



Community FUNdraising Event Resource Kit



Questions?

Call 250-519-6977 or email:

info@childrenshealthvi.org

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Table of Contents

PLEASE NOTE: We have made this Tool Kit comprehensive to include information for different types and sizes of FUNdraising events and activities. You may not need all of it. **Have a look at the contents listed below and just refer to those you think will be relevant for you.**

INTRODUCTION

- Thank You P. 2
- About the Foundation P. 2
- Facilities, Programs and Services P. 3

PLANNING YOUR EVENT

- Application and Approval P. 4
- KIDS CARE – FUNdraising by Children P. 4
- Examples of Community FUNdraising Events..... P. 5
- Event Checklist P. 6
- What We Can Provide For You P. 7
- What We Are Unable to Provide For You..... P. 7

ORGANIZING YOUR EVENT

- Important Tips On Holding a FUNdraising Event..... P. 8

PROMOTING YOUR EVENT

- News Releases..... P. 11
- Social Media..... P. 11
- Online Community Event Calendars and Listings P. 12

POLICES AND GUIDELINES

- Tax Receipting Guidelines P. 13
- Our Community Fundraising Event Policy..... P. 14

FREQUENTLY ASKED QUESTIONS P. 16

THANK YOU AGAIN! P. 18

Introduction

Thank You

Thank you for FUNdraising to support children and youth with disabilities and health challenges. We are excited to work with you. This can be a great way for you, your family, friends and colleagues to work together to help transform the lives of others – and have fun in the process!

About the Foundation

Your decision to provide support and help through the Children’s Health Foundation of Vancouver Island is well-founded. Formerly known as the Queen Alexandra Foundation for Children, our roots go back to the 1920s. We are now the leading non-governmental funder of children’s health programs **throughout Vancouver Island and the surrounding islands.**

When you fundraise for the Foundation you become a valuable member of our team, funding facilities, programs and services that have tremendous, positive impact for children, youth and their families in the following areas:



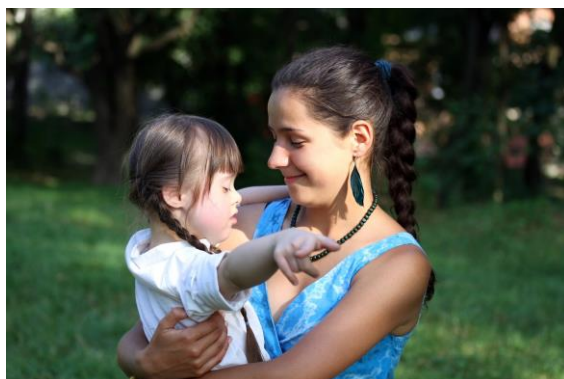
Great Beginnings – providing *young children* with specialized services that promote their physical, social and emotional development.



Tools to Succeed – providing *children and youth* with specialized equipment, services and opportunities so they can fully participate in their families, school and community



Caring for Families – providing support and resources to *parents and families* so they are better able to care for their children with disabilities and health challenges.



Facilities, Programs and Services

Some of the facilities, programs and services we fund within the three areas above include:

Jenece Place – our home away from home for families on Vancouver Island and the surrounding islands who must travel to, and stay in Victoria for their children’s health care needs.



Bear Essentials Program – helps families throughout this region with expenses related to their children’s disabilities or health treatments.

Child, Youth and Family Centres – providing important health-related programs and services to local families in the Westshore and in Sooke.

We continue to support the **Queen Alexandra Centre for Children’s Health** in Victoria, and the invaluable services its staff members provide onsite, and in schools and health centres throughout southern Vancouver Island.

