

Events &  
Fundraising



# Community Champion Toolkit



Fondation  
**HSN**  
Foundation

- Health Sciences North Foundation
- NEO Kids Foundation
- Northern Cancer Foundation



# Community Champion Toolkit

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# Welcome to the Community Champion Toolkit

We are immeasurably grateful that you've chosen to take action to fundraise in support of patient care at Health Sciences North (HSN). It is your unwavering commitment to making a difference that powers our work at the HSN Foundation.

Your initiative serves a crucial role in our collective efforts. You're not just raising funds; you're raising awareness, expanding our community of supporters, and most importantly, you're enabling us to continue improving healthcare outcomes for people across Northeastern Ontario. To us, you are more than a fundraiser, you are a **Community Champion!**

We understand the time, energy, and resources you're committing to support healthcare in the Northeast, and we are deeply appreciative. To help you, we've crafted this **Community Champion Toolkit**. It is a comprehensive guide designed to simplify the planning and execution of your fundraising event.

Remember, you're not alone on this journey. Our team is here to support you every step of the way. Your passion fuels ours, and together, we can ensure that every individual in our community has access to quality patient care close to home. Big or small, your support is making a huge difference!

On behalf of all of us at the HSN Foundation, thank you once again for being a Community Champion. Together, we are making a bigger impact!





# 9 Steps for Success

## STEP 1: BRAINSTORM AND SET GOALS

Great ideas begin with a spark of inspiration! Let your creativity flow and set clear, achievable goals for your fundraiser. Here are some things to consider when brainstorming your event:

**Fund** - what key healthcare area are you most passionate about? Choose if you would like your event to support our NEO Kids fund, cancer fund, or priority needs fund which will impact the area of care needed most by HSN.

**Type of Event** - what kind of fundraising event are you considering? It could be anything from a community fun run to a virtual concert or a bake sale. If you're unsure, take a look at one of our [Inspiration Page](#) to see what other Community Champions have done.

**Fundraising Goal** - what financial target are you aiming to donate after expenses are paid? Every dollar counts and no goal is too small.

**Fundraising Strategy** - how do you plan on raising the funds? Will you sell tickets to an event, ask for donations, or perhaps do something unique?

**Remember,** the best events are those that resonate with you and **reflect your passion** for our cause. Take the time to brainstorm and set your goals, and remember, our team is here to support you at every step of your fundraising journey.

## STEP 2: FORM AN EVENT COMMITTEE

Success thrives on teamwork! Organizing a fundraising event is no small task, and having a dedicated group of individuals can lighten your workload and amplify the impact of your event. Reach out to your network to assemble a team of individuals ready to share their skills and experiences.

Once your committee is formed, delegate tasks based on individual strengths and interests. This could involve roles in marketing, logistics, sponsorship solicitation, or volunteer coordination. Be sure to use an **Action Plan**. This plan will serve as a roadmap, guiding your committee towards your goals while keeping everyone focused and organized.





## **STEP 3: ESTABLISH A BUDGET, SET A DATE AND LOCATION**

Crafting a realistic and clear budget is essential for a successful event. Start by identifying your sources of income and all the potential expenses you might incur. We've provided a sample **Budget Plan** to assist you in this process.

*Please note that all event-related expenses are the responsibility of the event organizer; the HSN Foundation will not cover any event costs.*

Choosing the right date and location for your event is equally important. Choose a location that is convenient for both you and your attendees, taking into consideration factors such as accessibility, parking, and capacity. When setting a date, you can maximize your event's attendance by ensuring the timing doesn't conflict with other significant community events in your area, and be mindful of holidays and seasonal weather.



## **STEP 4: TELL US ABOUT YOUR EVENT**

Once you've established your plan, we'd love to hear about it! Reach out to [donate@hsnsudbury.ca](mailto:donate@hsnsudbury.ca) detailing your event.

Please include the following information in your message:

- Your contact information (phone number and address)
- The name of your company (if applicable)
- The name of your event
- The date of your event
- The location of your event
- The activities you're planning for raising funds
- Your fundraising goal

Upon receiving your email, we will contact you to discuss your upcoming fundraiser and can provide any additional materials you might need and answer any questions you might have.





