

# Community Events



## Guidelines for organizing Fundraising Events in support of **MARKHAM STOUFFVILLE HOSPITAL**

## COMMUNITY EVENTS

Community events are fundraisers created and managed by businesses, organizations or individual volunteers. These fundraisers demonstrate that our community has a strong belief in the services and programs offered by the Hospital.

This is most encouraging for the many volunteers, physicians and staff at Markham Stouffville Hospital who are dedicated to serving our patients and community.

Community events can be as simple as a bake sale or as intricate as a gala.

### Great Event Ideas

#### Parties

- Galas
- Backyard BBQs
- Holiday Celebrations
- Theme Nights
- Costume Parties
- Martinis & Manicures

#### Sporting Events

- Tournaments
- Walks/Runs
- "A-thons:" – Bike, Dance, Spin-A-Thons

#### Shows & Sales

- Craft Shows
- Art Auctions
- Theatre/Concert Events
- Dress-Down Days
- Bake/Book Sales
- Fashion Shows
- School Plays
- Car Washes

## GETTING STARTED

- Fill out a Document of Understanding to ensure your event will be accurately promoted in Markham Stouffville Hospital Foundation (the Foundation) publications. A Document of Understanding is provided at the end of this package; or contact **Corporate Sponsorship & Events**.
- Submit a list of all potential sponsors, contributors and suppliers for clearance by the Foundation; this allows us to prevent duplication of requests for support from community organizations.

\* **The Foundation is to be advertised as the beneficiary of proceeds, not as a presenter, host or sponsor of the event.**

## THE FOUNDATION'S ROLE

- Foundation staff are available to offer advice and expertise on event planning.
- We may be able to provide staff or volunteers to attend your event or cheque presentation.
- We will provide a letter of support to validate the authenticity of your event, if requested.
- We request the opportunity to approve the use of our name and/or logo.
- We can provide you with a Foundation Style Guide to direct you on usage of our promotion materials.

\* **All event proceeds must be submitted to Madeline Cuadra, Coordinator, Corporate Sponsorship & Special Events, Markham Stouffville Hospital Foundation.**

### What the Foundation Can Not Do

- Share our mailing list.
- Offer funds for event expenses.
- Issue gift-in-kind receipts, charitable tax receipts or business acknowledgement letters to sponsors or suppliers.
- Guarantee staff or volunteers at your event.



# 10 KEYS TO SUCCESSFUL COMMUNITY EVENTS

## 1. Share Ideas

Brainstorm with friends and family about great fundraising ideas that excite you. Ask each other how feasible the ideas are. Will people be interested in the event?

## 2. Form a Committee

It takes a lot of time and energy to plan an event, no matter how big or small, so form an event committee of hard-working and dedicated volunteers.

## 3. Know your Audience

Make sure the event you have chosen to execute will appeal to the audience you have in mind.

## 4. Set a Budget

Set a realistic financial goal. Complete a budget, which includes projected revenue, expenses, and net funds. This will help your committee plan your fundraising event.

## 5. Set a Date

Schedule your event on a date and time that people will be available. Remember, holidays can prevent people from attending your event.

## 6. Plan Your Event

Planning an event is a very detail-oriented job. Make sure you and your committee work with a checklist or workback schedule to identify all planning needs for your event.

## 7. Sign Your Document of Understanding

Once your committee has decided to proceed with the event, submit the Document of Understanding to the Foundation (this form is included at the end of this package). Once the Foundation receives it, we will include your event on our event calendar at [www.msh.on.ca](http://www.msh.on.ca).

## 8. Promote Your Event

Promotion is the key to success. Please remember, use of the Foundation's name or logo on any of your materials, including print, advertising and website, must be approved by the Foundation prior to use.

## 9. Collect the Funds

Please collect and submit all funds raised to the Foundation within 30 days of your event.

## 10. Say Thank You

You can not say thank you enough to your volunteers, sponsors, guests and other supporters.

Saying thank you opens the doors of opportunity for your next fundraiser.



## 10 TIPS TO HELP SECURE SPONSORSHIP

**1. Look at your budget** and determine how much money you will need to raise in sponsorship dollars.

**2. What can you offer sponsors?** For example, their logo in the program, banners, links on your website to theirs, promotion in event advertisements, recognition at the event, etc.

**3. Calculate how much exposure** sponsors will receive from each marketing opportunity. How many people will see the logo? How many people will attend the event? etc.

**4. What are the levels of sponsorship** and what recognition will each level receive? It is important to make sure that each level is distinct from the other.

**5. Determine the sponsorship level** dollar amounts. You want to keep costs reasonable, but competitive.

**6. Make a list** of who you are going to approach for sponsorship. Personal and local contacts are always a good start.

Remember, you must clear this list with the Foundation before going out to solicit sponsorship.

**7. Approach sponsors early.** Send a personalized letter and sponsorship package and follow up with a meeting in person when possible.