Thanks to the generosity of donors, we also support **more than 20 other community organizations throughout Vancouver Island and the surrounding islands** including (but not limited to):

Great Beginnings, Tools to Succeed and Caring for Families	
HerWay Home	CanAssist at the University of Victoria
Nanaimo Child Development Centre Society	Therapeutic Riding Programs in Victoria, Cowichan Valley and Comox Valley
Dogwood Place Child and Youth Development Centre (Campbell River)	Salt Spring and Southern Gulf Islands Community Service Society
Bipolar Disorder Society of BC	Victoria Youth Clinic
Comox Valley Child Development Association	Learning Disabilities Association of BC Southern Vancouver Island
Clements Society (Cowichan Valley)	Cortes Community Health Association (Cortes Island)
Ladysmith Family and Friends Society	L’Arche Comox Valley

Boys and Girls Club Services of Greater Victoria	Crisis Intervention and Public Information Society of Greater Victoria
Comox Valley Speech and Language Clinic	Umbrella Society for Addictions and Mental Health - Youth Peer Outreach Program (Victoria)
Victoria Conservatory of Music - Music Therapy Program	BC and Alberta Guide Dogs Support Program For Autistic Children
Saanich Neighbourhood Place	Crisis Intervention and Public Information Society of Greater Victoria

Planning For Your Event

Application and Approval

If you are planning to raise funds for us, please make sure that you contact us and have completed our [Event Application Form](#). This is available online (*by clicking on the blue letters*) or from our office. Please note: we need to be aware of, and give approval for use of our name (and logo) at events.

If you have questions or would like to talk with someone about your fundraising ideas don't hesitate to contact us at 250-519-6977 or email: info@childrenshealthvi.org

KIDS CARE - FUNdraising BY Children

Kids can be amazing when it comes to helping others. They can have fun and learn so much while doing fundraising that helps children with health challenges. This can be individually or with their class, school or activity group.

With permission, we include names of children in our newsletter who have been directly involved in fundraising for us. Sometimes we even feature an article about a child or children and their fundraising activity.

Groups or children doing fundraising on their own can also receive a special certificate upon request, thanking them for their participation.



Examples of Community FUNdraising Events

Use your imagination and creativity to come up with your own special event or activity!

Or, if you need a little inspiration take a look at some of these ideas!



- Sporting event (*golf tournament, hockey tournament, sports day, fishing derby...*)
- Event-a-Thon (*obtain pledges from friends/ family for walking, running, swimming, skating, biking, haircuts...*)
- Sales events: i.e. garage sale, yard sale, book sale, bake sale, white elephant sale...
- Auction (online, live, silent)
- Fun fair
- Car wash
- Car show
- Charity BBQ or picnic
- Dinner and/or dance
- Show or concert
- Children's or family festival
- Home or garden tour
- Donations of birthday or wedding gifts
- Office "Casual Day" or "Jeans Day"



Event Checklist

There are numerous things to consider and decisions to be made in planning and organizing a successful event. With proper planning and coordination your event can sparkle!

The following is a list of many of the elements to consider for a LARGE EVENT. **Not all may apply to yours. With your unique event there may be some elements not included here.** There are many websites on the Internet that also provide good advice for planning and organizing events. Just key in “event planning” into your search box.

- Type of event, theme and name
- Location, date and time (*check to see if there are any, similar competing events that day*)
- Volunteers and responsibilities for planning, pre-organizing and “manning” the event
- Target market or audience
- Organizations/causes to be funded
- Potential sponsorships
- Pre-registration with our Foundation and approval
- Type of involvement/support needed from our Foundation
- Cost of facility use/rental
- Liability insurance, licenses, permits (i.e. liquor license, gaming license, food permit)
- Suppliers / entertainers / technical personnel
- Equipment and supplies
- Catering
- Projected costs
- Projected revenue
- Publicity, promotions, invitations
- Signage
- Ticket printing, distribution, sale, collection
- Tax receipting
- Set up and decorating
- Money handling
- Security
- First aid
- Take-down and clean up
- Reporting results and submitting proceeds
- Evaluating success



What We Can Provide For You

Children's Health Foundation can provide the following support once your event has been approved:

- event planning advice
- if applicable, use of the Children's Health Foundation **name and logo** (*please note your event must be approved by the Foundation before these can be provided and used*)
- a support letter from Children's Health Foundation that validates your event for one year
- inclusion of your event in our online Calendar of Events and social media where appropriate
- fundraising tools and branded collateral (signage, banners, brochures, stickers)
- important messages about why child health and well-being are important and how donations are put to work in the community
- pledge/donation forms if charitable donations are being made by event participants
- if applicable, tax receipts for those making actual donations according to Canada Revenue Agency Guidelines and as specified in this Event Planning Tool Kit
- thank you letters to your supporters as requested
- a formal cheque presentation and photo opportunity can be arranged for donations of \$1,000 or more, on request
- successful events that raise \$5,000 or more cumulatively may also be featured in one of our Foundation's publications.