## **STEP 5: FUNDRAISE!**

Based on what suits you and your audience best, you can choose to fundraise either online, offline, or both!

**ONLINE FUNDRAISING** is an effective way to engage your supporters and make it easy for them to contribute to your event. Explore our online fundraising platform: [Create a DIY Fundraiser](#)

If you need assistance, our team can guide you in creating your fundraising page, outlining all the options available to you and assisting you at every step.

**OFFLINE FUNDRAISING** is another great approach. You can collect pledges, cash, or cheques in person at your event or leading up to it. Please ensure all cheques are made payable to **HSN Foundation**.

It's vital to record donations and donor information accurately, please familiarize yourself with our **Tax Receipting Guidelines**, and use our **Pledge Form** to track your cash and cheque donations. This will help us ensure that your donors receive a charitable tax receipt. This form must be given to the Foundation, along with your collected donations to our team within 30 days post event.

## **STEP 6: SPREAD THE WORD**

Increasing your fundraiser's reach is crucial, and we suggest that you use all promotional tools available to you in order to reach your target audience.

Leverage social media platforms to share your event publicly, use our **Sample Media Release** to share information with local newspapers and radio stations, and publish information to community event calendars to attract participants.

**Please note:** if you plan to take photographs or videos during the event, ensure you post a sign informing attendees that their images may be used online or print. Include this disclaimer:

*"By participating in this event, participants grant the event organizers and the HSN Foundation an irrevocable, royalty-free, and unrestricted right to use and publish any photographs or videos ("Images") taken during this event. This includes the right to modify and/or retouch the Images and use them for any purpose authorized by our Foundation, including website, marketing, and fundraising purposes. By participating, attendees fully release the HSN Foundation from any liability that may arise from the use of the Images. All Images are subject to the Terms of Use on our website."*



## STEP 7: SAVOUR THE MOMENT OF YOUR EVENT

The day of your event is here! All of your planning and preparation have been leading up to this moment. Make sure to fully immerse yourself in the experience - you've earned it! Remember, this isn't just fundraising, it's **FUN**draising. Your efforts are directed towards a noble cause, so, go out there, and enjoy your event to the fullest!

## STEP 8: POST-EVENT ACTIONS

With the completion of your event, it's time to wrap up loose ends, and forward the proceeds to the HSN Foundation.

Here are some key activities to consider during your post-event process:

- Clear any pending invoices/payments.
- Prepare the final budget - calculate how much you raised.
- Submit proceeds to the HSN Foundation within 30-days.
- Conduct a post-event evaluation with your committee.
- Express your gratitude to your committee members.
- Send a **Thank You Letter** to acknowledge all those who participated or supported your event. Inform them of how much you appreciate their support, and give share the amount of funds raised. This would also be a good time to provide some preliminary details about next year's event!

## STEP 9: APPRECIATION AND REFLECTION

After your event, it's our turn to express gratitude to you! We'll reach out to you to convey our heartfelt thanks and share your inspiring story. Additionally, we're eager to learn from your experience. We'd love to hear from you and your team about what worked well and what you'd consider changing for future initiatives. Your insights are invaluable in improving and making future fundraising efforts even more successful. We would like to capture this special moment with a cheque presentation photo.





## **ADDITIONAL RESOURCES**

When planning your fundraiser, it's important that you understand our **Tax Receiving Guidelines**.

We want your fundraising experience to be enjoyable and smooth, so we're here to provide you with the necessary tools and assistance. Below is a list of our sample templates and recourses that are available to you:

- Action Plan
- Media Release
- Thank You Letter
- Budget Plan
- Tax Receiving Guidelines
- Pledge Form

We, at the HSN Foundation, deeply appreciate your commitment to our mission to support quality patient care at Health Sciences North and across Northeastern Ontario. Your dedicated fundraising efforts support specialized pediatric care, lifesaving cancer care, general health services, the advancement of healthcare research, and the fostering of innovation in healthcare delivery. This has a tremendous impact, not only for our patients, but also their families. We eagerly look forward to working with you!



