
Community Hosted Events Handbook

WDMH FOUNDATION



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Community Hosted Events

A Community Hosted Event: What is it?

Why:

Perhaps you have had a meaningful experience at WDMH or know someone who has. Perhaps you simply want to make a difference in the lives of your local community and ensure that the hospital can continue to provide excellent, compassionate health care close to home. Everyone has their own story that makes fundraising for the hospital special to them.

Who:

A community event is any form of event held by a community member or group of community members of any age in support of the WDMH Foundation. Anyone can organize an event, whether in the local Stormont, Dundas and Glengarry area or beyond.

What:

Events can be anything that is a good fit for the organizers and participants, from bake sales to running a marathon. The possibilities are endless.

When:

These events can take place any time throughout the year – from one time to multiple times. The choice is up to you. Seasonal events such as holiday parties can be extremely successful. To ensure the overall success of your event, it is highly recommended that you start your planning as early as possible and spread the word!

Where:

As the organizer you get to choose the most appropriate venue that would best fit the needs of your event.

How:

With time, teamwork, fun, and help from our Foundation staff members, you can make a difference for WDMH.

Choose your Event

- Anything-a-thon (dance, spin, walk)
- Bake sale
- Bbq
- Car wash
- Car rally
- Celebratory events (birthday, wedding)
- Craft sale
- Gala
- Fashion show
- Haircut for charity
- Games night
- Golf tournament
- Multicultural event
- Office dress down day
- Sporting event
- Silent auction
- Talent show
- Used book sale

Create Your Plan

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- 1. Identify Your Audience:** What are you fundraising for? Who is most likely to support what you've chosen? What type of event will you be hosting?
 - 2. Pick Your Event Type:** This sky is the limit when it comes to events so get creative. Get a local restaurant to donate space for your event, cut your hair for charity, host a community car wash, or simply ask your friends and family to make a donation in lieu of gifts for any major milestones in your life. What type of event will you host?
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- 3. Choose Your Fund:** We have a variety of funds to choose from. Turn to page 4 for options.
 - 4. Set Your Goals:** Set your goal by picking an amount you'd like to raise. Choose a date when you hope to achieve this by.
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- 5. Set A Date:** When setting a date, ensure that your event does not conflict with any other major events in your local community or holidays. Or you can even visualize how you can use certain holidays to your advantage.
 - 6. Pick Your Venue:** Research venues and ensure that one is available on your selected date. Give yourself enough time to collect any required necessities for your event such as insurance, licenses (raffle, liquor etc.). Date and Venue may depend on each other.
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- 7. Create a Budget:** Determine how you will raise money and what your costs will be. We have a sample on page 5 to get you started.
 - 8. Start Advertising and Update your Social Media:** Determine how you will promote the event. Ensure you continue to update your family and friends via all your social media networks about you progress along the way. Creating awareness will help to keep your prospective donors engaged.
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If you are planning on having a raffle or any kind of gaming activity at your event you require a license from the Alcohol and Gaming Commission of Ontario. Please contact Justine Plummer, Manager of Direct Mail and Events at 613-774-2422 ext. 6172.

Choose Your Fund

When hosting an event, it is up to you to decide where you would like the proceeds to go. Here is a list of our funds and a brief description of each to help you make the best choice on a fund that best aligns with your event, your beliefs or your personal cause.

Family Care Fund: Supporting Care for all Families Just Like Yours” – where your gift is needed most at WDMH.

General Equipment Fund: Because the provincial government doesn't support the purchase of medical equipment for Ontario hospitals and I want to help ensure that WDMH is well-equipped.

Healthcare Undesignated Fund: Gifts will be used where they are needed most at WDMH and Dundas Manor Long-Term Care Home.

Digital Mammography Fund: To help fund the purchase of a new Digital Mammography machine at WDMH.

Cancer Care Fund: To support patient care and medical equipment purchases related to cancer.