**8. A sponsorship package** should include the following:

- cover letter introducing yourself, your committee, the event and why you are holding it;
- proposal, including event background, the cause and how the sponsor will fit into it all; and
- list of benefits, including how much money you are asking the sponsor to consider.

**9. Once a company has agreed** to sponsor your event, we recommend having the sponsor complete and sign a confirmation form. Also ask if they require an invoice.

**10. Say thank you.** It is important before, during and after the event to say thank you and get feedback from the sponsor about the event and their recognition. Provide sponsors with pictures from the event, programs and other collateral materials.

**Be sure to invite your sponsors to the event!**



# MARKHAM STOUFFVILLE HOSPITAL FOUNDATION LOGO AND NAMING GUIDELINES

## Our Vision

The Markham Stouffville Hospital Foundation's vision is to have the generous support of every member of our community.

## Our Mission

The Markham Stouffville Hospital Foundation's mission is to raise funds for Markham Stouffville Hospital's equipment, programming, education and expansion needs.

## General Information

The purpose of these guidelines is to ensure that the Markham Stouffville Hospital Foundation brand remains consistent when referred to by community members. To ensure that our brand remains consistent, please abide by our logo and naming rules when associating your event with the Foundation.

## Foundation Name

Please ensure that you list the Markham Stouffville Hospital Foundation as the beneficiary of your event—not Markham Stouffville Hospital. As the fundraising arm for the Hospital, the Foundation must legally receive all funds raised and transfer them to the Hospital's account.

*Please note that the Markham Stouffville Hospital Foundation is spelled without a hyphen (the Markham-Stouffville Hospital Foundation is **incorrect**).*

The Markham Stouffville Hospital Foundation must always be referred to as THE Markham Stouffville Hospital Foundation in a sentence (not Markham Stouffville Hospital Foundation), or "the Foundation" (*Foundation* must always be capitalized).

When using the short form, the full name must be spelled out followed by the short form in brackets during the initial mention.

*i.e. The Markham Stouffville Hospital Foundation (the Foundation) operates exclusively for the benefit and support of Markham Stouffville Hospital. The Foundation's mission is to raise funds for the equipment, education and expansion needs of our Hospital.*

Exception: when listing the Foundation name; for example, within a staff title.

*i.e. John Smith, General Manager,  
Markham Stouffville Hospital Foundation*

## Foundation Logo

Should you require a Foundation logo for event materials, please contact Madeline Cuadra for a proper jpeg, gif or EPS file at: 905.472.7373 ext. 6970 or [mcuadra@msh.on.ca](mailto:mcuadra@msh.on.ca).

**Please note** that the Foundation has recently refreshed its brand. Please do not use any former Markham Stouffville Hospital or Markham Stouffville Hospital Foundation logos you may have on file.

## Logo

The official Markham Stouffville Hospital Foundation logo is shown at right.



## Logo Size

Never distort or skew the logo – and do not reduce the size to less than 1.25" wide as its legibility will be compromised



## Colour

The Foundation logo is printed in 2 Pantone colours:

Green PMS 383

Blue PMS 287

CMYK breakdowns are:

Green: C-20, M-0, Y-100, K-19

Blue: C-100, M-68, Y-0, K12

Greyscale, b/w and reverse versions are also available.

Altering the logo colours is not allowed

Avoid using the colour logo on coloured backgrounds; please contact Corporate Sponsorship & Events to discuss design options and concepts.

Greyscale or b/w logo may sometimes be used on coloured backgrounds. A reverse (white) logo is also available for use on darker areas.



## CHARITABLE TAX RECEIPTS

The Markham Stouffville Hospital Foundation (the Foundation) is accountable to its donors and as such adheres to Canada Revenue Agency rules and regulations to protect its donors and charitable status, and to continue its support of Markham Stouffville Hospital.

The Foundation will issue tax receipts provided certain conditions, set by the Canada Revenue Agency, are met and the Foundation agrees to issue tax receipts prior to your event.

### Some specific guidelines:

- The Foundation issues charitable tax receipts to individual donors, and business acknowledgement letters to organizations that make a cash donation to your event.
- Receipts can not be issued to the organizer for proceeds from an event; receipts are only issued for direct donations where the donor receives no benefits for their contribution; for example, no advertising, promotion, etc.
- You must provide documentation to support tax receipting for donations within 30 days of the event. Tax receipts are issued immediately upon receipt of all required information. In order to issue receipts for the current year, all donor and revenue information must be received by January 31 of the following year.
- Sale of raffle tickets, admission tickets, green fees, auction items and other goods that provide a benefit to donors are not eligible for a tax receipt.
- Regrettably, the Foundation can not issue tax receipts for gift-in-kind donations, ticket sales, auction items or event sponsorship.
- The Foundation can only receipt up to the total net proceeds that it receives from an event.
- Receiptable portions can be issued. This must be discussed well in advance of your event date.

