



COMMUNITY FUNDRAISING EVENT TOOLKIT

Your How-To-Guide to organizing and executing a successful fundraising event in support of your hospitals and healthcare - in partnership with your Hospital Foundation.

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Introduction: who is your Grande Prairie Regional Hospital Foundation?

The Grande Prairie Regional Hospital Foundation is a registered charitable organization in the business of caring about the future of healthcare for you, your family, your community and your region. We are a dedicated team of enthusiastic board members, volunteers and staff who care deeply about the future of your hospitals and healthcare in the Grande Prairie Region.

Your Hospital Foundation raises funds in support of the Grande Prairie Regional Hospital and the Queen Elizabeth II Hospital (aka QEII) – providing funding for critical medical equipment, patient-care programs, assisting the education and training of healthcare workers, improving patient care spaces and other major projects.

Our Vision

Engaging with our communities to support excellence in healthcare.

Our Mission

Caring about the future of healthcare for your communities and your families.

Our Values

The fundamental shared beliefs for the Grande Prairie Regional Hospital Foundation's Board and Staff, which we bring to bear in our decisions, include:

- We act with integrity and trust – we are principled in thought and deed.
- We are open, honest and fair, and our actions reflect our words.
- Through teamwork, we all fundraise to support the community's health and wellbeing.
- We are committed to building a stronger and healthier community and bringing the best in healthcare to our stakeholders.
- As accountable stewards of the donor's funds, we responsibly manage the funds to which we have been entrusted.
- We embrace innovation in healthcare delivery and support, and our fundraising efforts.
- We have compassion for those who seek care, our donors, our community members, our healthcare delivery personnel, our volunteers and our team.
- We embrace diversity and inclusion of our organization and stakeholders.

Your Hospital Foundation is an integral part of both your hospitals and your community. 'Its role creates the conduit for your donations to directly support your hospitals and is a key component of the excellent care provided to your community and region.

We are simply the conduit for your donations to directly support your healthcare. Without your support, your healthcare and hospitals would not be what they are today.

What is a third-party fundraising event?

A third-party fundraising event is conducted by an individual, group or organization (including businesses) in the community with proceeds in support of Grande Prairie Regional Hospital Foundation.

Who can conduct a fundraiser on behalf of the Grande Prairie Regional Hospital Foundation?

Individuals, groups or organizations can host an independent fundraising event to support the Grande Prairie Regional Hospital Foundation's mission. These can be private foundations, schools, sports teams, grateful patients and families, and community organizations.

Where will my donations go?

There are many healthcare-related needs at your hospitals that your donation can support. If you have a passion for a specific area, we will work with you to ensure your donation goes directly to that area.

If you would like details on the funding areas listed below or would like different funding ideas, please email us at shannon@gphospitalfoundation.ca.

Greatest Needs	Parental Bereavement	GP Cancer Centre
Bruno the Cat's Pet Program	White Rose Program	Endowment Funds
Memorial Gifts	Bravery Beads	NICU
Grateful Patient Program	Born to Read Program	Pediatrics
Visual Arts Program	Therapeutic Clown Program	Youth Mental Health
Educational Bursaries	Addictions and Mental Health	Cardiology

How can my Hospital Foundation help my event?

- Provide a letter of authorization to validate the authenticity of the event and its organizers.
- Issue charitable tax receipts, if applicable (please see tax receipting in FAQs).
- Provide and use of our logo for your marketing materials (all print materials must be approved by the Foundation before printing). Email all of your logo usage approval requests to web@gphospitalfoundation.ca.
- Help you select what your donation will support.
- Offer representative(s) from the Foundation to attend your event (subject to availability).

- Lend you materials you may need such as a branded banners, presentation cheque, brochures and postcards.
- Promote your event through the Foundation website and sharing your social posts on our pages.
- Celebrate your event in the monthly newsletter. Find newsletters here:
<https://gphospitalfoundation.ca/news-events/?category=newsletters>

Your Foundation is here to support you. However here are some services it is unable to provide:

- Insurance or liability coverage.
- Mailing list of donors and/or vendors.
- Funding or reimbursement of your expenses.
- Guaranteed attendance of board members or staff.
- Guarantees to supply prizes, auction items or awards.
- Providing administrative help - such as event planning or logistics.

Planning a successful event

10 Steps to a successful event:

1. A good idea. Choose an event that is simple and fun.
2. Check the date. Make sure there isn't another big event on the same day. You don't want to be competing with them!
3. Establish goals. Have measurable financial goals and get what you can donated from local businesses or friends. Make sure you set realistic organizational time expectations.
4. Staying organized. Create a critical path or step by step plan to ensure your event is successful. Set due dates for sending out invitations, making follow-up calls, marketing etc.
5. Submit your Community Event Proposal & Agreement Form. Once you have decided on an event concept, please fill out the attached Community Event Proposal & Agreement Form and submit it to shannon@gphospitalfoundation.ca. You can also arrange to meet with a staff member to discuss the details of your event and how we can best support you.
6. Publicize well. Think about who you are targeting and how they will best receive the information i.e., emails, social media, flyers or a combination. The more people who talk about the event the more successful it will be.
7. Think of other fundraising add-ons. As you plan your event think of other ways to obtain additional funds from the supporters. It could be by selling raffle tickets, hosting a silent auction or a 50/50 draw. Note: Ensure you arrange for the necessary gaming licenses with Alberta Gaming and Liquor Commission (AGLC).

8. Make the Ask! Remember most people don't give because they have never been asked. Don't be afraid to ask – use emails, direct messaging on social media, phone calls, get together in person or texts. Be creative, be persistent.
9. Collection of funds and wrap up. Now all you have to do is wrap up any loose ends, pay any outstanding invoices, collect outstanding donations, photo release forms, and an excel spreadsheet of requests for tax receipts. Submit then all to the Foundation within 5 business days of the end of your event.
10. Say 'Thank You'. This step is critical for so many reasons. Please take the time to send thank you notes or make phone calls to all those that participated and donated towards your event.

