporting a great hospital, one that changes, improves and saves lives every day – thank you.

To help ensure your event is successful and you have the information you need to get started, we have created this community fundraising event guide. It is a step-by-step roadmap to organizing and holding a great fundraising event in support of The Ottawa Hospital and ensure everyone involved in your event has fun.

**What could be better than that?**

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# FUNDRAISING EVENT IDEAS

If you already know what kind of event you want to hold, that's great! If not, we are happy to give you some ideas. Fundraisers can be many things: BBQ's, car washes, lemonade stands, jean days at work, or bake sales. Fundraising events depend on engaging your network to make a difference through donating themselves, asking others to donate, and volunteering their time to make the event a success. You can also host your own virtual events through our DIY Fundraising page. It's easy to do and it allows you to reach out to your network, raise even more funds, and involve more participants.

Here are some of the most popular ideas:



## A-thons

Walk, bowl, ski, or swim. They can all be made into a fundraising "a-thon".



## Tournaments

Golf, baseball, tennis, and darts. What do you like doing with your friends? Make a tournament out of it, and do good while having fun.



## Parties

Black-tie dinners or simple backyard BBQ's. Get enough people to come and contribute, and you have a fundraising success. And a great party!



## Shaves / Hair Cuts

Are you willing to chop off your lovely locks? Or shave your head? Ask friends and family for donations to support you. This very visible act makes a huge impact.



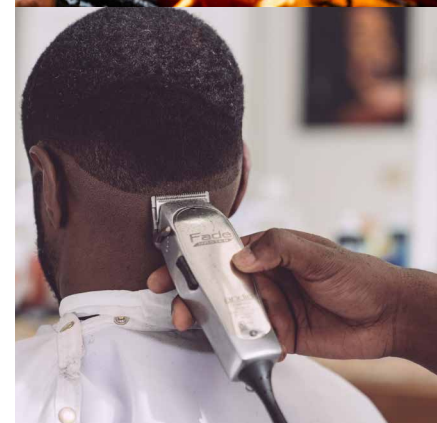
## Virtual Events

Take advantage of The Ottawa Hospital Foundation DIY Fundraising Page and organize a virtual event. Consider a virtual run, walk, swim, or bike ride. You could organize a virtual movie night or film festival and have your friends and family donate to vote for which movie to watch.

To create your own virtual event click [HERE](#), it is easier than you think! Check out the following page for details to create your own virtual event!

Whatever type of event you choose, set a goal, invite your coworkers, friends or family to participate, and share your photos and videos during and after. Consider making your event an annual tradition and build local community spirit.

## And don't forget to have fun!





# VIRTUAL EVENTS



Community Fundraising Events and Campaigns during COVID-19 has changed, for the time being, in person fundraising events, but the urgency to raise funds for areas that are important to you have not changed.

Take advantage of The Ottawa Hospital Foundation (DIY) fundraising page for your event or campaign.

You can customize your page with photos and videos, updates about your event, fundraising goals and send the link to your network to donate and or join your team. Anything that you can organize in person you can still organize but virtually.

Consider a run, walk, swim or bike event or even a movie night or film festival and have your friends and family donate to vote for which movie to watch.

**CHECK OUT SOME OF OUR ACTIVE PAGES AT:**

<https://tohf.crowdchange.co/>

to get some ideas for your own virtual fundraising activity or campaign.

**TO GET STARTED GO TO:**

<https://tohf.crowdchange.co/create>



# THINGS TO CONSIDER AND DO

## FORM AN EVENT COMMITTEE

Unless it's a small event, you know exactly what you're doing, and you've done it all before, you're going to want some help with this. Also, it makes it more fun.

## DATE AND VENUE

Set a date and time for your event early on. Pick a location that is convenient for you and the people attending. Try to ensure that the date you pick doesn't conflict with another popular event in your community. Think about weather, public holidays, and faith dates.

## PLAN AHEAD

However far in advance you set your date, it's going to come quicker than you think. Leave yourself lots of time to plan and get organized.

## PROMOTE

Tell your friends. Use social media. The more you promote, the more people will participate. Having good attendance helps you get the most out of your fundraiser, and, incidentally, how you have the most fun.

