

Community Fundraising Event Tool Kit



**Thank you for choosing to support
Bethell Hospice Foundation**



Here when you need us

About Us

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Hospice services are an essential component of the health care system, focusing on individualized care and comfort.

Bethell Hospice provides compassionate care to enhance the quality of life for individuals facing a life-limiting illness and support for their families. Located in Inglewood, Ontario, Bethell Hospice offers 24-hour care in our residence hospice, as well as a range of community programs and services for individuals still residing in their own homes.

Bethell Hospice Foundation exists to raise funds to ensure the ongoing operation of Bethell Hospice as we depend on the generosity of donors simply to remain in operation. To keep the doors of Bethell Hospice open, and offer all programs and services at no cost, Bethell Hospice Foundation must raise at least \$1.5M each year. Government funding only covers direct medical staffing costs, every other cost - from food, medication, and the resident hospice building itself to community bereavement and outreach programs - is funded directly from donations.



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Fundraising is FUN

THE WHY

Fundraising for Bethell Hospice Foundation is a fun way to get involved in your community with neighbours, friends, and family while making a difference! All the funds you raise will go to helping those in need.

This step-by-step guide has everything you will need to run a successful fundraising event including ideas, checklists, forms, and more.

Thank you for choosing to support Bethell Hospice Foundation.

Now, let's get started!



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Fundraising Success

- 1 Identify Your Why:
Why are you fundraising?
Why is it important to you?
- 2 Share Your Story:
Use social media and spread the word.
Tell everyone you know about your event.
- 3 Ask, Ask, Ask!
Many people do not give, simply because they are not asked.
- 4 Follow Up!
Your supporters may need a reminder.
- 5 Take Photos!
Good for sharing and a record for next year.
- 6 Say Thank You!
Make sure that your donors know they are appreciated.
Thank your sponsors and volunteers for supporting your event and helping to make it happen.



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Building Your Fundraising Event

THE STEPS

1 First Things First

- ✓ Brainstorm
- ✓ Build your committee
- ✓ Set your fundraising goal
- ✓ Choose a date

2 Tell Us About It

- ✓ Complete our 'Fundraising Agreement Form'

3 Create A Budget

- ✓ See our 'Sample Budget' section

4 Plan Your Logistics

- ✓ Plan your event and lay out all the steps to complete
- ✓ Confirm your venue
- ✓ Apply for necessary permits & insurance if required
- ✓ Plan and gather all event supplies and equipment
- ✓ Plan and recruit volunteers if needed: include roles such as emcee, setup & tear down, AV, food & beverage, photographer, registration

5 Promotional Ideas

- ✓ Promote using flyers, newsletters, website, email, and word of mouth
- ✓ Promote through local media, social media, posters - don't forget to mention Bethell Hospice Foundation by using our social media handles:
#bethellhospicefoundation
@bethellhospicefoundation

6 Invite the Media

- ✓ Make a list of invitees
- ✓ Send out invitations

7 Fundraising

- ✓ Ask your company or other companies to match every dollar you raise or to make a company donation
- ✓ Challenge a friend to provide an incentive to reach your goal
- ✓ Ask! Ask! Ask!

8 Post Event

- ✓ Collect outstanding pledges and donations
- ✓ Submit funds and pledge forms
- ✓ Send thank you notes to all sponsors, donors, and volunteers
- ✓ Consider a multi-year commitment - the first year is the hardest!
- ✓ Send us 3-4 high res photos to use on social media

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Fundraising Ideas

IDEAS

CORPORATE

Dress-Down Days
Proceeds from Holiday,
 Birthday, Anniversary parties
Grand Openings
Gala/Silent Auctions
Designate a certain % of
 company sales/proceeds/
 services for a week, month,
 or another appropriate time
 frame
Retirement Parties

SCHOOL

A-thons - run, walk, dance,
 skate, cycle
Bake and Yard Sales
Carnival
Dress-up Days
Theatre Shows
Sport Days
Battle of the Bands
Cook-offs
School Garage Sale
Create a Cookbook
Polar Plunge

COMMUNITY

BBQ's
Fashion Shows
Talent Shows
Car Washes
Garage Sales
Theatre/Concerts
Book Sale
Craft Show
Sporting or Gaming
 Tournaments
Bottle Drives
Photo Contest

INDIVIDUAL

Donation to attend and online
 workshop or class
Personal Goal-Setting - walk, run, cycle
Sell handmade crafts/products
Donations in lieu of Birthday Gifts



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THE
ASK

Who do I ask?

Raise \$500 in 7 Days!

