

Community Events Fundraising Toolkit



HOSPITALS OF REGINA
FOUNDATION

Better lives. Made possible by you.

Thank you

Better lives are made possible by you

Every year, caring people like you host events to make lives better for the people in our community. Thank you! Since you have chosen to support us, we want to help make it easy for you.

This fundraising toolkit is a step-by-step guide that will help you plan and organize from start to finish so that your event is a big success.

In 1987, an inspired group of volunteers came together to make lives better for the people of southern Saskatchewan. Their vision helped establish Hospitals of Regina Foundation and for 34 years, the Foundation has provided support to Regina's three hospitals - Regina General Hospital, Pasqua Hospital and Wascana Rehabilitation Centre. With the help of our community and our partners, Hospitals of Regina Foundation has raised more than \$210 million to improve health care for the residents of Regina and southern Saskatchewan. We have supported a wide range of services within our three hospitals including: emergency, pediatrics, cardiology, surgical, rehabilitation, mental health, long-term and continuing care and patient safety among others.

When you support our hospitals, you support the people who desperately need them.



"Without respiratory services, I would not be able to live a normal life as I do today."
- Cory Dumalski

"Thanks to the generosity of people who support our hospitals, I have found a new perspective on life and I couldn't be happier."
- Brianne Urzada



"Your support gives babies like Amelia a fighting chance."
- Jacqueline Firnesz, Amelia's mom

Thank you once again for your interest in organizing an event in support of Hospitals of Regina Foundation and our hospitals. We appreciate you choosing to be our partner in our efforts to make lives better in our community.

Warmly,

A handwritten signature in blue ink.

Dino Sophocleous
President and CEO

Table of Contents

- Step by Step Guide** 4
 - Step One – Gather your friends 4
 - Step Two – Brainstorm 4
 - Step Three – Pick a date and venue 4
 - Step Four – Make a budget 4
 - Step Five – Tell us about your event..... 5
 - Step Six – Plan your event..... 5
 - Step Seven – Fundraise..... 5
 - Step Eight – Promote your event..... 6
 - Step Nine – Have Fun! 6
 - Step Ten – After the Fun..... 6
- Resources**..... 7
- Tax Receipting Information**..... 8
- Social Media Ideas**..... 10
- Logo Use Guidelines** 11
- Licences and Insurance**..... 12
- Community Event Proposal**..... 13
- Terms and Conditions** 15
- FAQ** 17
- Appendix A - Gaming Licence Request Form**..... 18
- Appendix B - Raffle Financial Summary Report** 19
- Appendix C - Sample Action Plan**..... 20
- Appendix D - Sample Sponsorship Package** 21
- Appendix E - Sample Thank You Letter**..... 22
- Appendix F - Media Advisory Sample**..... 23
- Appendix G - Sample Press Release**..... 24
- Appendix H - Sample Donation Form** 25

Step by Step Guide

Step One – Gather your friends

Bring together a group of like-minded friends or family to create an event committee to help share the tasks. Also draw on their skills and experience to help make the event more successful. Assign positions to committee members – finance, décor, prizes, sponsorship, food, ticket sales, etc.

Step Two – Brainstorm

Decide what type of event you would like to host. Decide on your fundraising goal. Decide how you will do your fundraising.

Some event ideas:

<i>Bake Sale</i>	<i>Head/Beard Shave</i>	<i>Scavenger Hunt</i>
<i>Bowling-a-thon</i>	<i>Car Show</i>	<i>1, 5, 10km Run/Walk/Ride</i>
<i>Concert</i>	<i>Cocktail Party</i>	<i>Raffles/Lotteries</i>
<i>Cook-off</i>	<i>Yoga-a-thon</i>	<i>Trivia Night</i>
<i>Dance-a-thon</i>	<i>Carnival</i>	<i>Picnic/Barbeque</i>
<i>Dodgeball Tournament</i>	<i>Poker Run</i>	<i>Car Wash</i>
<i>Golf Tournament</i>	<i>Jean/Casual Days</i>	<i>Gala/Black Tie Evening</i>
<i>Online Auction</i>	<i>Garden Tea Party</i>	<i>Steak/Burger/Rib/Pizza Night</i>
<i>Slo-pitch Tournament</i>	<i>Motorcycle Rides</i>	<i>Eating Contest</i>
<i>Walk-a-thon</i>	<i>Fashion Show</i>	<i>Dinner Party</i>

Step Three – Pick a date and venue

Decide on a location - Pick a location that is convenient to you and your guests. Think about parking, seating capacity, style for event. Once you have a location, set your date and time. Sometimes you are limited by what your location has available but check for events happening at the same time and keep in mind potential weather conditions when selecting the date.

