

Thank you for your interest in planning an event to benefit Children's Health Foundation of Vancouver Island! Events like yours not only benefit children, youth, and their families across our islands by helping them have access to the health care they need, but they also inspire philanthropy in our community. We couldn't do the work we do without you! Thank you for being a champion for the health of every Island family.

As you read through this overview, if there's anything you have questions about or need additional support with, please connect with our team anytime.

I. Foundation contact information

Starting to plan your event? Connect with our team below!

Phone: 250-940-4950

Email: give@islandkidsfirst.com

Web: islandkidsfirst.com

II. Applying to host an event in support of the Foundation

We ask that anyone, or any group, looking to host an event in support of the Foundation have their event approved by the Foundation. This way we can help ensure that you're getting all of the support you need to help it be a success.

To apply for your event, please:

- Read this document in its entirety
- Fill out the third party event application form and submit to give@islandkidsfirst.com
- Read and sign the event waiver, then submit to give@islandkidsfirst.com

Please note that third party events are to benefit the Foundation, but the Foundation does not take an active role in planning or organizing the event.

Only fundraisers consistent with the vision and mission of the Foundation will be approved.

Examples of events the Foundation will not approve include:

- a. Employ a professional fundraiser, telemarketing firm and/or have any agreement to raise funds on a commission, bonus, or percentage basis (except for cause-marketing with corporate partners).
- b. Promote a political party, candidate, or appearing to endorse a political activity.
- c. Solicit funds door-to-door or through telemarketing.

III. Event support

We are so grateful for every event held in support of the Foundation! While we wish we could provide endless support, the Foundation has limited resources that prevent us from helping plan and be part of each event. As a result, we've outlined ways below in which we can and cannot provide support.

We are able to provide the following support:

- Staff to support with the event application process
- Promotional material to have at your event (for example banners, stickers, buttons, pens, brochures, and bags)
- Logos
- Social media mentions (when applicable)

We are not able to provide the following support:

- Provide expense reimbursement
- Purchase or acquire auction items
- Apply for gaming licenses on your behalf
- Provide a list of our donors, sponsors, or volunteers
- Solicit sponsorship or media support on your behalf
- Issue tax receipts outside of CRA guidelines
- Provide liability coverage

If you would like our staff at your event, whether speaking or attending, we will do our best to come but cannot promise attendance. We will be able to confirm our involvement shortly after your application has been received.

IV. Promotions and media guidelines

Any individual or group hosting an approved fundraising event in support of Children's Health Foundation of Vancouver Island may reference their affiliation with the Foundation and use the logos and descriptions provided.

When doing so, we ask that anything public-facing be run by the Foundation's communications team by emailing marketing@islandkidsfirst.com or by calling 250-920-4580. This includes items such as write-ups on websites, posters, event pages, signage, and press releases. We do this to ensure you have the most up-to-date information when promoting the Foundation on our behalf. We ensure a quick turnaround!

Logo usage

The Foundation has provided you with two official logos for your use. Please ensure you first run any usage of these by the communications team as mentioned above. The white logo is for use on dark backgrounds or colours, and the purple logo is for use on lighter backgrounds or colours.

Media (radio, television, newspaper)

When hosting a fundraising event in support of the Foundation, feel free to solicit any media coverage you wish so long as you are using the approved Foundation description and logos when describing the Foundation and so long as our fund development team has approved the event.

If media confirms it will cover or feature your event, please notify our communications team lead (contact info below). In the event media wants to *interview* the Foundation, please provide them with the following contact information:

Kennedy Sherwood
Marketing and Communications Manager, Children's Health Foundation of Vancouver Island
kennedy.sherwood@islandkidsfirst.com | 250-920-4580

Social media

Feel free to tag us in your posts on social media or email us content to share on our channels as we can help you spread the word! Our social media:

- Facebook, Twitter, Instagram: **@islandkidsfirst**
- LinkedIn: **/children's-health-foundation-of-vancouver-island**

Foundation description

When publicly communicating about the Foundation, please use the following description:

Children's Health Foundation of Vancouver Island has invested in the health of Island kids for more than 95 years. Its vision is to ensure all Island families have access to the health care they need. Thanks to the generosity of its donors, it's able to bring supports closer to home and help transform the lives of children and youth living with physical and mental health challenges.

V. Donations and tax receipts

Making a donation

The event organizer is expected to handle all monetary transactions for the event. If collecting donations from others, please utilize the document 'Children's Health Foundation of Vancouver Island third party fundraising event donation tracking sheet'. Donations listed on this sheet must match the total donations provided to Children's Health Foundation.

When donating the proceeds from your event, we ask that you please make a gift through one of the following methods:

- By cheque made out to 'Children's Health Foundation of Vancouver Island' and mailed to:
 - Attn: Children's Health Foundation of Vancouver Island
345 Wale Rd
Victoria, BC V9B 6X2

- Online at islandkidsfirst.com/donate-now then please select your preferred fund from the drop-down menu.
- In person cheque delivery to one of our offices:
 - South Island:
 - 345 Wale Rd
Victoria BC V9B 6X2
 - Office hours are 8:30 – 4:30 Monday through Friday
 - Mid/north Island:
 - 565 2 Ave
Campbell River, BC V9W 3V1
 - Please call to arrange a time in advance
- If donating cash, please contact us to make a special arrangement.

If making the gift in person we'd be happy to snap a photo with you and our giant cheque to then publicly thank you for your gift either in media or social media!

Tax receipts

Tax receipts will be issued in accordance with Canada Revenue Agency guidelines. Please note that not all funds raised qualify for a tax receipt. We ask that you please do not promise event attendees or participants that they will receive tax receipts unless approved by the Foundation and within CRA guidelines.