Day 1

Donate
To
Yourself

\$25

Day 2

Ask 3
family
members
to support
you \$25
each

\$75

Day 3

Ask 5
co-workers
to donate
\$20 each

\$100

Day 4

Ask 5
friends to
donate \$20
each

\$100

Day 5

Ask your
boss for a
company
donation

\$100

Day 6

Ask 5
neighbours
to donate
\$10 each

\$50

Day 7

Ask 2
business to
support you
for \$25
each

\$50

Collecting Donations

Total: \$500

Cheque donations must be made payable to Bethell Hospice Foundation. Cash donations should be sorted, counted and coins rolled.

We ask that all revenue collected be submitted to the Bethell Hospice Foundation office within 30 days of your event.

Official tax receipts will be issued for donations of \$20 or more, made directly to Bethell Hospice Foundation in support of your initiative, in accordance with Canada Revenue Agency Guidelines.

Please include the following information for each donor:

1. Full Name
2. Full Street Address with Postal Code
3. Email Address
4. Phone Number
5. Amount Collected

Please note: Funds collected through raffles, draws, silent and live auctions, registration fees, product donations or purchases, are NOT TAX RECEIPTABLE

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We Can Support You!

Support

How We Can Help:

- Advice and expertise on event planning and fundraising
- Letter of support to validate the authenticity of an event
- A listing of your event on our website's event calendar
- Provide approved Bethell Hospice Foundation logo with usage guidelines
- Arrange for a Foundation representative to attend and speak at events as available
- Donation recognition if appropriate i.e. cheque presentation
- Bethell Hospice Foundation promotional materials including banners, flags, and newsletters
- Promotion of your event, logo and photos on Bethell Hospice Foundation social media and website

How We Cannot Help:

- Fund or reimburse expenses
- Provide donor information from donations that are received directly by Bethell Hospice Foundation
- Share or provide personal information on donors, prospects, residents, or clients
- Solicit donations, sponsorships, tickets, or prizes for community events
- Apply for applications for permits or licenses
- Fund the purchase of tables, tickets, or sponsorships

Important Information:

Bethell Hospice Foundation reserves the right to withhold the use of its name and logo from any event it feels is not aligned with its mission

Your promotional/ advertising material must indicate that your initiative is "in support of" or "proceeds go to" Bethell Hospice Foundation. Publicity should not suggest that Bethell Hospice Foundation is involved as anything other than the beneficiary.

Event Organizers are responsible for ensuring adequate insurance, obtaining all necessary permits and licenses for the event.

Bethell Hospice Foundation is not responsible for any damage or accidents to persons or property and will not assume any legal financial liability.

Fundraising Agreement Form

THANK YOU for your interest in supporting Bethell Hospice Foundation. Please complete this form and email it to shoch@bethellhospice.org **at least one month prior to your event date.**

Main Contact Information:

First Name: _____ Last Name: _____

Organization Name (if required): _____

Email: _____ Phone Number: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Please select the category that best describes you:

Individual _____ Business: _____ Community/Social Group _____

Service Club _____ School: _____ Other: _____

Event Information:

Event Name: _____ Event Date & Time: _____

Short Description: _____

Venue Name: _____

Venue Address: _____

City: _____ Province: _____ Postal Code: _____

Estimated Fundraising Goal: _____

Please let us know what support we can offer you:

Letter of Support _____ Banner/Flag _____ Representation at event _____

Marketing Material _____

I, _____, agree to and understand the Bethell Hospice Foundation Fundraising Guidelines and agree to submit donations from the event to Bethell Hospice Foundation within two weeks of the event.

SAMPLE BUDGET

REVENUE		Estimate	Actual	Notes
Ticket Sales				
Sponsorships				
Activities	Silent Auction			
	50/50			
	Raffle Tickets			
Items Sold	Beverages			
	Food			
Donations	Cash			
EXPENSES				
Food	Meals & Beverages			
Venue	Rental			
	Audio Visual			
	Tables/chairs			
	Linens			
	Décor			
Printing	Tickets			
	Signage			
	Auction Sheets			
Entertainment	Music			
	Sound System			
	Lighting			
Documents	License			
	Permit			
	Insurance			
Miscellaneous	Sundry Items			
TOTALS	REVENUE			
	EXPENSES			

NET TOTAL (R-E)			
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DONATION			
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Bethell Hospice Foundation Community Event Pledge Form

Name:

Email:

[illegible]

Make cheques payable to Bethell Hospice Foundation. Tax Receipts will be issued for donations of \$20 and over.

Thank you for your support!

For more information, please call **905-838-3534**



BethellHospice
FOUNDATION

Charitable Registration # 82636 7948 RR0001

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