Step Four – Make a budget

Identify sources of income for your event such as ticket sales and sponsorships. These sources can be used to offset some of the expenses incurred. Other sources of income include raffle proceeds, silent and live auction proceeds and general donations but keep in mind that this money needs to be donated in full to the Foundation and cannot be used to pay expenses.

Identify the event expenses. This includes venue costs, décor, food, beverages, entertainment, printing, insurance, licence fees and promotional costs. The expenses are a great opportunity to ask for sponsorships to help offset the costs. Hospitals of Regina Foundation will not cover any event expenses and all event expenses need to be paid by the event organizers.

Step Five – Tell us about your event

Complete the event proposal form at the end of this toolkit and submit it to the Foundation. The Foundation will review your proposal and contact you within five days of receiving to discuss how the Foundation can help support your event such as applying for lottery licences, attending your event, promoting your event by email and on the Foundation’s website or social media. See page 7 for more details.

Step Six – Plan your event

Here is a checklist to help with your planning as well as some resources to help with your planning.

- | | |
|--|---|
| <input type="checkbox"/> Identify a theme | <input type="checkbox"/> Decide on décor |
| <input type="checkbox"/> Choose a date | <input type="checkbox"/> Create supply checklist |
| <input type="checkbox"/> Establish a team/committee | <input type="checkbox"/> Read about our tax receipting rules and regulations |
| <input type="checkbox"/> Delegate tasks to your committee | <input type="checkbox"/> Create a ‘day of’ agenda |
| <input type="checkbox"/> Create a realistic budget | <input type="checkbox"/> Secure permits and insurance |
| <input type="checkbox"/> Submit an Event Proposal Form | <input type="checkbox"/> Promote your event/share your story |
| <input type="checkbox"/> Develop an action plan | <input type="checkbox"/> Remember to thank everyone |
| <input type="checkbox"/> Identify and ask sponsors | <input type="checkbox"/> Wrap up you financials and submit to the Foundation |
| <input type="checkbox"/> Set up online fundraising page | <input type="checkbox"/> Meet with your committee to discuss successes and challenges to improve on for next year |
| <input type="checkbox"/> Create/send out invitations | <input type="checkbox"/> Register your event with us again for next year so we can continue to support you |
| <input type="checkbox"/> Determine rental needs | |
| <input type="checkbox"/> Determine food and beverage needs | |
| <input type="checkbox"/> Determine entertainment needs | |

Step Seven – Raise Funds

Registration, tickets, sponsorships, raffles and 50/50

It is important that your non-donation revenue, such as registration fees, tickets, sponsorships, raffles or 50/50s, is able to cover your expenses. Please let us know if you would like some help with this piece. The Foundation can help you secure raffle and 50/50 licenses for your event and we will work with you to develop rules of play and tracking methods. We can also provide advice in setting sponsor levels and recognition, should you wish.

Online Fundraising

Online fundraising is an effective and efficient way to engage your supporters and create an easy vehicle for them to make a contribution to your event. The Foundation can help you by creating a fundraising page for your event which may include pledging or donation gathering. The Foundation fundraising page **cannot** be used to take payments for revenue you plan to use for expenses, such as tickets, registrations or sponsorships. This is due to the fact the funds go directly to the Foundation and cannot be reimbursed to the event.

Offline Fundraising

You can collect donations to the Foundation via cash or cheque in person before and at your event. Please ensure cheques are made out to *Hospitals of Regina Foundation*. Please make sure to record donation amounts and donor information (name, complete address and phone number) accurately so that the Foundation can send out thank you letters and tax receipts to the donor. Please send all donations and donor information to the Foundation within 60 days following your event. See Appendix H for a sample donation form.

Step Eight – Promote your event

Promote your event as much as possible. Make a promotion plan depending on who you would like to have attend your event. If you are looking for a younger audience you may want to look into social media promotion. If you are looking for your neighbours to attend, you may want to advertise on your neighbourhood community FaceBook page or newsletter. A great free way to get your event noticed is to set up an event on Facebook. Other things to consider:

- The Foundation will promote your event on the Foundation’s website and on our quarterly email to stakeholders
- Promote your event on free event calendars online
- Social Media – promote your event via Facebook, Twitter, or Instagram to help get your message out to the community. Check out our [social media ideas](#) on page 9 to get started.
- News media – there is the chance that the local newspaper or television station may want to feature your event. Use the [sample media release](#) to give media an advance notice of your event
- The Foundation suggests taking pictures and/or video of your event to help promote your future events. If you are going to do so, **please post a sign that states photos may appear in future marketing materials** such as but not limited to: social media, website, publications, posters, etc.