What We are Unable to Provide For You

Sorry, Children's Health Foundation is **NOT** able to provide the following:

- funding or reimbursement for event expenses
- application for insurance or for gaming or liquor licenses
- assistance with ticket sales or business/corporate sponsorship (***please contact the Foundation before you solicit any sponsors for your event***)
- prizes or auction items
- mail/email lists such as donor lists
- promotion or advertising of your event other than on our Calendar of Events and in social media
- guaranteed attendance of our staff or volunteers at your event
- access to celebrities, community leaders or VIPs.

If you have questions about planning your fundraising event please feel free to call us at 250-519-6977 or email: info@childrenshealthvi.org

Organizing Your Event

Important Tips On Holding a FUNdraising Event

Here are some important tips to enable you to hold a successful fundraiser.

Have Fun!

You can be proud of the work that you are doing to support kids in our community. We hope you will enjoy creating, organizing and holding the event and wish you great success!

Brainstorm

Talk with co-workers, friends, family, and anyone else who is interested in creating an event to raise money to assist children and youth with disabilities and health challenges. The more the merrier!

Pick an Event

Review the ideas generated through brainstorming, and pick the event that fits your group's size, interests, talents, goals, and time availability. It is much easier to plan an event and raise money if it is something you want to be part of.



Pick a Day

Figure out how much time you need to plan the event. For something large in size, you should give yourself a minimum of eight months. Smaller events require one or two months to plan.

Next, choose a day and time. Check out local event calendars so you don't conflict with another group that is after the same audience! Finally, confirm that your venue, entertainment, etc. are available.

Form a Committee

Invite people who are enthusiastic, dedicated, and bring different skills to the table. Many hands make lighter work — make sure you have enough to share the load.

Establish Financial Goals and a Budget

Have an achievable and measurable financial goal for your event. If you are able to keep costs low, you'll be able to help more kids with the money you raise. **However, before approaching any companies or organizations for cash or in-kind support, please contact us.**

The final questions on our online Application Form can become the basis of a **budget** for your event. We ask you to subtract projected expenses from projected income to arrive at an estimate of net revenue. If you would like to create a more detailed budget and need help with this, you can find samples on the Internet. Just key in “event budget template”.

Promotion and Publicity

Publicity and promotion help ensure your event is a success. There is a separate section later in this Tool Kit specifically about this.

Find Volunteers

Determine how many volunteers you will need at the actual event — don't forget to have a few “floaters” who can go where they are most needed at any given moment. Once you have the “magic” number and know what skills you need (cash handling, customer service, ability to lift heavy objects), start talking to friends, family, and coworkers to see who is interested and ask them to pass the word along! Volunteers are worth their weight in gold, — snacks, beverages, encouragement and thanks go a long way in sustaining them during an event.

Licenses, Permits and Insurance

You may require special licenses or insurance for your event. Our Foundation is not able to arrange for, or cover the cost of these. Please check with the venue where you are holding the event. They may require **insurance** for the protection of their equipment and property. It is also highly recommended that you talk with an insurance agent or broker about public liability insurance, for your protection and for the protection of your organization and the event participants.



If you are planning to include a raffle or gaming activity at your event, the BC Government's Gaming Branch requires that you apply for a **gaming license**.

For more details please visit the BC Gaming Policy and Enforcement Branch at <https://www.gaming.gov.bc.ca/>

If alcohol is being served or sold at the event you will need a special **liquor license**.

Information about this can be found at:

<http://www.pssg.gov.bc.ca/lclb/apply/special/index.htm>

If you are preparing and/or **selling food** at your event please consult the Vancouver island Health Authority site at <http://www.viha.ca/mho/food/#>

If you are holding an **event in a public place** in Greater Victoria, other special permits may be required. Information can be viewed at:

<http://www.victoria.ca/EN/main/departments/parks-rec-culture/culture/special-events/permits.html>



Take Lots of Pictures

We'd love to see how it all came together. Be sure to post event pictures on your social media platforms. People who couldn't be there are going to want to see all the fun they missed. Videos are great too!

