



## THIRD PARTY FUNDRAISING GUIDE

### About Durham Region Hospice

Durham Region Hospice is a non-profit, community-based organization that is the result of a partnership between Durham Hospice and VON Durham Community Corporation. Recognizing the growing, undeniable need for hospice residence care in Durham Region, in 2017 Durham Hospice and VON Durham Community Corporation in conjunction with their governing boards, launched a partnership in support of a capital campaign to raise the funds required to build two fully operational hospice residences in Durham Region: a 10-bed facility in the Town of Whitby and a 9-bed facility in the Municipality of Clarington.

Durham Region Hospice will provide care and comfort, as well as practical, emotional and spiritual support, to individuals facing end-of-life illness in a caring and compassionate home-like setting.

### How You can Help

Third party fundraisers are wonderful ways for people to help raise the money needed in order to bring hospice residence to Durham Region.

**Why?** Because you or someone you know has been impacted by an end-of-life diagnosis, or has experienced a hospice residence with a loved one, or has chosen Durham Region Hospice for any number of other reasons. You want to help make a difference in the community. You want to give back to those in need. Any funds you raise will be designated to the building of Durham Region Hospice – Clarington or Durham Region Hospice – Whitby or BOTH.

**Who?** Third party fundraising events are planned and organized by groups and individuals who are passionate about supporting Durham Region Hospice.

**What?** The opportunities are endless! See page 2 for some ideas of types of events you can plan.

**Where?** The venue of your event is completely up to you. We recommend thinking of your network and utilizing the relationships you have within the community to secure a venue. We would be happy to provide you with a letter of endorsement if required.

**When?** Third Party Fundraising offers you the flexibility to plan any event at any time

### How Durham Region Hospice Can Help

- provide support via phone or email
- provide Durham Region Hospice's "in support of" logo
- post your event on our website and social media pages
- provide an endorsement letter for soliciting prizes, sponsors or licenses
- provide tax receipts for *eligible* donations (see FAQs for eligibility)
- upon request, a representative of Durham Region Hospice will attend your event, depending on availability



## Choosing your Event

Whether you are looking to plan a large- or small-scale event, we appreciate the support. Below is a list of suggestions or you may already have your own idea. The main idea is to have FUN and choose an activity that will attract people to participate.

- Bake Sale
- Yard Sale
- BBQ
- Auction
- Raffle
- Pub Night
- Golf Tournament
- Gala
- Haunted House
- Group Fitness Party
- Holiday Gift Wrapping
- Bottle Drive
- Art Sale
- Run/Walk
- Talent Show
- Paint Night
- Ladies Night
- Poker Night
- 50/50 Donations
- Car Wash
- Pancake Breakfast
- Fishing Derby
- Activity Day (Great for Schools)

## Planning your Event

1. set **SMART** (Specific, Measureable, Attainable, Realistic, Timely) Goals and **create a plan**.
2. consider your **vision for the event**, where it will be held, when it will happen, who needs to be involved, and how you will raise money.
3. complete and submit the Durham Region Hospice **Third Party Event Form** and email it to [info@durhamregionhospice.ca](mailto:info@durhamregionhospice.ca).
4. **create a team or committee** to help plan your event. Reach out to friends, family, colleagues that you think would be interested, enthusiastic and beneficial to helping with the planning and execution of the event.



5. **set a timeline** with deadlines and who will fulfill the tasks and by when. Give yourself enough time to make sure everything can be done.
6. prepare your **event budget**. How much do you need to cover expenses? What is your goal to donate?
7. determine if you need any **permits, licenses or special insurance**. Remember to allow time for them to be approved.
8. prepare a **photograph/video permission** form for signatures, if necessary
9. **promote your event**. Utilize your social media networks, use of community boards, church bulletins, posters, radio, and event listings.
10. please speak to us about **tax receipts** *prior to the event* to ensure we all comply with the CRA guidelines.
11. acknowledge everyone who participated in and supported your event. Mail or email **thank you** letters!

## **Promoting your Event**

### **Posters**

To make your event most successful, getting the word out is key. Create a poster that promotes the message. You can use [www.canva.com](http://www.canva.com) as a tool to help create a professional looking poster that can be saved as a PDF to print and JPEG or PNG to promote electronically

### **Social Media**

Create an Event on Facebook, share and invite all your friends. Please tag Durham Region Hospice and we will add your event to our Facebook page and share the details.

Post information including your poster, pictures, donations, sponsors and anything else that will be exciting for people to know about your event and encourage them to register. When posting on Instagram include [@durhamregionhospice](https://www.instagram.com/durhamregionhospice) in the message and we will share the post.

