

Events &  
Fundraising

# DIY Third Party Event Toolkit



Fondation

**HSN**

Foundation

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# Welcome to the Third Party Event Toolkit

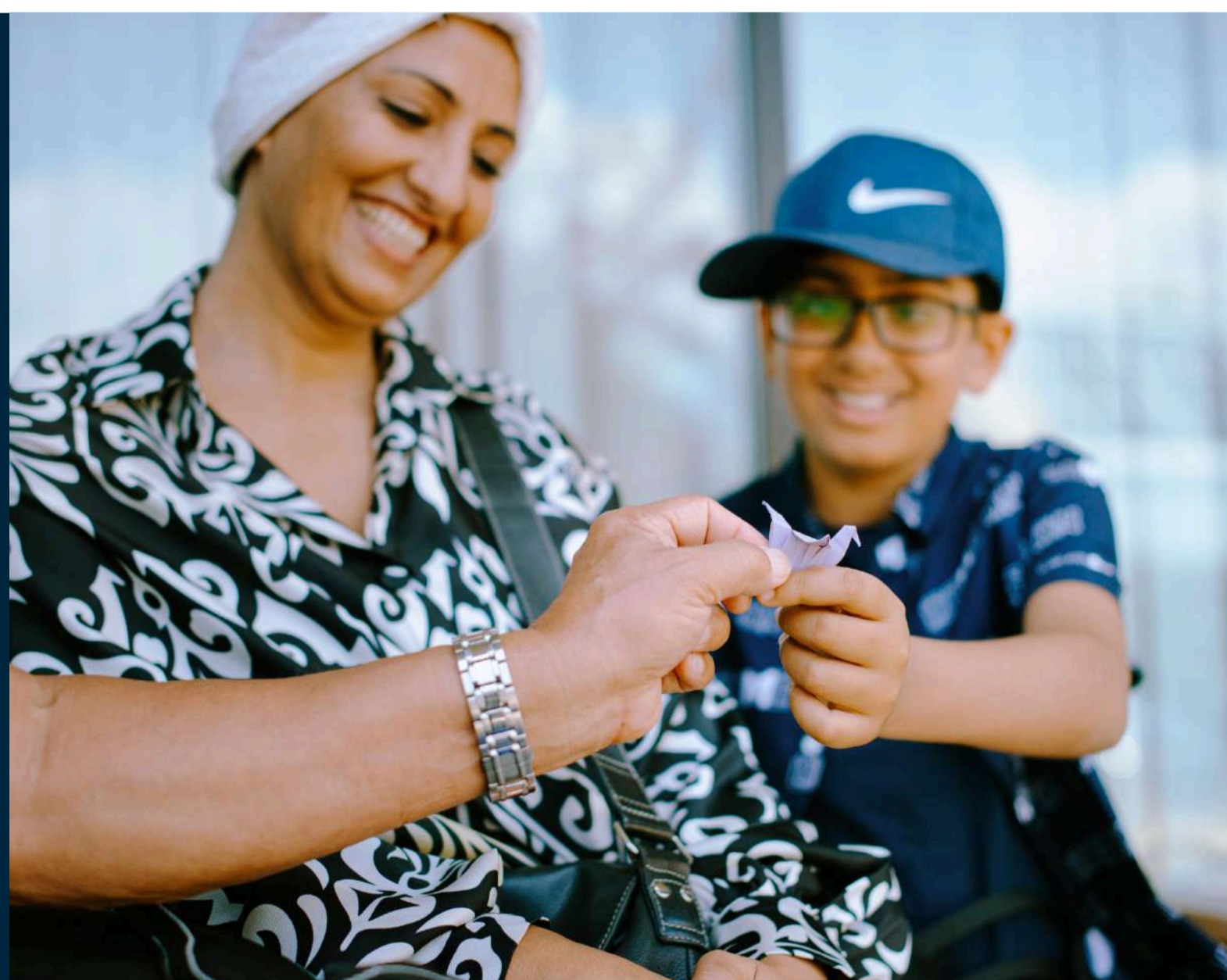
We are immeasurably grateful that you've chosen to take action to fundraise in support of patient care at Health Sciences North (HSN). It is your unwavering commitment to making a difference that powers our work at HSN Foundation.

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 **Third Party Event 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. 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 major difference!

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



# Why HSN Foundation?

Health Sciences North Foundation raises funds to support healthcare excellence through the purchase of innovative equipment, investments in future capital projects and the advancement of life-saving research at HSN for patients across Northeastern Ontario.

Dedicated to excellence in healthcare, education, research, offering cutting-edge medical services, while training the next generation of health professionals, HSN provides advanced medical services and specialized care to patients across the region.