# Sample Action Plan

<b>5-12 MONTHS BEFORE EVENT</b>	<b>Person responsible</b>	<b>Date complete</b>
Select a fund of the HSN Foundation to fundraise for		
Decide on the fundraiser you would like to organize		
Recruit a volunteer committee		
Register your event with us		
Create a budget with revenues and expenses		
Set up regular committee meetings		
Secure your venue, supplies, and permits		
Create your DIY third-party event website		
Develop and share promotional materials		
<b>3-5 MONTHS BEFORE EVENT</b>	<b>Person responsible</b>	<b>Date complete</b>
Create an invitation list or organize ticket sales		
Recruit volunteers		
<b>1-3 MONTHS BEFORE EVENT</b>	<b>Person responsible</b>	<b>Date complete</b>
Start selling tickets		
<b>1 WEEK BEFORE EVENT</b>	<b>Person responsible</b>	<b>Date complete</b>
Capture your event: arrange photography/videography		
Confirm location, set-up, suppliers, pick-up/deliveries		
Contact volunteers with day of event details		
Send media release to local news stations		
<b>DAY OF EVENT</b>	<b>Person responsible</b>	<b>Date complete</b>
Arrive early to set-up and manage last minute details		
Record all donations, sales, and deposit funds		
<b>AFTER EVENT</b>	<b>Person responsible</b>	<b>Date complete</b>
Pay all outstanding expenses		
Send proceeds to the HSN Foundation		
Send thank you letters and begin planning for next year!		





# Sample Media Release

**FOR IMMEDIATE RELEASE**

**DATE**

## Catchy Event Headline

**CITY, PROVINCE** - This is your opening paragraph and is typically 1-2 sentences long. It should be brief but include the main points of your event. Capture your audience with an enticing hook and consider using the four W's: who, what, where, and when to introduce your event.

This is your body paragraph. Go into more detail about your event and what the day of will look like. If you have quotes, this is a good place to include them. This paragraph is typically 4-5 sentences long. Your writing should be clear and concise, getting to the point but adding enough detail to keep your audience interested.

Another body paragraph where you can talk about the importance and impact your event will have on the community. Describe why you chose to support the respective Foundation at HSN and if you have a connection to HSN.

This final paragraph talks about the organization you're supporting. Include this paragraph:

*HSN Foundation raises funds to support healthcare excellence through the purchase of state-of-the-art medical equipment and technology, funding of life-saving research, and investment in capital projects at Health Sciences North for patients - including pediatric and oncology - across Northeastern Ontario.*

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**For further information, please contact:**

- First Name, Last Name
- Organization
- Phone number
- Email address
- Website



# Sample Thank You Letter

Date

First Name, Last Name

Address, City, Province, Postal Code

Dear First Name,

Thank you for supporting **EVENT** on **DATE**. With your support, we raised **\$XXXX** in support of the HSN Foundation!

Your generous support will help Health Sciences North (HSN) ensure they have the best equipment and supports, for when you or your loved ones may need it. Together, the HSN Foundation supports healthcare excellence at HSN, fundraising for the purchase of vital equipment, investment in capital projects and, the advancement of life-saving research for all patients at HSN. With your support, we can continue to provide patients and their families quality healthcare, close to home.

We thank you for your support of **EVENT**. We hope we can count on your support next year as we continue to advance healthcare in our community!

Sincerely,

NAME

EVENT





# Sample Budget Plan

ANTICIPATED REVENUE	
Item	Value
Personal donation income	\$
Corporate donation income	\$
Registration / Ticket sales income	\$
Auction income (silent or live)	\$
Sponsorship income	\$
Other income	\$
<b>Total Anticipated Revenue</b>	<b>\$</b>

ANTICIPATED EXPENSES	
Item	Value
Venue rental and fees	\$
Food and beverage	\$
Printing (tickets, signage, etc.)	\$
Advertising	\$
Prizes	\$
Other	\$
<b>Total Anticipated Expenses</b>	

<b>NET ANTICIPATED INCOME TO HSN FOUNDATION (TOTAL REVENUE - TOTAL EXPENSES)</b>	\$
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# Tax Receipting Guidelines

As a charitable organization, the HSN Foundation is committed the Canada Revenue Agency (CRA) rules and regulations.