Step Nine – Have Fun!

The day has arrived for your event. Put your “day of” agenda into action and enjoy your day while you make lives better for the people of southern Saskatchewan!

Step Ten – After the Fun

Collect the funds and wrap up your event.

Once you have wrapped up any loose ends and paid all outstanding invoices, submit the proceeds to the Foundation.

Here is a wrap up checklist to help you:

- Pay any outstanding invoices
- Final budget – how much did you end up raising?
- Submit the net proceeds to the Foundation within 60 days – do a photoshoot with the Foundation’s big cheque
- Evaluate the event with your committee
- Thank your committee
- Thank and acknowledge everyone who participated and supported your event. This is a great opportunity to let your supporters know how much was raised. This is also a great time to invite them to the event next year.
- Start planning for next year

Resources

How Hospitals of Regina Foundation can support your event?

Once your community fundraising event has been approved, the Foundation can provide the following;

- Event planning advice to assist with the planning process
- Resources for your event such as donation forms, Foundation signage and brochures.
- Approval for the use of Hospitals of Regina Foundation's name and logo
- List your event on the Foundations website
- Share your event on the Foundation's quarterly event-focussed email "Eventful"
- A representative of the Foundation will attend your event
- Charitable tax receipting and thank-you letters for donation amounts (if applicable)
- Raffle or 50/50 licences from SLGA, if needed

The Foundation is not able to;

- Fund or reimburse expenses
- Provide lists/contact information of donors or sponsors
- Guarantee a representative from the Saskatchewan Health Authority will be able to attend
- Provide media contacts
- Solicit sponsorships or prizes
- Manage revenue and expenses
- Apply for or obtain liquor licences or liability insurance for the event

How can you help the Foundation?

- When sharing how much you have fundraised with your supporters and the public, please report the net total (after expenses) – this is the same total that you will submit to the Foundation
- Submit all funds raised within 60 days of the event – if your event is in November or December please discuss with the Foundation regarding timings of year-end
- Adhere to the rules and regulations regarding tax receipting, see page 8
- Provide photos from the event to the Foundation to help promote and acknowledge your event

Tax Receipting Information

Hospitals of Regina Foundation MUST follow the rules and regulations regarding tax receipting as set out by the Canada Revenue Agency (CRA). This is necessary to protect our charitable status.

It is important to review the rules about tax receipts before you plan your event. It is your responsibility to communicate decisions surrounding tax receipting to the participants of the event, so be sure you understand your event in detail and that you are clear about what you can and cannot offer.

Hospitals of Regina Foundation can provide tax receipts only if:

1. You have submitted an Event Proposal Form and have been given approval by the Foundation to proceed with a third party event.
2. The donation information, including a complete list of donors' names and addresses, and all donations, are received within 60 days of your event.
3. The rules and regulations additionally outlined for your specific type of event are followed and must be in accordance with the rules and regulations of CRA and Hospitals of Regina Foundation.

Tax Receipting Information – Individual Contributions

Individuals are eligible for a tax receipt when the following criteria are met:

- Receipts can only be issued to the person who actually makes the gift
- If money is given directly to the Foundation in the form of a cheque, credit card payment or cash, we can issue a tax receipt to the person who gave the donation.
- Donations of \$20 or greater will automatically receive a tax receipt. For donations under \$20, the donor must request a tax receipt.
- The full name and address (including postal code) of the donor and the amount given must be submitted.

If a person is collecting donations, a list of all the donors, their addresses and the amounts donated must be specified for receipting purposes. A person collecting donations cannot receive a receipt for the whole amount they've collected, as they are not the true donor. If there is no information provided, tax receipts cannot be issued.

Other ways in which individuals may give and may be eligible for a tax receipt are:

Purchase of a ticket or entrance fee to an event (gala, show, or auction)

Once a person receives a benefit in return for their payment, the amount paid is not considered a gift in the eyes of CRA, therefore an official tax receipt is not issued. However, an individual may receive a partial receipt for the amount paid as part of the CRA's **split receipting** rules.

Split Receipting

Split receipting would be used if the ticket or entrance fee price exceeds the fair market value* of the event. The fair market value would include:

- Any products or services provided to the participant
- Entertainment
- Food and drinks
- Any other added benefits

Example: If an individual buys a gala ticket for \$200 and the fair market value of the show, attendee gift, food and drinks is \$125, then a tax receipt can be issued for \$75 ($\$200 - \$125 = \75).

Gift in kind donations

If an individual chooses to donate an item rather than cash, the fair market value* must be established.