Display Our Foundation Promotional Materials

Make sure you have the banners up and the brochures out so people know what they are supporting!

Keep Track of Donations As They Come In

If you have people making donations directly for the Foundation at the event please use the Donation Forms that we've provided, or at least keep a list that includes: full names, mailing addresses with postal codes, and telephone numbers. *(Don't forget to write down the amount of each donation.)* Please also refer to the section on Tax Receipting later in this Tool Kit.

Remit the Funds

We ask that all funds generated by your event be forwarded to us within 60 days of your event. Cheques should be made payable to Children's Health Foundation of Vancouver Island. (Please do NOT mail cash.) Our address is 2390 Arbutus Rd., Victoria, BC V8N 1V7.

If tax receipts are important to you and your participants and the contributions qualify, we are pleased to issue them within two weeks of receiving the required information from you.

Gratitude

Saying thank you is essential! Be sure to acknowledge and thank everyone, and tell them how much you appreciated their participation and support. They would also love to hear how much money was raised so they can be proud of the role they played.

Promoting Your Event

News Releases - Getting Local Media Interested

If your event is open to the public and you would like to involve the local media in your event promotion, send out a Media Advisory to your local paper, radio and TV stations. Simple rule: Who? What? Where? When? Why? Be sure to include information about why you are fundraising and who or what inspired you. Send out a Press Release after your event and tell the world how successful you were. Looking for some help with your media advisory or press release? Templates can be found with a simple search of the Internet!



Social Media - A Free and Trendy Way to Promote Your Event

- Create a **Facebook** event page with your event details and make sure to “LIKE” the Children’s Health Foundation of Vancouver Island page so we can share your posts and interact with you. Make sure to update your page often, especially as your event date gets closer.
- If you are on **Twitter**, tweet your event details. Make sure to use hashtags like #fundraiser, #event, #helpingkids and #YYJ. Let people know why you are doing the event and give progress updates to maintain interest. Make sure you let us know what your handle is. Add @childrensvi to your tweets so we can retweet and help you spread the word.
- Have great pictures to share? Sign up for **Pinterest** and post them there. You can share these pictures on your Facebook page too.
- Do you have a blog? **Blogs** are a great way to get your message out. Let people know about your event and why supporting children and youth with disabilities and health challenges through our Foundation is important to you. Invite people to share their stories and comments. You can link your blog posts to your Facebook event page and then tweet about your new post!

Online Community Event Calendars & Listings

Don't forget about free online advertising. Take advantage of all the free event calendars there are and use them to help promote your event.

Here are **a few listings** to help get you started:

ISLAND-WIDE

Harbour Living : <http://www.harbourliving.ca/>

Whats On Digest: <http://parksvillequalicum.whatsondigest.com/>

VICTORIA

Chatter Block: www.chatterblock.com

GreaterVictoria.com: <http://www.greatervictoria.com/events>

Island Parent Online: http://islandparent.ca/index.php?htaccess_qs=events

Tourism Victoria: <http://www.tourismvictoria.com/events/submit/>

Victoria News: <http://www.vicnews.com/calendar/submit/>

Victoria Times Colonist: <http://www.timescolonist.com/events>

NANAIMO

Go Nanaimo: <http://www.gonanaimo.com/rss/nanaimo-events.html>

Nanaimo News Bulletin: <http://www.nanaimobulletin.com/calendar/submit/>

Things Nanaimo: <http://thingsnanaimo.com/>

Tourism Nanaimo: <http://www.tourismnanaimo.com/submit-your-event>

PARKSVILLE, QUALICUM BEACH

Parksville, Qualicum Beach Tourism Association:

<http://www.visitparksvillequalicumbeach.com/event-submission>

COURTENAY COMOX

Comox Valley Record: <http://www.comoxvalleyrecord.com/calendar/submit/>

Discover Comox Valley:

<http://www.discovercomoxvalley.com/explore/comox-valley-event-submission>

Downtown Courtenay: <http://www.downtowncourtenay.com/events/>

PORT ALBERNI

Alberni.ca: <http://www.alberni.ca/events>

CAMPBELL RIVER

Campbell River Mirror: <http://www.campbellrivermirror.com/calendar/submit/>

City of Campbell River: <http://www.campbellriver.ca/discover-campbell-river/events/community-calendar/events-form>

Policies and Guidelines

Tax Receipting Guidelines

Children's Health Foundation is committed to following the rules and regulations regarding the issuance of official charitable receipts as set out by the Canada Revenue Agency (CRA). This is also important in order to protect our registered charity status.

