

Events & Fundraising

DIY Third Party Event Toolkit



Fondation

HSN

Foundation

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

DIY Third Party Event Toolkit

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Welcome to the Third Party Event Toolkit

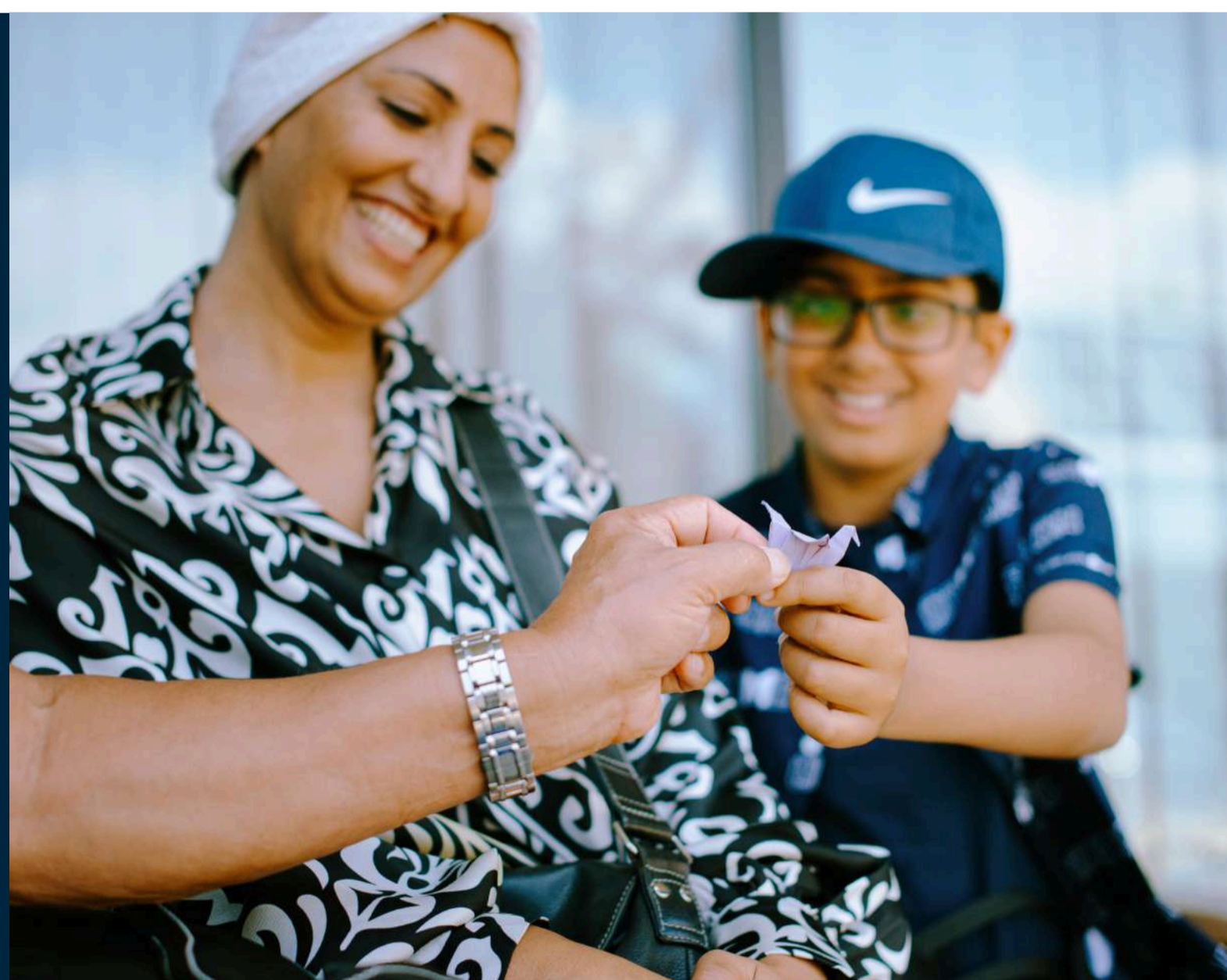
We are immeasurably grateful that you've chosen to take action to fundraise in support of patient care at Health Sciences North (HSN). It is your unwavering commitment to making a difference that powers our work at HSN Foundation.

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.

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.



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, Northern Cancer fund, other 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.

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.

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.

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 events@hsnsudbury.ca detailing your event!

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.

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.



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

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



Additional Resources

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 resources that are available to you:

- Action Plan - Page 12
- Budget Plan - Page 13
- Tax Receipting Guidelines - Page 14
- Pledge Form - Page 15

HSN Foundation deeply appreciates 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

5-12 MONTHS BEFORE EVENT	Person responsible	Date complete
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		
3-5 MONTHS BEFORE EVENT	Person responsible	Date complete
Create an invitation list or organize ticket sales		
Recruit volunteers		
1-3 MONTHS BEFORE EVENT	Person responsible	Date complete
Start selling tickets		
1 WEEK BEFORE EVENT	Person responsible	Date complete
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		
DAY OF EVENT	Person responsible	Date complete
Arrive early to set-up and manage last minute details		
Record all donations, sales, and deposit funds		
AFTER EVENT	Person responsible	Date complete
Pay all outstanding expenses		
Send proceeds to the HSN Foundation		



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	\$
Total Anticipated Revenue	\$

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

NET ANTICIPATED INCOME TO HSN FOUNDATION (TOTAL REVENUE - TOTAL EXPENSES)	\$
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Tax Receipting Guidelines

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

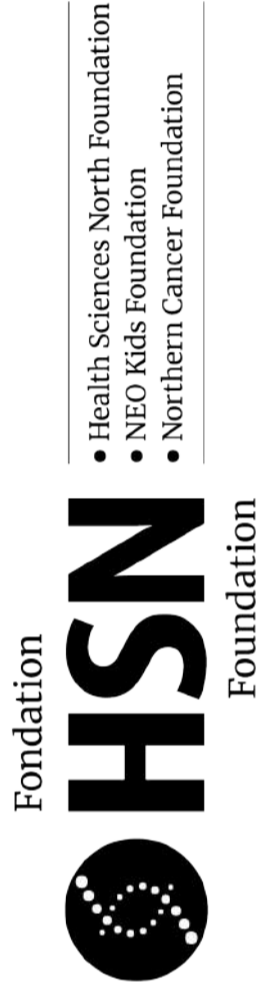
It is important that you understand our Tax Receipting Guidelines before you plan your event. We ask that you please speak to our fundraising staff before you discuss tax receipting with your event participants or sponsors.

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.





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.



DONATE HERE!

PLEDGE INFORMATION (Please print clearly and completely)

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

PLEDGE INFORMATION (Please print clearly and completely)

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

PLEDGE INFORMATION (Please print clearly and completely)

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

PLEDGE INFORMATION (Please print clearly and completely)

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

HSN Foundation Charitable Registration: #89286 8480 RR0001	Total Cash: \$ _____ Total Cheque: \$ _____ Grand Total: \$ _____
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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
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!