Cancer Care Navigator Fund: Gifts will support cancer patients and families in our region.

Building and Renovations Fund: Supports the physical building of the hospital, whether it be a renovation or a new build.

Family Birthing Unit Fund: Supports education and equipment purchases relating to labour, delivery, and recovery in the WDMH Family Birthing Unit.

Diagnostic Imaging Fund: Gifts will help to support the replacement of much needed medical equipment within the diagnostic imaging unit as the pieces of equipment age and need to be replaced.

Create a Budget

Create a budget for your event. Here is a quick sample for you to work with:

Project Income \$ Amount	Project Expenses \$ Amount
Sponsorship	Location/Facility Rental
Ticket Sales	Food/Beverage
Raffle	Printing (posters, tickets, signage)
Auction	Advertising
Food Sales	Entertainment
Beverage Sales	Decor
Cash Donations	Audio Visual
TOTAL REVENUE	TOTAL EXPENSES

Download our fillable sample budget.



How We Can Help You

The WDMH Foundation will:

- Provide a representative or guest speaker from the Foundation or hospital, with sufficient notice.
- Process documentation, as required, for Community Event requirements involving licences and fees for raffles, etc. to ensure compliance with government regulations at all levels. Please allow six weeks prior to the date of your event for processing.
- Promote your Community Event through all avenues available, as requested by the event organizers.
- Ensure appropriate recognition of Community Event organizers.
- Issue either one of the following: a media advisory (prior to the event); or a media release (following the event), as requested by the event organizers.
- Issue charitable tax receipts for individuals, and business receipts to companies, when previously agreed upon by the Community Event organizers and the Foundation.
- Issue an official income tax receipt only if the gift qualifies and meets proper requirements set up by the WDMH Foundation.
- Provide a total of 100 printed copies for posters or tickets.
- Provide the WDMH Foundation logo to be added to all promotional materials, tickets, etc. being created for the event, to remain consistent with the Foundation's branding standards and visual presence.

The WDMH Foundation cannot:

- Incur any legal or financial responsibilities associated with this community event.
- Issue official income tax receipts for gift-in-kind donations (product or service). The community event organizers may issue a receipt to any business for the value of the gift-in-kind donation from a standard receipt book.
- Issue any receipts as the result of a community event auction, to either the donor or the buyer of the auction item.
- Issue official income tax receipts if a person's full name and full address is not provided or is not legible.
- Provide any resources beyond what is covered.

Should additional information/clarification be required, please contact the Managing Director at 613-774-2422 x 6169.



Tell Us About Your Plan

Now that you have an idea for an event you would like to host, please fill out the Basic or Product Sales Agreement. You can download the agreements from our website:

- Community Hosted Event: Basic Agreement
- Community Hosted Event: Product Sales Agreement

Additionally, please complete the consent and release form for any photos taken during or after your event. This will allow us to create a Facebook post or media release on your behalf. You can find the form on our website:

- WDMH Foundation Consent Form

If you have any questions you would like to ask before you submit your application, please call 613-774-2422 ext. 6172.

To submit your agreement, please send it via email to jplummer@wdmh.on.ca or by mail to the WDMH Foundation at:

**566 Louise Street
Winchester, Ontario
K0C 2K0**

Justine Plummer, Manager of Direct Mail and Events will contact you to further discuss your idea. We look forward to hearing from you.

How to Promote Your Event

Word of Mouth:

The best way to promote your event is through word of mouth. Tell your friends and family, tell everyone you know. The word will spread like wildfire.

Create an online personal fundraising page:

Whatever the occasion may be, the WDMH Foundation recommends that you use Canada Helps to set up your fundraising page. Through this simple and easy to set up process, the page will allow you to post photos, updates, backstories and information to raise money. Setting up a funding page will also make it easily sharable to Facebook or social media where all your friends and family can see, like and share. This will help you to reach a larger audience. Your page will automatically accept donations on your behalf. Tracking your results is easy and there is only for a small fee! It can be used for accepting donations, selling tickets to your event and all your fund collecting needs.