It is very important that you understand the rules about tax receipting BEFORE you plan your event. If you are unsure, about this, please speak with us before mentioning tax receipts with your supporters. That way you feel confident about what you are able to offer. The following are some of the key facts that you may find helpful.

KEY FACTS

Tax Receipts can only be issued when nothing is given in return (i.e. service or product). If someone is paying to come to, or purchase something at your event, this generally is not considered as a charitable donation. **Charitable receipts can only be issued if someone makes a voluntary, outright donation to our Foundation at your event.** Or, if the cost of your ticket is well above the norm to include at least 20% as a specified donation portion to our Foundation, tax receipts may be issued for the donation amount. This is called **split receipting** and more information on this can be found at:

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

Please note that charitable tax receipts can only be issued to the person who made the donation (i.e. the name of the person who is on the donation cheque, or who signed the donor card with a cash donation).

Official charitable receipts **may be issued** in the following cases:

- you have submitted an Event Application Form to us and have been given approval by our Foundation representative with confirmation that your event is eligible for tax receipts to be issued
- the donations are \$20.00 or greater and the donors' full name, mailing address (including postal code) and phone number are provided
- the tax receipt information and donations are received within 60 days of your event.

Please note: official charitable receipts dated for the year of your event can only be issued if all money and information is received by December 31st of that year.

Tax receipts **will not be issued** for:

- donations of services (including: personal, professional, or legal services)
- purchases of merchandise
- purchases of auction items
- purchases of lottery or raffle tickets.

If your event qualifies for tax receipting, we can provide a manual Donation Form to make it easy for you to record your donor information. Once you submit this completed form to us along with the corresponding donations, we will process and mail tax receipts to those listed.

For more CRA tax guidelines please visit: <http://www.cra-arc.gc.ca>



Our Community Fundraising Event Policy

Community Fundraising Events are a key component to fundraising activities of Children's Health Foundation. Beyond the funds that they raise, community events help us to create awareness about the Foundation and of the programs we are supporting.

To ensure community fundraising events have a positive impact on the Foundation's image and reputation **we require organizers to adhere to the following:**

1. The (Organizer) is applying to organize a Third Party Fundraising Event (Event) to support the work of the Children's Health Foundation of Vancouver Island (the Foundation) for children and youth with disabilities and health challenges. The Foundation does not take an active role in planning or organizing the Event.
2. The Organizer must obtain prior approval to use the Foundation's name and/or logo for/at the Event, and agrees to submit all text/copy for advertisements and other event-related promotional materials to the Foundation for approval before their production and distribution. The Foundation expressly reserves the right to final approval on anything that uses the Foundation's name and/or logo.