This can be done by:

- Getting a purchase invoice or other proof of purchase
- Having an independent third party appraise and value the item (required for items valued over \$1,000) – this is the responsibility of the donor
- Obtaining a current price list for the item at a recognized commercial enterprise/business operating independently of the donor

A tax receipt cannot be issued for:

- Personal or professional services including legal, entertainment, transportation, or dining services.
- Gift cards, unless the donor purchases the card and provides the receipt

Individuals cannot receive an official tax receipt for the following:

- Auction purchases (live and/or silent)
- Raffle or draw ticket purchases

***Fair Market Value** - as per the Canada Revenue Agency (CRA) website – “is usually the highest dollar value you can get for your property in an open and unrestricted market between a willing buyer and a willing seller who are knowledgeable, informed, and acting independently of each other”.

Tax Receipting Information – Business Contributions

Businesses and corporations can give in the following ways:

Donations and pledges

If the contributor is a business and it receives no pre-arranged benefits (e.g. advertising in a brochure, logo recognition at an event, tickets, etc.) a tax receipt will be issued. The Foundation can provide tax receipts for donations over \$20.

Sponsorships

If the contributor is a business and receives recognition benefits, the contribution is considered sponsorship and is not eligible for a tax receipt. However, sponsorship contributions may be deductible as a business promotional expense.

The Foundation can issue a business receipt, upon request.

Gift in kind donations

If the contributor is a business and it donates an item for use in a raffle, silent or live auction, a receipt can only be issued for the fair market value* of the item. Please see definition of fair market value above. In order to receive a tax receipt, there must be an exchange of physical property from the business to the Foundation.

A tax receipt cannot be issued for:

- Personal or professional services including legal, entertainment, transportation, or dining services.
- Gift cards from the business

This is because an exchange of property has not taken place; instead a promise has been made to provide a service or product at a later date.

If you have other questions regarding tax receipts, please contact us at 306-781-7500.

Social Media Ideas

Facebook

Create an event listing on Facebook and invite your friends, family and fans to attend.

Ask them to share your event with on their FB pages

By leaving the event list open, it encourages your attendees to invite their friends and family as well.

For large or annual events, you may want to create a Facebook page where you can share updates throughout the year as well as update fans/attendees of event details.

Let the Foundation know about your event listing so that we can like the event. If you tag the Foundation in your posts (@Hospitals of Regina Foundation) we will like your post to help increase engagement.

Share your event on Hospitals of Regina Foundation Facebook page. Your event will show up in the visitor posts area for our fans to see.

Twitter

Create an event-specific account on Twitter.

Start following individuals that you think would be a great asset to your event and who may be interested in your event. Watch for people who have a large following.

Tag the Foundation (@HRFdn) in your tweets and use the hash tag #HRFEvents to identify your event as an event to support the Foundation. The Foundation will try to retweet if we are tagged.

Instagram

Sign up for a free account.

Share your event photos with your attendees on Instagram after the event.

Remember if you are posting any photos on Facebook, Twitter or Instagram to display a sign at your event that indicates to your attendees that photos may appear in future marketing materials such as but not limited to: social media, website, publications, posters, etc.

Logo Use Guidelines

We will happily provide you with the Foundations logo for use on your promotional material. We are able to provide the logo on a transparent or white background as needed. We can also supply higher resolution versions such as .eps versions for your printers.

For any materials with our logo please send along a proof to the Foundation for approval **prior to printing or publishing**.

Please do not alter or combine logos.

Please state that your fundraiser is “In support of:”

For example



We also ask that you maintain the colour of the logo.

For printer reference – Our blue logo colour is PMS 2728 or 94% Cyan and 69% Magenta, the grey logo colour is PMS 424 or 70% Black.

Licences and Insurance

Some activities require special licences and insurance including raffle licences and liquor licences. Check with your venue for any special licence needs. As a third party fundraiser, your event is not covered under any of the Foundation's policies. We suggest you have your own insurance for any activities you undertake.

Please check with your local municipality to determine what permits or licenses are required to host an event.

Raffle Licences

If you want to hold a raffle, including a 50/50 draw, the Foundation may be able to apply for the charitable gaming raffle licence from Saskatchewan Liquor and Gaming Association (SLGA) for you.

For a raffle with prize values **under \$2,500** it may take up to 3 weeks to get approval.

For raffles with prize values **\$2,500 or more** it may take 3-5 weeks to get approval.

You may hold more than one raffle or 50/50 at your event but each must have its own license from SLGA.

If the Foundation does apply for these licenses on your behalf, the Foundation is responsible for reporting information back to SLGA and a Foundation representative must be onsite during the draw.

All ticket stubs, revenue, a list of expenses and the winner's information needs to be submitted to the Foundation within 10 days of the draw date.

