

Royal Inland Hospital Foundation
COMMUNITY EVENTS FUNDRAISING GUIDE



ROYAL INLAND HOSPITAL
FOUNDATION

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ROYAL INLAND HOSPITAL
FOUNDATION



ROYAL INLAND HOSPITAL FOUNDATION

Since 1983, Royal Inland Hospital Foundation has raised funds for crucial patient care equipment and other special programs that help Royal Inland Hospital (RIH) and regional facilities to help provide the finest care possible to our community .

Through a wide range of fundraising events and opportunities, Foundation donors come together with one goal in mind - to improve the health and the lives of those who require care in our community each day.

Please take the time to browse through this guide for the answers to questions you may have while planning and hosting your fundraising event. Whether you are an individual looking to fundraise on your own, or an organization with a team of fundraisers, the information enclosed will benefit your efforts. Thank you for making Royal Inland Hospital Foundation your charity of choice when planning your fundraising event.

PLAN YOUR EVENT

Choose Your Event

Some great ideas for fundraising events include:

- Fundraising Dinner
- Online Pledge-a-thon
- Anniversary or Birthday Gift
- Jeans Friday at Work
- Sporting Event
- Pledge-based
- Pub Night
- Bake Sale & BBQ
- Walk/Run/Bike/Hike/Dance



***Please note:** It is best to start planning as early as possible. For example, a full-scale golf tournament can take nine months or more to organize.

Submit Your Idea

Once you have a plan for your fundraising event, please download and complete a **Community Fundraising Event Application Form** and send to:

ATTENTION: Marketing, Events and Resource Coordinator, RIH Foundation

311 Columbia Street, Kamloops, BC V2C 2T1

Email: rihf@interiorhealth.ca Fax: 250.314.2362

We will contact you directly to further discuss your event opportunities. Please do not begin promotion or hosting of your event without prior approval from The Foundation. RIH Foundation must approve all materials using the name or logo of the Foundation prior to release.

Form a Committee & Recruit Volunteers

It can take more than one enthusiastic organizer to plan a successful fundraising event. A team of dedicated individuals with diverse skill sets, experience, and networks can be an essential part of an effective planning committee.

Often there are aspects that will require additional attention on the day of your event. Ask friends, family, and colleagues to help with your event, and assign them specific roles. Make sure to provide your volunteers with training, instructions, and details on their roles and responsibilities.

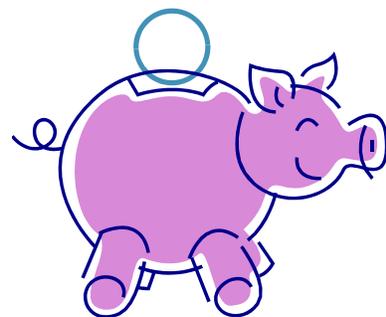
Create your Budget

Create a budget to determine your event's financial feasibility and to set fundraising goals. Creating a budget will help identify expenses and areas where sponsorship may be favourable. An accurate budget should include the following:

| Projected Income | | Projected Expenses | |
|------------------------|-----------|-----------------------------------|-----------|
| Ticket Sales/Entry Fee | \$ | Venue Rental | \$ |
| Cash Donations | \$ | Food/Beverage | \$ |
| Raffle | \$ | Printing (tickets, posters) | \$ |
| Auction | \$ | Advertising | \$ |
| Food & Beverage Sales | \$ | Decorations | \$ |
| Sponsorship | \$ | Audio Visual Equipment | \$ |
| Other | \$ | Entertainment | \$ |
| | | Other (e.g. travel, photographer) | \$ |
| TOTAL INCOME | \$ | TOTAL EXPENSES | \$ |

When your budget is finalized, make sure to set a fundraising goal that you and your committee feel is realistic and attainable.

Please note that all event expenses are the responsibility of the event organizers and net income should be donated to the Foundation once all expenses are paid.



Gaming, Licenses, and Forms

If you are including a raffle or any gaming activity at your event, the BC Government's Gaming Branch requires you to apply for a license. If you require a Letter of Support to accompany your application, we would be happy to provide one. For further details, please visit the BC Gaming Policy and Enforcement Branch online at <http://www.hsd.gov.bc.ca/gaming/index.htm>.

Gaming activities with expected gross revenue of less than \$20,000 are covered mostly under Class B Licenses. For more information, or to download an application, please visit www.pssg.gov.bc.ca/gaming/.

Secure Sponsors

Securing sponsors is an effective way to cover events costs, and promote corporate responsibility in your community. When approaching potential sponsors, contact organizations related to your event or cause, or with those whom you may already have a relationship first. When putting together sponsorship packages ensure to outline recognition opportunities. Sponsorship Benefits you may offer are:

- Titled Sponsorship (e.g. Prize, Wine, Hole Sponsor)
- Free tickets to attend/participate in your event
- Sponsor name and/or logo included on signage, advertisements, and press releases

***Please note:** If an individual/organization receives a benefit, such as promotion, for their gift, the gift is not eligible for a charitable tax receipt. Organizations can claim most contributions as business expenses, which could have a greater tax advantage than claiming a charitable donation.