Fundraising ideas to help

Make it Fun! The word Fun is in Fundraising for a reason! Whether it is a social, school or corporate fundraiser, below are some ideas to help get you started:

- Birthday/Anniversary Party
- Virtual Party
- Garage Sale
- Golf Outing
- Independent Business Gives Back
- School Fundraiser
- Trivia Night
- Dinner Party or Potluck with a Purpose
- Jeans day/ Hats for Hospital
- Car Wash
- Church Fundraiser

Promoting your event

This section will give you local, no-cost advertising ideas for marketing your fundraising event

All media and print materials must be reviewed and approved by the Grande Prairie Regional Hospital Foundation prior to distribution.

Online

There are many sites online where you can submit your fundraising events for free:

- www.cityofgp.com/culture-community/news-events/event-calendar
- <https://everythinggp.com/community-calendar/>
- <https://www.reachfm.ca/events>

- <https://calendar.countygp.ab.ca/>
- <https://www.travelalberta.com/ca/places-to-go/northern-alberta/grande-prairie/events/>
- <https://discoverthepeacecountry.com/htmlpages/events.html>
- <https://bigcountry931.ca/com-cal-2/>

Social Media

- Make a Facebook Event – Click on Events, create an event, fill in event information and then publish to your home page. Then invite friends by choosing from your friend list.
- There are also several Facebook Community event sites to share your event on as well:
 - <https://www.facebook.com/groups/7669162036/>
 - <https://www.facebook.com/groups/731062913574566/>
 - <https://www.facebook.com/groups/520379748019258/>

Wrapping up your event

The proceeds from your Fundraiser will become the rest of so many stories in your community. Thank you for your support!

After your fundraiser, all you need to do is send in your donations/proceeds:

- Call us to pick up your donation at 780-538-7583 or mail a cheque to: 10409 98 Street, Grande Prairie, AB T8V 2E8 (Cheques should be made out to the Grande Prairie Regional Hospital Foundation)
- Include a short note to let us know how your fundraiser went.
- Email the best 3-5 photos from your event to shannon@gphospitalfoundation.ca.

Usage of the Grande Prairie Regional Hospital Logo

All materials using the Foundation's logo must be approved by the Foundation. Email all approval requests to web@gphospitalfoundation.ca.

The Foundation's logo can be downloaded from

<https://drive.google.com/drive/folders/1VWAFz73hpiz8yowy1XECpY9eSfMjolpt?usp=sharing> in several formats. You will also find the logo usage guidelines in this folder.

Frequently Asked Questions (FAQs)

Can the Hospital Foundation help me get a permit for my event?

The organization and execution of the event is the responsibility of the event organizer. The event organizer must also obtain any necessary permits or licenses.

Will the Hospital Foundation help arrange for insurance for my event?

The Grande Prairie Regional Hospital Foundation cannot provide insurance for third-party events. The event organizer is responsible for obtaining insurance for their event.

What can I give people who made donations or provided sponsor for tax purposes?

The Grande Prairie Regional Hospital Foundation will not issue charitable tax receipts for donors or sponsors who make payments directly to your third-party event. The Canada Revenue Agency (CRA) has set guidelines for issuing charitable tax receipts.

If your donor requests a charitable tax receipt, their cheque must be made out to the Grande Prairie Regional Hospital Foundation. A receipt will only be issued if full contact information and complete mailing address of the donor is provided to the Foundation via email in the form of an excel spreadsheet: First Name, Last Name, Street Address, City/Town, Province/Territory, Postal Code, Daytime Phone Number.

In accordance with the CRA, donations are not receiptable if the donor has received any product or value from the donation. Auctions, raffles or draws, material donations or services and corporate event sponsors are not eligible for tax receipts.

For more information regarding tax receipts and Canada Revenue Agency tax guidelines please visit www.cra.arc.gc.ca

Can someone from the Hospital Foundation help me plan my event?

Because of the number of events and a limited number of staff, board members and volunteers we are unable to help plan third party events. We are happy to provide guidance for your event, but we do not have the staff to handle the organizational and administrative tasks associated with third-party events.

Can someone from the Hospital Foundation attend my event?

We make every effort to attend community events like yours – they are important! Generally, someone representing the Foundation will be able to attend your event for a certain period of time. However, at times due to workload and availability, we may not be able to attend.

How can the Hospital Foundation help me promote my event?

1. Sharing your event and progress via social media

Please tag the Foundation in your social posts so it can reshare and engage with you along your journey. Here are the tags for each of the Foundation's social platforms:

- i. [Facebook](#) @supportyourhospital
- ii. [Twitter](#) @GPRHFoundatoin
- iii. Instagram @gprh_foundation
- iv. LinkedIn @Grande Prairie Regional Hospital Foundation

2. Celebrating your event via web and print

Through the monthly newsletter, blog posts and annual report, the Foundation can help celebrate your event and thank your donors and sponsor even more. You simply need to take many pictures and videos of your event – using an iPhone is great! Best practice is to take videos with your phone in a landscape orientation versus vertical.

Please ensure all participants have signed the Foundation's photo release form and those forms are sent to the Foundation (via email is best) – without signed forms the Foundation can not use the images/videos.

Can my team/group/organization have a cheque presentation?

Yes! The Foundation will help arrange for a cheque presentation to be held at the hospital of your choice or another location that is important to you.

How long does it take to get my Fundraiser Proposal Approved?

Proposals will be approved within 14 business days of receipt.