Tickets cannot be advertised, sold or distribute outside of Saskatchewan.

All internet advertising must include the following information "tickets may only be purchased or sold within Saskatchewan."

Purchases for raffle tickets are not eligible for a tax receipt.

Information the Foundation will require for the raffle licence application can be found in Appendix A - Gaming Licence Request Form and Appendix B - Raffle Financial Summary Report

The Foundation's special events staff will assist you with this process.

Community Event Proposal

Please submit the completed form to Hospitals of Regina Foundation via email at hrf@hrf.sk.ca, fax at 306-781-7504 or mail to 225-1874 Scarth Street, Regina, SK S4P 4B3

Contact Information		
Name or Organization:		
Contact name:		
Address:		
City:	Province:	Postal code:
Phone:	Cell phone:	
Email:		
Event Details		
Name of event:		
Description of event:		
What inspired this event?		
Event date:	Event time:	
Event location and address:		
First time event?	Do you plan to do this again next year?	
<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> MAYBE	
If this event has happened before:		
Where did proceeds go to?		
How much was raised after expenses?		
How many people do you anticipate attending?		

HRF USE ONLY:	
Reviewed and approved by:	Date:

What sources of revenue will your event have?		
<input type="checkbox"/> Ticket sales	<input type="checkbox"/> live auction	<input type="checkbox"/> silent auction
<input type="checkbox"/> Raffle	<input type="checkbox"/> 50/50 draw	<input type="checkbox"/> donations or pledges
<input type="checkbox"/> Sponsorships	<input type="checkbox"/> food sales	<input type="checkbox"/> product sales
<input type="checkbox"/> Other:		

Will your event support our hospitals greatest needs or a specific area?	
<input type="checkbox"/> Area of greatest needs	<input type="checkbox"/> designated to:

Estimated Event Budget	
Revenue	Expenses
Tickets sales:	Venue:
Pledges/donations:	Food and beverage:
Silent and live auction:	Advertising:
Sponsorships:	Printing:
Raffle:	Insurance:
Other:	Licence fees:
	Staffing:
	Other:
Total revenue:	Total expenses:
Net profit:	

Advertising, Licences and Tax Receipts		
What is your advertising plan?		
<input type="checkbox"/> Radio	<input type="checkbox"/> television	<input type="checkbox"/> newspaper
<input type="checkbox"/> Posters	<input type="checkbox"/> personal network	<input type="checkbox"/> online
<input type="checkbox"/> Facebook	<input type="checkbox"/> other:	
Do you have or plan to have a website or social media account for this event? <input type="checkbox"/> YES <input type="checkbox"/> NO		
What is the web address or account name?		
Will your event require tax receipting? <input type="checkbox"/> YES <input type="checkbox"/> NO		
If yes, please review the Foundations rules and regulations regarding tax receipting and confirm with the Foundation.		
May HRF promote your event on our website and through social media? <input type="checkbox"/> YES <input type="checkbox"/> NO		
Will you need a raffle licence? <input type="checkbox"/> YES <input type="checkbox"/> NO		
If you are having a raffle or 50/50 at your event and are not part of a community organization, the Foundation can assist you in applying for a raffle licence. The licence must be approved by SLGA prior to tickets being printed or sold.		