Depending on the nature and size of your event, there's a chance the local media might be interested in covering the story. To help you get the word out to them, please see our Media Advisory Guide (page 6).

## POST-EVENT

Collect your funds, make sure everyone who needs to get paid is paid, and submit the remaining proceeds to The Ottawa Hospital Foundation so that those who contributed can get their tax receipts. You will also want to make sure you thank your donors, sponsors, and volunteers right away. Please feel free to use our handy thank you letter template to get your started.

If this event is going to be an annual fundraiser, we suggest you try and keep as close to the same date and/or time of year in the future as people tend to start holding those dates for the following years.

**Then, start planning next year's event!**

## BUDGET

Make sure you look at ways to maximize your revenue so you can ensure you have covered your expenses and have additional funds for your cause. There are many expenses to consider when planning an event such as: venue rental, decoration, food, and entertainment. These can all be expensive. The more you keep your costs low, the more you end up raising.

**Here are some other things to consider when building your budget:**

- 1 Will you be selling tickets? If so, for how much?
- 2 Will there be sponsorship opportunities?
- 3 Have you considered a silent or live auction?
- 4 Will you hold a raffle or draws at the event?

# COMMUNITY FUNDRAISING AGREEMENT

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This is sort of legal and not that much fun, but it is stuff you need to know.

If you hold a fundraiser for The Ottawa Hospital Foundation, you are agreeing to the following:

- 1 The Ottawa Hospital Foundation does not cover any costs associated with your event.
- 2 You will provide The Ottawa Hospital Foundation with all net revenue from the event along with complete contact information for those donations that qualify for a tax receipt.
- 3 You will portray a positive, credible image on behalf of The Ottawa Hospital Foundation while conducting all activities related to the community event.
- 4 You will obtain all necessary permits, licenses, and insurance in accordance with local event by-laws and will respect all by-laws as they pertain to your event.
- 5 You will obtain authorization for the use of The Ottawa Hospital Foundation name and logo in any event materials.
- 6 Designated Gift Allocation Policy: This policy ensures The Ottawa Hospital Foundation has a responsible, healthy, and sustainable balance of unrestricted funds for operating needs. This also ensures that it can react to time-sensitive opportunities, support underfunded areas of the hospital, or emerging needs as required. All community events that raise under \$1,000,000 are subject to a 10 percent allocation fee.

**There. That wasn't so bad! Thank you again for organizing a fundraising event. Please let us know if you have any questions or challenges. We will help you in any way we can.**

## COMMUNITY FUNDRAISING EVENTS APPLICATION FORM

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In order to move forward with a Community Fundraising Event you must complete the following form [HERE](#). Once received you will be contacted within 2-3 business days to discuss your proposed event. The Ottawa Hospital Foundation reserves the right to approve all Community Events at our discretion.



# MEDIA ADVISORY GUIDE

## What is a Media Advisory?

A media advisory is advance notice that you give to media outlets about an event they may want to cover (and which you want them to cover). It should be brief, no longer than a page and should usually be sent out between three and five days in advance of the event.

Below you will find the basic structure and content for a media advisory. If you have questions that are not answered in this guide, don't hesitate to get in touch with us.

1

### Header:

#### Media Advisory (or Photo Opportunity)

This should be in big, and possibly colourful, letters at the top of the page, making sure someone at the media outlet knows to check it out. If your event happens to have a logo, you could include it at the top.

2

### Main Headline:

eg. **Walk-a-thon for The Ottawa Hospital**

3

### Main body of advisory:

**CITY, PROVINCE (DATE)** - This is where you seal the deal. In a few brief sentences, tell the media folks what the event is and why they should care. Always remember that the media will care about it being for a good cause, and you should definitely mention what that cause is, but they will also want to know if someone famous is involved, or if it will make for good pictures. The point here is to make journalists and photographers want to come to this event. If you have a personal reason for wanting to raise money for the hospital through this event, you may want to include it here.

**The five W's** – Again, the idea here is to make it as easy as possible for the media to attend. Even if you are repeating yourself, include this easy to follow list:

**Who:** Name the key (and/or famous) people who will be attending your event

**What:** Describe the event. Basically, your elevator pitch in one brief sentence.

**Where:** The address, as well as relevant parking information.

**When:** Date and time.

**Why:** Reason for the event.

4

### Footer:

Always end your media advisory with the name and contact information of the best person for providing the media with details.