As of October 1, 2024, The Northern Cancer Foundation, NEO Kids Foundation, and Health Sciences North Foundation have amalgamated into one entity – Health Sciences North Foundation.

By joining forces, we are focusing our efforts on raising more money for the patients and families of Northeastern Ontario.

**I used to donate to the NEO Kids Foundation in support of pediatric care or the Northern Cancer Foundation to support cancer care and research. How do I support these causes now?**

What hasn't changed with our amalgamation is that donors still have full control over where their donations go – whether it's cancer care, pediatrics, research, mental health and addictions, cardiovascular health or supporting our future capital needs.



# Getting Started

## YOUR FUNDRAISING IDEA

Your fundraising journey starts with a simple but crucial step: choosing the right idea! This toolkit will guide you through the process of selecting a fundraising concept that aligns with your cause, resonates with your audience, and maximizes your impact. Whether you're planning an event, launching a campaign, or exploring creative approaches, finding the perfect idea is key to energizing your supporters and setting the foundation for success. Dive in and discover how to make your fundraising vision a reality.

## GET ORGANIZED

Success in fundraising starts with solid plan! From setting a date, to a fundraiser goal and timelines to assembling a team and tracking progress, staying organized will help you stay on top of every detail. Learn how to streamline your efforts, stay focused, and keep your fundraising on track to reach your goals with confidence.

Share with others why you are fundraising, what are you passionate about, do you have a personal connection? Let others know why this is important!

## THIRD PARTY EVENT HANDBOOK

Once you have decided on the details and date of your event, we will happily share with you our Third Party Event Handbook which shows our guidelines/policies and helps us gain insight on your event so our team can see how/where we can support you best.



# Types of Events



There are endless ways to bring people together for a great cause, and one best suited for your group. When it comes to fundraising, the type of event you choose can make all the difference. Whether you're aiming to energize a large crowd, engage with a specific community, or create an intimate experience for key supporters, the right event can help you meet your fundraising goals while building lasting connections. The key is to match the event with your resources, target audience, and goals for a successful and memorable experience!

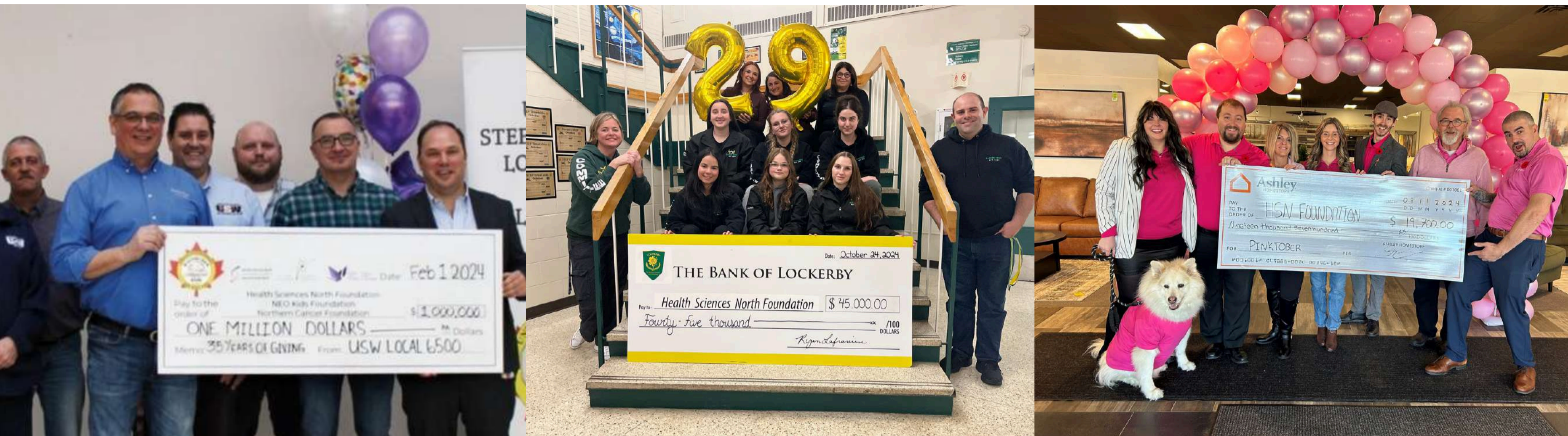
HSN Foundation can make fundraising easy by creating a link online specific to your fundraiser for you to share.

**Get Creative.** If you have an idea, we want to hear it! Craft your own unique fundraiser tailored to your brand, audience, and capabilities.