Terms and Conditions

1. All fundraising events for the benefit of Hospitals of Regina Foundation must be approved by the Foundation. I agree to provide the net proceeds of my event along with the budget summary form within 60 days after the event has been held. The budget summary form submitted will include all proceeds, costs and donations. While hosting the event, I understand any expenses I incur are my responsibility and Hospitals of Regina Foundation is not responsible for any losses I may incur. I confirm that the expenses I incur to run the event will be reasonable and transparent to Hospitals of Regina Foundation. The net proceeds of the event will be clearly identified and given to the Foundation.
2. I agree to provide Hospitals of Regina Foundation with a list of prospective sponsors for review and approval prior to contacting them for support. This is to be sure the Foundation is not already in gift discussions with my potential sponsor.
3. I understand that Hospitals of Regina Foundation must strictly follow guidelines set by the Provincial Government and Canada Revenue Agency and acknowledge that charitable tax receipts for third-party events may not be issued in every circumstance. I agree to follow the Foundation's receipting policy as described in the Tax Receipting Information pages.
4. The Hospital of Regina Foundation logo cannot be used without prior approval. Any promotional materials for the event including but not limited to event posters, raffle tickets and event programs must be approved in writing before public release. Promotional materials may not imply that Hospitals of Regina Foundation is involved in the event as anything other than a beneficiary of the proceeds.
5. I agree to respect the confidentiality of personal information that may be provided to me by event participants. As such I will only use and disclose such information as permitted by the person who gave it to me. I acknowledge that Hospitals of Regina Foundation is unable to share its donor list to help me promote the event.
6. I hereby indemnify and hold Hospitals of Regina Foundation, its Officers and Directors, harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities, damages, recoveries and deficiencies, including interest, penalties and reasonable legal fees that may be incurred or suffered by Hospitals of Regina Foundation which arise, result from or relate to my event.
7. I agree and acknowledge that I am fully responsible for obtaining appropriate insurance for my event. I agree to advise participants in my event of any risks and, if applicable, I will obtain a waiver of liability from each participant or their parent/guardian.
8. I agree to conduct my event in a safe manner and to adhere to all federal, provincial, and municipal laws. I will obtain all necessary permits, licenses and insurance for my event.
9. I understand Hospitals of Regina Foundation may use event photos for promotional purposes. Any person who has their photo taken at the event has provided implied consent. Any exceptions are the responsibility of the event organizer to control and/or manage.
10. I acknowledge that Hospitals of Regina Foundation, in its sole discretion, may deny my application and may revoke an accepted application at any time (even after initial approval has been granted). If the Foundation revokes its approval, I agree to immediately cease all use of any Hospitals of Regina Foundation official marks and web links and to immediately provide the Foundation an accounting of donations, funds and any net proceeds as of the date of revocation.

11. I acknowledge that:

a. I am at least 18 years of age or if the event is being conducted by someone under 18 years of age, that I am that minor's parent or guardian.

b. I have read this document in its entirety and appreciate my (or the minor to whom I am parent or guardian) rights, obligation and liabilities set out herein;

The above terms and conditions are accepted and agreed upon by:

Name:

Name:

Title:

Title:

Signature:

Signature:

Date:

Date:

Event Name:

Event Date:

FAQ

Q Can I designate the area I would like the funds to go to?

A Yes. Please work with Foundation staff to determine which area the proceeds should go towards or you can choose to have the proceeds support the areas of highest need.

Q Will the Foundation cover any expenses?

A No. The Foundation will not cover expenses for your event. It is the responsibility of the event organizer to manage the budget so that costs are covered by the revenues. Donations collected at the event cannot be used to cover event expenses, per Canada Revenue Agency regulations.

Q Will the Foundation provide volunteers to help with our event?

A Due to limited staff and resources the Foundation is unable to guarantee volunteer support at every event, although we wish we could. We are always happy to discuss the timing and scope of your event and help if we are able to.

Q Can I hold a raffle or 50/50 at my event?

A Yes. If you choose to hold a raffle or 50/50 draw at your event, the Foundation can apply for a raffle licence through SLGA on your behalf. As the licence is issued under the Foundation's name, **100% of proceeds from the raffle must come to the Foundation** and a Foundation representative must be at the event during the draw.

Q Can my attendees receive tax receipts for their support?

A Yes and no, depending on what type of support they are giving. If an attendee makes a donation of \$20 or more, a tax receipt will be issued. If an attendee purchased a silent auction item, no tax receipt is issued. The Foundation follows the Canada Revenue Agency regulations. We suggest that you speak with us regarding tax receipts prior to promising a receipt to your attendees.

Q How do I submit my funds?

A We would love to meet you and say "thanks" in person so please call us at 306-781-7500 so we can arrange a time to meet. We'd also love to take a picture with you holding "the big cheque", if you are open to it.

Appendix A - Gaming Licence Request Form

Please fill out this form for each raffle or 50/50 you would like to hold

Event Name and Contact Information:			
Ticket Sales Start Date:			
Ticket Sales End Date:			
Draw Date and Time:			
Draw Location (including address):			
Describe how will the draw be conducted and the winners determined:			
Prizes:			
Description	Retail Value	Cost (if donated enter \$0)	
TOTAL NUMBER OF PRIZES:	TOTAL PRIZE VALUE:	TOTAL PRIZE COSTS:	
Tickets:			
Number of Tickets	For	Price	Number Available
	For		
	For		
	For		
Total Potential Revenue			
Other Expenses:			
Advertising Plans:			

Notes: All sold tickets and unsold printed tickets must be kept and given to the Foundation

An HRF staff member must be onsite for the draw to take place

Within 10 days of the draw all tickets, revenue and listings of expenses must be submitted to HRF with the Financial Summary Report.

HRF USE ONLY
Approved by:
Applied for:
SLGA Licence #:

Appendix B - Raffle Financial Summary Report

Please submit to HRF with all the tickets (sold and unsold), revenue collected, and expense receipts within 10 days of your draw.