**If you have any questions about receipting rules and regulations, please contact Corporate Sponsorship & Events during the planning stages of your fundraiser.**



# MARKHAM STOUFFVILLE HOSPITAL PRIVACY PRACTICES & AGREEMENT

The Markham Stouffville Hospital Foundation (the Foundation) is committed to protecting the privacy of our donors, employees and other stakeholders. We value the trust of those with whom we deal and are accountable to our donors. We thereby commit to adhering to the principles of the Personal Information Protection and Electronic Documents Act (PIPEDA) to ensure the appropriate protection of all personal information shared with us.

As a result, we must ensure that all associated community event organizers themselves are knowledgeable and compliant with the principles of PIPEDA; and acceptance of the attached agreement is therefore an endorsement of this compliance. As a community event organizer you must also ensure that all associated volunteers or other stakeholders associated with your event are aware of; and are working in compliance with PIPEDA.

The information that you share with the Foundation will be held in the strictest of confidence and will only be used for the purposes for which you disclose the information to us. The Foundation must have consent to collect, use or disclose personal information we receive. Therefore, we ask that the community event organizer obtain the appropriate consent from individuals if the information will be disclosed to us.

The personal information that you share with the Foundation will be used solely for the purposes of processing donations and providing charitable tax receipts, as appropriate. Unless consent is obtained otherwise, the Foundation will not solicit or provide any communication to the donors of your event other than the information outlined above.

For more information on the Foundation's privacy policy and practices please go to [www.msh.on.ca](http://www.msh.on.ca).

## Contact Information

For more information on community event planning, please contact:

### Madeline Cuadra

Coordinator, Corporate Sponsorship & Special Events

T: 905.472.7373 ext.6970

F: 905.472.7018

E: [mcuadra@msh.on.ca](mailto:mcuadra@msh.on.ca)

### Natasha Fieldman

Manager, Corporate Sponsorship & Special Events

T: 905.472.7373 ext.6647

F: 905.472.7018

E: [nfieldman@msh.on.ca](mailto:nfieldman@msh.on.ca)

Markham Stouffville Hospital Foundation

381 Church Street, PO Box 1800

Markham ON L3P 7P3

[www.msh.on.ca](http://www.msh.on.ca)

# DOCUMENT OF UNDERSTANDING



Event Name		
Event Date	Event Location <i>Please notify the Foundation if location changes</i>	
Contact Name		
Contact Address		
	Province	Postal Code
Tel.	Fax	
E-mail		
Estimated Proceeds	Designation	

**I have read and understand the Community Events Guidelines, with specific reference to the following:**

### Marketing

1. Markham Stouffville Hospital Foundation (the Foundation) will provide a letter of support to validate the authenticity of your event if requested.
2. The Foundation requests the opportunity to approve the use of our name and/or logo on advertising materials, print and electronic.  
**Please note our logo has recently changed;** if you have an old logo on file, we ask that you discard it and contact us for a new version.
3. The Foundation must always be advertised as the beneficiary of proceeds, and not as a presenter, host or sponsor of the event.

### Tax Receipting

1. The Foundation can issue tax receipts for donations in support of the event in accordance with Canada Revenue Agency guidelines. Charitable tax receipts will be issued to individual donors and business acknowledgement letters will be issued to organizations/corporations.
2. Tax receipts will be issued immediately upon receipt of all required information. In order to issue receipts, all donor and revenue information must be received within the calendar year.
3. The Foundation cannot issue receipts for in-kind or service donations for community events, ticket sales, auction items or event sponsorship.

### Privacy

1. The Foundation is committed to adhering to the requirements of the Federal privacy legislation (PIPEDA) and expects that these requirements be adhered to by the community event organizers and associated volunteers.
2. All information obtained and used by the Foundation will be treated with the utmost confidentiality and security.

### Liability

The Foundation assumes no legal or financial liability associated with the community event. Foundation representatives hold the right to attend an event to ensure the agreed upon practices are followed.

Do you require a member of the Foundation to speak at, or assist with, the community event?  Yes  No

If yes, please indicate who you require to participate at the event:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Dr. Bear          | <input type="checkbox"/> Foundation Staff     | <input type="checkbox"/> Hospital Staff |
| <input type="checkbox"/> Senior Management | <input type="checkbox"/> Medical Professional | <input type="checkbox"/> Board Member   |

For what function is the Representative required?

- |                                      |  |                                     |
|--------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> Speaker     | <input type="checkbox"/> Accept Proceeds             | <input type="checkbox"/> Meal Guest |
| <input type="checkbox"/> Event Guest | <input type="checkbox"/> Golf Tournament Participant | <input type="checkbox"/> Other      |

Organizer Name \_\_\_\_\_ Date \_\_\_\_\_

Staff, Corporate Sponsorship & Events \_\_\_\_\_ Date \_\_\_\_\_