### **Community Boards**

Post your event on community boards including but not limited to:

[www.durhamregion.com](http://www.durhamregion.com)

[www.oshawa.ca](http://www.oshawa.ca)

<https://oshawa.snapd.com/>



### **Event Day**

- take photos and videos to capture the excitement! (don't forget to have members of the public sign the photograph/video permission form)
- Facebook LIVE & Instagram Stories to engage with the community to see all the fun you're having.
- keep track of donations received, including amount, contact information and whether a tax receipt is to be issued.

### **After the Event**

- update your social media with photos and your event total.
- send thank you letters or emails to your participants and donors, letting them know how grateful you are for their support.
- send event photos to Durham Region Hospice so we can update our social media.
- coordinate with Durham Region Hospice to submit your proceeds and plan a cheque presentation picture.

***Thank you for your support!  
Remember, we are here to help you be successful!***



## FAQ's :

### Do I need to fill out an Event Application? Can't I just donate the proceeds after the event?

While we graciously accept proceeds from events that take place without our knowledge, we do recommend you let us know about your activity or event by registering it. If we know about it ahead of time we can provide you with resources, promotional materials and benefits such as posting on our Facebook and/or website.

### Where does the money I raise go?

The money you raise will help fund the Durham Region Hospice capital campaign. You can see more information on our website at [www.durhamregionhospice.ca](http://www.durhamregionhospice.ca). Together we can provide Comfort, Care and Compassion to all the residents of Durham Region Hospice.

### Does Durham Region Hospice provide insurance for my event?

Durham Region Hospice does not provide insurance for third party events. We suggest you speak with someone from your own personal insurance company to see what coverage they could provide.

### Can Durham Region Hospice help me to solicit sponsorship and donors for my event?

When you have completed an event registration form, we are happy to create a general letter on our letterhead that you can take to potential sponsors and donors that shows them our knowledge of the event.

### I would like to have a representative speak or attend my event. Is this possible?

We will make every effort to attend your event if you would like us there. Depending on the size, scale and timing of your event, a representative from Durham Region Hospice may attend as a speaker, volunteer or guest.

### Can I use the Durham Region Hospice logo when promoting my event?

Once your event is approved, please contact us with information regarding how you would like to use the logo. All promotional materials with the Durham Region Hospice *logo must be approved by us in writing* before going to print.

### When do I need to submit the net profits from the event?

Event guests and volunteers will likely want to know how successful the event was. Durham Region Hospice strives to recognize its supporters in a timely manner and therefore, we ask that net proceeds be submitted within 30 days of the event.

### Can Durham Region Hospice issue tax receipts for my event?

Durham Region Hospice issues tax receipts in accordance with the Canada Revenue Agency guidelines. In general, Durham Region Hospice does not issue tax receipts for third party events unless pledges or individual donations are made directly to Durham Region Hospice, in which case, full contact information of the donor must be received.



## THIRD PARTY FUNDRAISING FORM

Please specify how you will fundraise:

- |                                       |   |   |
|---------------------------------------|---|---|
| <input type="checkbox"/> Ticket Sales | <input type="checkbox"/> Donation       | <input type="checkbox"/> Raffle Tickets                 |
| <input type="checkbox"/> Pledges      | <input type="checkbox"/> Silent Auction | <input type="checkbox"/> Sponsorship (please specify) : |

### PROMOTION

Please specify which promotional materials you require from Durham Region Hospice:

- |                                   |                                 |  |
|-----------------------------------|---------------------------------|--|
| <input type="checkbox"/> DRH Logo | <input type="checkbox"/> Banner | <input type="checkbox"/> Information Brochures |
|-----------------------------------|---------------------------------|--|

### SOCIAL MEDIA

Please include your social media channels and we will share any posts about your event:

Instagram: \_\_\_\_\_ FaceBook: \_\_\_\_\_

Twitter: \_\_\_\_\_ YouTube: \_\_\_\_\_

Do you require a tax-receipt?  Yes  No

Note: If you want to issue income tax receipts, explain to whom they will be issued, and for what purpose (i.e.: issued to donors who pledge or make monetary donations at the event). It is important to discuss receipting issues with Durham Region Hospice in order to determine whether we are able to issue tax receipts to donors. This ensures compliance with Canada Custom and Revenue Agency regulations. TAX RECEIPTS CANNOT BE ISSUED FOR SPONSORSHIP.

By signing below, you acknowledge that no materials bearing DURHAM REGION HOSPICE'S name and/or logo will be printed without pre-approval, in writing, of the draft artwork and content. Further, you acknowledge that all net proceeds from this event will be donated to Durham Region Hospice (unless previously noted herein).

Organizer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For more information, please call Durham Region Hospice at:  
905-240-4522 Ext 243, or visit our website at [www.durhamregionhospice.ca](http://www.durhamregionhospice.ca)  
Please send completed form by email to:  
Durham Region Hospice  
1615 Dundas Street East, Lang Tower West, Suite 304  
Whitby, ON L1N 2L1  
or email to: [donna.mcfarlane@von.ca](mailto:donna.mcfarlane@von.ca)