Event Name and Contact Information:				
Licence #				
Ticket Sales:				
# of Tickets	For	Price	Total Tickets Sold	Revenue
TOTAL REVENUE:				
Prizes:				
Description		Retail Value	Cost	
TOTAL PRIZE COSTS:				
Expenses:				
Description			Cost	
TOTAL EXPENSES:				
Net revenue:				
Winners:				
Ticket #	Name		Address (and phone number)	

HRF USE ONLY	Amounts	Verified by:
TICKETS SOLD COUNT		
REVENUE TOTAL		
EXPENSES		
NET REVENUE		
SUBMITTED TO SLGA		

Appendix C - Sample Action Plan

5-12 months before event	Person Responsible	Date Completed
Decide on the type of event you would like to organize		
Are there competing events in your area?		
Recruit a planning committee		
Register your event with Hospitals of Regina Foundation		
Research the costs associated with your event		
Create your budget showing expenses and revenue		
Set up a regular meetings with your committee		
Secure your venue. Order supplies		
Send letters out to people/businesses for sponsorship or donations		
Create your fundraising event webpage to share		
3-5 months before event	Person Responsible	Date Completed
Develop your invitation list		
Create and send out materials to promote your event		
Invite local celebrities		
Recruit additional volunteers if needed		
1-3 months before event	Person Responsible	Date Completed
Contact local newspapers, radio stations, companies with digital signs to promote and provide coverage at your event		
Arrange photography/videography for the event		
1 week before event	Person Responsible	Date Completed
Confirm your location and any set up details		
Contact any suppliers to confirm deliveries/pick up		
Connect with volunteers to provide detailed info		
Day of event	Person Responsible	Date Completed
Arrive early to set up, and cover off any last minute details that arise		
Record all donations, ticket sales and deposit funds		
After event	Person Responsible	Date Completed
Pay all outstanding expenses		
Send proceeds and photos to Hospitals of Regina Foundation		
Send out thank you letters		
Meet with your committee to discuss areas of improvement		
Begin planning for next year		

Appendix D - Sample Sponsorship Package

Event Name

Our Story

Why are you putting on this event? What is unique about your event? Why did you choose to support Hospitals of Regina Foundation? How much is your goal to raise?

Event Profile

What are the “need to know” facts about your event? Time/Date? Location? Venue? Food/Drinks? Entertainment?

Marketing & Promotions

How are you going to promote your event? Are you going to be using a website? Social Media? Print materials? If so, where will they be displayed? Are you reaching out to any media?

How can you become a Corporate Sponsor?

This is where you will list your different sponsorship opportunities. Make sure you clearly state what you are asking for and what they get in return for their contribution.

Example 1:

Gold Sponsor: \$10,000

- Website link to corporate site
- P.A. acknowledgement as a Gold Sponsor during speeches throughout event
- Gold sponsor status recognition on all paid advertisement initiatives
- Onsite and printed material recognition including logo recognition

Silver Sponsor: \$5,000

- Silver sponsor status recognition on all paid advertisement initiatives
- Onsite and printed material recognition including logo recognition

Bronze Sponsor: \$2,500

- Onsite and printed material recognition including logo recognition

Example 2:

Venue Sponsor: \$2000

- Onsite and printed material recognition including logo recognition
- P.A. acknowledgement as Venue Sponsor during speeches throughout event

Meal Sponsor: \$2000

- Onsite and printed material recognition including logo recognition
- P.A. acknowledgement as Venue Sponsor during speeches throughout event

Appendix E - Sample Thank You Letter

<Date>

<First Name> <Last Name>

<Address>

<City>, <Province> <Postal Code>

Dear <First Name>,

Thank you very much for supporting our event, <NAME>, held on <DATE> at<LOCATION>.

With your support, we were able to raise \$<XXXX> in support of Regina's hospitals!

The support Hospitals of Regina Foundation receives from the community is integral to improving health care for the residents of southern Saskatchewan.

Thanks to individuals and companies like you, Hospitals of Regina Foundation can invest in health care. It means doctors and medical teams can perform the most up-to-date procedures, allowing patients to receive the best health care possible with their support system close by.

Once again, thank you for participating in this event and investing in our hospitals.

I hope to see you next year!

Sincerely,

<Your Name>

Appendix F - Media Advisory Sample

Use this to let local media know about your event and invite them to come out. You should send out a media advisory 1-2 days prior to your event. Keep it to one page.