## 1 HEADER & YOUR LOGO HERE



## 2 Walk-a-thon for The Ottawa Hospital

3

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4

### For more information

Name

Phone Number | Email address | Website (if applicable)

## MEDIA TIP!

Find a local reporter on social media and reach out!



# SOCIAL MEDIA GUIDE

If you would like to promote an event, social media is a platform that will allow you to reach a wide audience easily and quickly. Making use of platforms such as Facebook and Twitter are an excellent way of reaching hundreds and perhaps even thousands of community members, providing you with an opportunity to inform and inspire them to support or attend your fundraiser. Instagram is a great way to share photos throughout your fundraiser, while YouTube can be used as a tool to share event videos once your event has finished.

To start, consider how you might use your own personal social media accounts to promote your

events among your network. If you want to create a new social media handle, consider what might best represent your event across each channel. Using the name of your fundraiser is often best. Whatever name you chose to use, it should remain consistent on each social media channel.

Below you will find some tips and tricks for how to best make use of each social media platform once they've been created. If you have any further questions, please feel free to contact us to assist you. After all, you are in the process of organizing a fundraising event in support of our hospital, and we are deeply grateful.

Here are some samples of social media posts to help get the creative juices flowing:

## Facebook



One of the best ways to promote an event on Facebook is to create an event page. Creating an event page will help generate some awareness, allowing you to invite your Facebook friends to attend. If they wish, those who are invited to attend may also invite their connections. If this is an event that will be happening more than once, perhaps yearly, you can create a Facebook group, where you and others can post updates, share information, and support one another in organizing.

When posting on your event page or promoting the event on your own social media platforms, remember to tag us **@ottawahospital** and use the hashtag **#SupportTOH** whenever possible.





# Instagram



Instagram is a great tool to use to share photos of your event in real time. While your event is taking place, generate some excitement by posting photos and tagging attendees in each post. Encourage them to then reshare these photos on their own social media channels.

When posting on your event page or promoting the event on your own social media platforms, remember to tag us @ottawahospital and use the hashtag #SupportTOH whenever possible.



# Twitter



On Twitter, be sure to let all your followers know about the details of the event you are organizing. Share with your followers why this fundraiser is so important to you and encourage others to share their stories in return. With each post, consider making use of hashtags to help you reach a wider audience.

Make sure to tag @ottawahospital and use the hashtag #SupportTOH whenever possible. We will then retweet news of your event to our followers to help spread the word and increase support.



# YouTube



After your event, you are going to want to share with your community what a success it was. Make use of Facebook, Twitter, and Instagram to share great photos and videos, but don't forget YouTube. You can thank all who attended and supported your event by creating a video (don't forget to tag the video with keywords like TheOttawaHospital and SupportTOH).



Sending out a thank you message with a video after the event is also a great opportunity to remind participants about the incredible day it was, and if it's an event you plan to have again, this is a great way to start spreading the word early.

Remember, if you do plan to post video or photos of your fundraiser, be sure to post a sign at your event letting the participants know that you will be doing so.



# TAX RECEIPTING GUIDE

The Ottawa Hospital Foundation is deeply grateful of your support of our hospital and to our community. We want to make it easy for you to plan and organize your event and it's important that you understand the requirements set out by the Canada Revenue Agency (CRA) around charitable receipts. This is important for various reasons and following these rules helps protect our registered charitable status.

This document contains the basics that you need to know, but please connect with us to discuss the details of your event so we can make sure you feel comfortable and informed before you discuss tax receipts with the people participating in, and donating to, your event.

## TAX RECEIPTS FOR PERSONAL DONATION

A tax receipt can be issued by The Ottawa Hospital Foundation for personal donations if:

- 1 Money is given to the Foundation, in the form of a cheque, cash donation, or online.
- 2 The donation is \$15.00 or more.
- 3 The person donating did not receive any sponsorship recognition, goods, or services in exchange for their donation (e.g. promotional recognition, registration or green fees, live and silent auction items, door prizes or raffle tickets etc.)

Please ensure that all donations, along with a complete list of donor names and addresses, are submitted to the Foundation within 30 days of the event and by December 31st in the same calendar year that the event was held. Click **HERE** to access our generic pledge form that you can use to track donations.