Promote Your Event

Effective promotion is essential to your event's success. Keep in mind your target audience, and choose advertising that will work best for reaching them. **Effective tools to promote your event include:**

- Eye-catching **Posters** or send out **Invitations**
- **Email** your friends, family, and contacts
- Create a **Facebook** event page, or **Tweet** your event details
- Use **Word-of-Mouth** to spread the word about your event
- **Create your own webpage**
-

DURING YOUR EVENT

Your planning and preparation are complete - let the fundraising begin! Here are some helpful tips for your event day:

- **Keep track of donor names** and contact details so participants who make charitable gifts of \$10 or more can receive an official charitable tax receipt from RIH Foundation.

- **Take pictures-** Photos are a great addition to thank you letters and emails, Facebook and web pages, and press releases to share your event success. Make sure to get written consent before taking someone's photo.

POST-EVENT

After your event is complete, Royal Inland Hospital Foundation can assist with event wrap-up by providing:

- Processing of event donations and issuing tax receipts for gifts over \$10
- Thank you letter/email template for your use (upon request)
- Recognition for your efforts in accordance with RIH Foundation's Donor Recognition Policies

Say Thank You

Send a thank you letter or email to your event participants to show your appreciation for their support. If needed, please contact the foundation for a template letter/email for your use.

Evaluate

Evaluating areas of your event that worked well and areas that require more attention is a great way to improve upon your event each time. Gather committee members after your event is complete but early enough that it is still fresh in everyone's mind, collect, and record feedback for next time.

Collect All Funds

We ask that you collect and submit funds from your event and send them to RIH Foundation **within 60 days after** your event.

RIH Foundation can issue **Official Tax Deductable Receipts** for the following:

- Monetary donations from identified individuals or organizations
- Donations-in-kind of inventory with an appropriate invoice included (restrictions apply)
- The donation portion of an admission ticket (the ticket price less the value received by the donor – to be confirmed prior to ticket sales with the Foundation)

RIH Foundation can issue **Acknowledgement Letters** for the following:

- Donations transferred from another non-profit organization
- Funds provided as sponsorship support for a fundraising event (upon request)
- Funds received by cash collection where it is impossible to identify the amount contributed by a particular donor
- Gift-in-Kind donations not eligible for official tax receipts

RIH Foundation **cannot** issue **Official or Acknowledgement Receipts** for the following:

- Purchase of merchandise, auction items, lottery or raffle tickets
- Donation of services or items with an advertising component (i.e. coupons, gift certificates, etc)
- Donation of items for which fair market value cannot be determined.

For more information please visit;

<http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtng/rcpts/fndrsng-eng.html>

***Please note:** The Foundation issues receipts for donations accompanied by full donation amount, donor's full name, address, and phone number. For more information regarding tax receipting regulations, please contact the Foundation when planning your event.

Supporting Existing Foundation Events

If you would like to support an existing RIH Foundation Event by volunteering, donating, or sponsoring, visit our website or contact us to discover the many opportunities available to you.

FAQ – FREQUENTLY ASKED QUESTIONS

Can I designate where I would like my fundraising dollars to go?

Yes, you can decide on a specific area of the hospital or a specific fund to direct your donation to, or you can ask a Foundation representative where our greatest needs are. Please confirm prior to your event.

Will the Foundation help cover event expenses?

The Foundation is unable to accept any financial responsibility or legal liability for your event. Event expenses, event insurance, and any permits or licenses are the sole responsibility of the event organizer.

Are there restrictions to the type of events we can hold?

The Foundation's fundraising activities are conducted with our core values and mission in mind. We do not participate in any event deemed in conflict with our values, and activities that we perceive as being offensive, illegal, discriminatory, or detrimental to health and wellbeing.

Do we need a charitable registration number?

You do not need your own registered charity number to hold an event. Please contact us prior to fundraising if tax receipts are required.

Will the Foundation provide a list of existing donors who might be interested in our event?

The Foundation follows strict privacy guidelines to protect the confidentiality of our donors, so we are unable to provide contact lists. However, we can assist you in identifying the right audience for your event and promote your event on our facebook page and website.

Will the Foundation provide volunteers to help with our event?

Though we wish we could help and participate in all events supporting our hospital, due to our limited resources and staff, we are unable to provide volunteers for most events. However, we would be happy to discuss the scope and needs of your event, and if we can help, we will.

If you'd like Foundation representatives to attend your event, we ask that you provide a minimum of two complimentary tickets for Foundation Staff.



Good luck!