3. Only fundraising events consistent with the vision and mission of the Foundation will be approved. The Foundation **will NOT** approve events that:
 - employ a professional fundraiser or telemarketing firm, and/or have any agreement to raise funds on a commission, bonus, or percentage basis (except for cause-marketing with corporate partners)
 - promote a political party, candidate, or appear to endorse a political activity
 - promote lewd or inappropriate behaviour or the use of tobacco
 - solicit funds door-to-door or through telemarketing,
4. In all promotional materials and signage for the Event, the specifics of the donation must be clearly stated, either by the percentage (i.e. 50% of the ticket price) or by specific dollar amounts (i.e. \$5 from each ticket sold).
5. The Organizer agrees to handle all monetary transactions for the Event and will present the proceeds to the Foundation within 60 days along with a detailed accounting. The Organizer acknowledges the Foundation adheres to the receipting policies of the Canada Revenue Agency. **Please note** that not all funds raised qualify for a tax receipt (*see section on Tax Receipting*).
6. The Organizer agrees to underwrite all costs of the Event and/or to secure such underwriting. The Foundation is not responsible for any financial losses. The Organizer agrees to receive advanced written approval from the Foundation before requesting any donations/sponsorships (cash or in-kind) from any organization or individual.
7. The Foundation accepts no legal responsibility for the Event and cannot be held liable for any risk or injury, or other damages in conjunction with the Event. The Organizer must obtain all necessary permits, licenses, and insurance relating to the Event and will provide the Foundation with copies of these.
8. The Organizer will arrange staff/volunteers to organize and run the Event. Where requested and where possible, the Foundation will try to have a representative attend the event, but such participation is not guaranteed.
9. The Organizer agrees to use its own mailing list and/or contacts. The Foundation will not actively sell tickets to the Event or purchase tickets for attendance by Foundation representatives.
10. Approval of the Organizer's application is only valid for the Event detailed in the application. Events held in subsequent years and/or are of a different format must also be submitted for approval.

If you have any questions about our Community Fundraising Event Policy, please call us at 250-519-6977 or email: info@childrenshealthvi.org

Frequently Asked Questions



If you can't find the answer you are looking for in this document, please contact us.

Can I deduct my expenses from the funds raised?

Event expenses can be deducted from event revenue, but not from charitable donations received at the event for our Foundation. We ask that you plan and budget carefully for your event. We are not able to reimburse you for any expenses incurred; all financial control is the responsibility of the event organizer. You can consider asking a local business to sponsor your event and/or to provide in-kind donations to help alleviate costs (but please check with us about this first).

Can I choose how I would like the Foundation to use the proceeds from our event?

Undesignated contributions to the Foundation are the most preferred as they enable us to fund the areas where the needs are greatest. However, you can decide on a specific area of focus, facility or program you would like to support (see "About Our Foundation" on pages 2-4). We ask that you communicate this to us, and to the individuals and businesses contributing to, and participating in your event.

Can I use Children's Health Foundation's logo on marketing materials for my event?

Yes, our logo is available for use once your Event Proposal Application is submitted to, and approved by the Foundation. A graphics standards document may also be sent with the logo and should be adhered to. We ask that you submit your marketing materials to the Foundation for review before being published, printed or broadcasted. Unauthorized use of our logo is prohibited.

Can a Foundation representative attend my event, and can the Foundation provide volunteers?

The attendance of a Foundation representative is never guaranteed. We do our best to accommodate speaking opportunities and cheque presentations when we are able. We have limited resources at the Foundation and as such cannot commit to attending all community fundraising events. Unfortunately, we are not able to provide volunteers for your event.

Can the Foundation help promote my event?

We can promote your event on our calendar of events page of our website and in some cases via our social media channels (Facebook and Twitter). Due to donor confidentiality rights we are not able to promote your event to our database. Nor are we able to contact the media for you. It is up to you as the event organizer to send out media releases for the event. Before doing so, please make sure your Event Application Form has been submitted to, and approved by the Foundation.

Can we have a photo taken with a BIG cheque?

Yes. We're happy to organize a photo opportunity with cheque presentation for donations of \$1,000 or more. Please contact us to make the necessary arrangements.



Is there printed information about the Foundation available for my event?

Yes, we're happy to make the following available to you for your event in limited quantities: banners (when available & must be returned), brochures, donation cards and stickers. Please contact us if you need these and to arrange to pick them up. We kindly ask that you return any unused items.

Can I provide alcoholic beverages at my event?

Yes, but this may require further consideration from the Foundation. If your event involves the consumption of alcohol, please provide this information on your Event Application Form. You will also need to apply to the government for a special occasion liquor license. Information about this can be found at:

<http://www.pssg.gov.bc.ca/lclb/apply/special/index.htm>

Thank You Again!

Let us finish the way we started, by saying thank you for helping children and youth with disabilities and health challenges. If you have any questions or concerns not covered in this Tool Kit, please contact us.

Our contact information again is:

Tel.: (250) 519-6977

Email: info@childrenshealthvi.org