[Check out the CanadaHelps Step by Step Set Up Page.](#)

Get your local media involved:

If your event is open to the public and you would like to inform the local media about your fundraising initiative, send us a detailed message about your event and we will take care of the rest. A media release will be created and sent out to our list of media contacts. Be sure to include information about why you are fundraising and who or what inspired you.



The Power of Social Media

Social media is a powerful tool for promoting your event and creating awareness and excitement.

Here are some great ideas courtesy of Hootsuite (<https://blog.hootsuite.com/social-media-for-events/>) and our WDMH Foundation team:

- Create an Events page on Facebook
- Post a countdown on Instagram stories
- Post teasers with necessary details on date, time, location, where to buy tickets, etc.
- Create a hashtag
- Give a sneak peek of the event – the venue, the giveaways, whatever!
- Host a giveaway for those who share your pages
- Create short videos – interview the entertainers or one of the organizers or someone who has bought a ticket
- Live tweet at the event

If you have questions, contact Justine!



Keep Your Costs Low

Sponsorship:

Cash Sponsorship can be helpful. This is when a sponsor (e.g. a business) offers money to an event organizer in exchange for promotions or other benefits outlined in their sponsorship agreement.

Securing cash sponsorship for your event is a great way to cover event costs while helping to promote local businesses in your community. There are many companies and businesses that are looking to get involved in local community events. Consider creating an event sponsorship package that lists the benefits you are able to provide in exchange for the sponsorship funds. (e.g. promoting on social media, logo on all advertising etc.).

Please note that if an individual/organization receives a benefit such as a promotion in return for their gift, the gift, is not eligible for a charitable tax receipt. However, businesses can claim most contributions as business expenses which could have a greater tax advantage than claiming a charitable donation. If a sponsor wishes to receive an acknowledgment of their sponsorship, we would be happy to issue one upon request.

Be sure to keep your sponsors in the loop with status updates and always remember to thank them!

Download our sample sponsorship package.

Do Not Solicit:

The WDMH Foundation will provide you with a list of sponsors that you should not solicit. This is to ensure we do not over ask our current sponsors.



During and After Your Event



During the Event

- Have fun! You are making a difference for the lives of those in your local community and ensuring the hospital can continue to provide excellent, compassionate health care close to home.
- Take pictures (the WDMH Foundation would love to have copies).
- Display the WDMH Foundation's logo on your promotional materials at the event.
- Be prepared to speak at your event. Be sure to thank all your sponsors and donors.
- Invite a member of the WDMH Foundation to attend to say a few words and be part of a cheque presentation.
- Keep track of donors' names, addresses and contact details on a pledge form so participants who make charitable gifts can receive an official tax receipt from the WDMH Foundation.

Post Event

- Please submit your event proceeds to the WDMH Foundation representative within one month of your event. Send a personal cheque or money order and a detailed note about your event to:

WDMH FOUNDATION
566 Louise Street
Winchester, ON K0C 2K0

- You can also call the WDMH Foundation and donate the event proceeds via credit card. Donors who are eligible for a tax receipt will be issued their official tax receipts by the WDMH Foundation after a proper list of event funds raised and a list of donors' full names and contact/address details are received.
- Thank your event participants by sending them a personalized email or handwritten card.
- Schedule a cheque presentation with us and we will take a picture of you along with the amount raised. We will do a thank you post on our Facebook page and send out a media release.

THE WDMH FOUNDATION

Commitment Statement

Together with current and future donors who – like us – value excellence in local health care, we work to inspire and support their investments of time and financial gifts.

We work hard to ensure that our donors trust us, feel our gratitude, are well-informed, and enjoy positive giving experiences. In all things, our donors are #1.

We value accountability, transparency, integrity – and celebrating our donors' achievements and successes along the way.



Thanks for our colleagues at CHEO for being the inspiration behind this handbook.