**See below for some great ideas to help support!**



# Event Success Stories



## USW LOCAL 6500

Since 1988, USW Local 6500 has been a dedicated supporter of cancer care excellence, raising over \$1 million through their ongoing commitment. Their remarkable achievement shows that any school, association, organization, or club—regardless of size—can make a difference. It’s not about the scale of a single contribution, but the power of continued effort over time. With persistence and dedication, even small contributions can build up to make a significant impact, just as USW Local 6500 has done.

## KIDS CARING FOR KIDS - LOCKERBY CANCER DRIVE

Since 1995, the students and faculty have united each year for their annual cancer drive, raising funds in support of the youth battling cancer and their families, keeping care close to home. They canvas the streets and go door to door as teams, and ask for donations. Through their collective efforts, they have surpassed the incredible milestone of \$1 million raised! Their success proves that there is strength in numbers—when a community comes together with a shared purpose, it can achieve remarkable things.

## ASHLEY HOMESTORE FOR PINKTOBER

For various years, Ashley Homestore has been supporting breast cancer research through various fundraising initiatives at all 3 of their store locations for the month of October, for Breast Cancer Awareness month. They incorporated many great ways to raise funds like any \$10 donated will be entered into a draw to win a \$1000 shopping spree, for a sale of a specific mattress, they will donate \$100. They have raised over \$80,000 and counting.



# Campaign for a Cause

Cause marketing offers a symbiotic pathway for businesses and charitable foundations to intertwine their missions. Not only does it drive corporate social responsibility and offer unique branding opportunities, but it also fosters a deeper community connection and raises important funds.

## PURCHASE PLUS CAMPAIGN

For every item sold during a specific timeframe, a set donation or % is given to the Foundations. Example: "For every coffee sold this month, we'll donate \$1 to support advancing healthcare for our community."

## LIMITED EDITION PRODUCTS

Special items are developed, and part of each sale is donated to the Foundations. This might involve co-branding with the foundation's logo. Example: "Get our limited-edition Foundation-themed T-shirt, and aid healthcare initiatives!"



## ROUND UP CAMPAIGN:

Customers are given the choice to round up their total bill to the nearest dollar, with the extra change going to the Foundations. Example: "Want to help children across Northeastern Ontario? Round up your bill to the nearest dollar, and we'll donate the change to support the NEO Kids Foundation."

## POINT OF SALE CAMPAIGN:

Similar to the round-up campaign, customers are given an option or prompted to contribute a small donation to the Foundations during checkout. Example: "As you checkout, consider adding a \$1 donation to support the vital work of the Northern Cancer Foundation. Every bit counts!"





## EMPLOYEE CAUSES

Every month, the business selects an employee, allowing that individual to choose a charity the company donates to, with a predetermined amount set aside for this purpose. Example: "This month, we're honored to spotlight Jane from the Marketing Team. She's chosen the Health Sciences North Foundation, and we're donating \$500 on her behalf. Every voice matters in our mission to give back."

## EMPLOYEE MATCHED DONATIONS

The business can match charitable contributions made by their employees, effectively doubling their donation to the Foundations. Example: "Our employees are giving back, and so are we! For every dollar our team donates, we're matching it for HSN Foundation."



## CHOOSE AN AWARENESS MONTH THAT MEANS SOMETHING TO YOU

**JANUARY:** Alzheimer's, Cervical Cancer

**FEBRUARY:** Gallbladder/Bile Duct Cancer, Cardiac

**MARCH:** Colorectal Cancer, Epilepsy, Kidney Cancer, Myeloma Cancer

**APRIL:** Parkinson's

**MAY:** Melanoma and Skin Cancer, Brain Tumour, Bladder Cancer

**JUNE:** ALS

**JULY:** Glioblastoma

**SEPTEMBER:** Childhood Cancer, Prostate Cancer

**OCTOBER:** Breast Cancer, Ovarian Cancer

**NOVEMBER:** Lung Cancer, Prostate & Testicular Cancer, Pancreatic Cancer



## Contact Us

Remember, we are here to support you. If you have any questions or want to bounce ideas off of us on how to support, please reach out to us!



**Chelsea Parent**

Community Engagement Specialist

[cparent@hsnsudbury.ca](mailto:cparent@hsnsudbury.ca)

705-669-9277

Your support plays a crucial role in helping us enhance patient care, new equipment purchases, advance medical research, and providing essential resources to our community. By standing with us, you are making a real difference in the lives of countless patients and families in your community, and across Northeastern Ontario. We are incredibly grateful for your commitment and generosity— together, we're keeping care close to home. Thank you for being a part of our mission!