It is important that you understand our Tax Receipting Guidelines before you plan your event. We ask that you please speak to our fundraising staff before you discuss tax receipting with your event participants or sponsors.

## Tax Receipting for Personal and Corporate Donations

- Minimum donation to receive a tax receipt is **\$20.00**.
- Corporate gifts will not be provided a tax receipt, rather they will receive a donor acknowledgement letter.
- Tax receipts and donor acknowledgement letters will be dated when the donation is transmitted to, and deposited by, the HSN Foundation.
- Tax receipts and donor acknowledgement letters can not be provided in instances where something has been provided in exchange for the donation (i.e sponsorship, event registration, goods, services).
- Tax receipts can not in any circumstance be produced by a third party on behalf of the HSN Foundation in the name of the HSN Foundation.
- Tax receipts cannot be provided to one party for cash collected on behalf of others (i.e. third party event coordinators cannot be receipted for donations collected through cash jars or other means at the third party event).
- Gifts in kind of products and goods follow a different process than gifts of cash, please contact the HSN Foundation contact for more details.
- In accordance with CRA requirements, the HSN Foundation cannot issue tax receipts for gifts of services.
- For more information of the CRA's tax receipting guidelines, please visit the [Canada Revenue Agency's website](#).

For questions about our tax receipting policy, please contact our office by calling 705-523-7130 or by emailing us at [donate@hsnsudbury.ca](mailto:donate@hsnsudbury.ca).







# HSN Foundation Pledge Form

**EVENT NAME:** \_\_\_\_\_ **EVENT DATE:** \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Company (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

All cheques can be made payable to the **HSN Foundation**. Credit card donations can be made online or by calling 705-523-7130. Tax Receipts are automatically issued for donations of \$20.00 or more, with legible and complete contact information. Please do not include online donations on this form.

**PLEDGE INFORMATION** (Please print clearly and completely)

First Name / Company Name	Last Name	Address	City	Prov.	Postal Code	Phone #
<b>Donation Type:</b> Cash / Cheque	<b>Cheque No.:</b>	<b>Email Receipt:</b> Yes / No		<b>Email:</b>		<b>Amount \$</b>

**PLEDGE INFORMATION** (Please print clearly and completely)

First Name / Company Name	Last Name	Address	City	Prov.	Postal Code	Phone #
<b>Donation Type:</b> Cash / Cheque	<b>Cheque No.:</b>	<b>Email Receipt:</b> Yes / No		<b>Email:</b>		<b>Amount \$</b>

**PLEDGE INFORMATION** (Please print clearly and completely)

First Name / Company Name	Last Name	Address	City	Prov.	Postal Code	Phone #
<b>Donation Type:</b> Cash / Cheque	<b>Cheque No.:</b>	<b>Email Receipt:</b> Yes / No		<b>Email:</b>		<b>Amount \$</b>

**PLEDGE INFORMATION** (Please print clearly and completely)

First Name / Company Name	Last Name	Address	City	Prov.	Postal Code	Phone #
<b>Donation Type:</b> Cash / Cheque	<b>Cheque No.:</b>	<b>Email Receipt:</b> Yes / No		<b>Email:</b>		<b>Amount \$</b>

HSN Foundation Charitable Registration: #89286 8480 RR0001

<b>Total Cash:</b>	\$	_____
<b>Total Cheque:</b>	\$	_____
<b>Grand Total:</b>	\$	_____



**HSN Foundation Office  
Health Sciences North**

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**[hsnfoundation.com](http://hsnfoundation.com)**

(705) 523-7130  
[donate@hsnsudbury.ca](mailto:donate@hsnsudbury.ca)