## BUSINESS/CORPORATE DONATIONS

Just like an individual can, businesses can make a monetary donation of \$15.00 or more and receive a tax receipt. However, there are other helpful ways that businesses can support your event, but please note: donations of this kind are NOT eligible for a charitable tax receipt.

### GIFT IN-KIND

Donating in-kind goods or services such as food, prizes, furniture, or audio-visual equipment, instead of donating the money needed to buy or rent those things.

### SPONSORSHIP

Sponsoring your event or picking up associated costs and receiving "free advertising" in return for their support.

### SERVICES

Services such as printing, event planning, photography, web design, legal, accounting, financial auditing, marketing, or public relations.

**Further tax receipting information is available at the Canada Revenue Agency website [HERE](#).**



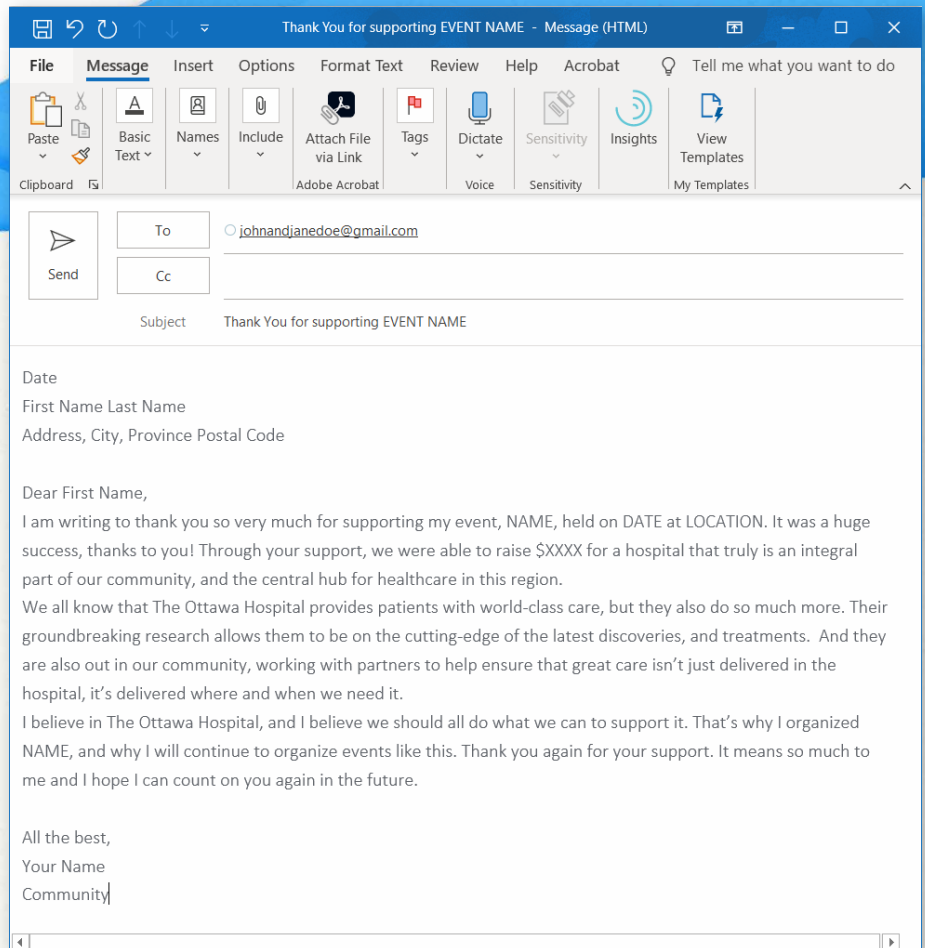
# THANK YOU LETTER GUIDE

The following is a template you can use as a jumping off point for your Thank You letter.

Feel free to include a great event photo in the body of the email.

## MAKE IT EASY

You can easily copy the text from this sample email [HERE](#).



## ADD A PERSONAL TOUCH

Consider writing a handwritten Thank You card as a nice personal touch.





The Ottawa  
Hospital  
Foundation

For more information contact  
[events@toh.ca](mailto:events@toh.ca)