Media Advisory (or Photo Opportunity)

Main Headline Focuses on Biggest Newsworthy Item

Subhead Gives a Specific Angle for the Story (example – local interest or local celebrities attending)

CITY, PROVINCE (DATE) – This opening paragraph should give the answers to “who, what, where, when, and why” as directly as possible. Try to make the sentences brief but full of information. Mention any local celebrities, dignitaries, or others who are key to the event. This is also where you would mention your personal connection to Hospitals of Regina Foundation and why you are fundraising.

WHO: List names of key attendees

WHAT: Describe the event in one brief sentence

WHERE: Address of event, including any specific parking information

WHEN: Date and time of event

WHY: Briefly state reason for event

PHOTO OPPORTUNITIES: You may wish to list a couple of activities or key attendees at your event as photo ideas the media might be interested in.

-30-

For further information, please contact:

Name

Organization or fund name (if applicable)

Phone numbers

Email address

Website

Appendix G - Sample Press Release

FOR IMMEDIATE RELEASE

Main Headline Focuses on the Most Newsworthy Item

Subheading Gives a More Specific Angle to the Story

CITY, PROVINCE (DATE) – The first section should be one paragraph long and should be brief but explain all the important parts of the event. Try to keep the opening paragraph to 3 to 5 sentences long but include the event information, date, time and key attendees.

The second section goes into more detail about the event. It should include an explanation of the importance of the event and why it is taking place. If you are issuing the press release after the event this section would include totals fundraised at the event. This is also a great opportunity to use quotes from your attendees, the Foundation (contact us for a quote if needed) and from your organizers. The next paragraph goes into more detail. Make sure that all the important information about the event is kept in the first paragraph so that it doesn't get buried in the second section.

The third section is where you'll go into detail about how you got started and your connection to Hospitals of Regina Foundation. This section should also be 3 to 5 sentences long.

The final section is called the "boilerplate." It is usually no more than 2 or 3 sentences to describe your fundraising group or Hospitals of Regina Foundation (the Foundation can provide a boiler plate to you if you need)

-30-

For further information, please contact:

Name

Organization

Phone Numbers

Email Address

Website

Appendix H - Sample Donation Form

Donation\ Pledge Form

<p>A charitable donation receipt will be issued by Hospitals of Regina Foundation for all donations of \$20.00 or more.</p>	
<p>Charitable Registration No: 119114056RR0001</p>	
<p>CHEQUES PAYABLE TO: HOSPITALS OF REGINA FOUNDATION</p>	
<p>Name: _____</p> <p>Home Address: _____</p> <p>City/Prov: _____ Postal Code: _____</p> <p>Phone: _____</p>	<p>Amount: _____</p> <p><input type="checkbox"/> Cash <input type="checkbox"/> Visa</p> <p><input type="checkbox"/> M/C <input type="checkbox"/> Cheque</p> <p>Card # _____</p> <p>Expiry date: _____</p> <p>E-mail: _____</p> <p>Receipt: <input type="checkbox"/> Mail <input type="checkbox"/> Email</p>
<p>Name: _____</p> <p>Home Address: _____</p> <p>City/Prov: _____ Postal Code: _____</p> <p>Phone: _____</p>	<p>Amount: _____</p> <p><input type="checkbox"/> Cash <input type="checkbox"/> Visa</p> <p><input type="checkbox"/> M/C <input type="checkbox"/> Cheque</p> <p>Card # _____</p> <p>Expiry date: _____</p> <p>E-mail: _____</p> <p>Receipt: <input type="checkbox"/> Mail <input type="checkbox"/> Email</p>
<p>Name: _____</p> <p>Home Address: _____</p> <p>City/Prov: _____ Postal Code: _____</p> <p>Phone: _____</p>	<p>Amount: _____</p> <p><input type="checkbox"/> Cash <input type="checkbox"/> Visa</p> <p><input type="checkbox"/> M/C <input type="checkbox"/> Cheque</p> <p>Card # _____</p> <p>Expiry date: _____</p> <p>E-mail: _____</p> <p>Receipt: <input type="checkbox"/> Mail <input type="checkbox"/> Email</p>
<p>Name: _____</p> <p>Home Address: _____</p> <p>City/Prov: _____ Postal Code: _____</p> <p>Phone: _____</p>	<p>Amount: _____</p> <p><input type="checkbox"/> Cash <input type="checkbox"/> Visa</p> <p><input type="checkbox"/> M/C <input type="checkbox"/> Cheque</p> <p>Card # _____</p> <p>Expiry date: _____</p> <p>E-mail: _____</p> <p>Receipt: <input type="checkbox"/> Mail <input type="checkbox"/> Email</p>

Hospitals of Regina Foundation respects the privacy of our donors. We do not sell, trade or lease personal information. For further information on our privacy practices, please visit our website at www.hrf.sk.ca.