



MSH SCHOOL PROGRAM

Guidelines for Organizing School Fundraising Events Benefiting

MARKHAM STOUFFVILLE HOSPITAL

Thank you for your interest in organizing a school event to benefit Markham Stouffville Hospital. Together we are making a difference so that you and your families can receive the health care they need, right here, close to home.

Every event, big or small, makes a big difference. Special events are a fun way to raise funds to help support your Hospital. Many of these events are hosted by individuals, groups, or organizations who want to make a special contribution to their community hospital. School fundraisers are a great way for the schools in our community to help Markham Stouffville Hospital. Thank you for making Markham Stouffville Hospital one of your charities of choice.

Markham Stouffville Hospital

The Facts

- Markham Stouffville Hospital was built in 1990 when the population was 77,000.
- Our community has exploded to over 330,000.
- Hospital staff work hard to care for the increased volume of patients with space limitations and programs built for much less.
- Our current 200-bed facility often has occupancy rates of over 104 per cent; on its busiest days, the Hospital's Emergency Department sees 190 patients a day, with only 22 stretchers.



The Future

The future is now. We are building and need your help to expand our Hospital.

- The total cost of this expansion is \$400 million. Of this, our community must raise \$50 million.
- Construction crews are on site and work is underway on our new building that will open to serve patients in 2013.
- The new Markham Stouffville Hospital facility will include:
 - Double the existing square footage
 - Triple the current Emergency Department
 - More than double the Diagnostic Imaging Department
 - Triple the space for Ambulatory Clinics (i.e. diabetes, asthma, sleep disorders, etc.)
 - Dedicated floor for enhanced Maternal Child Centre
 - 8 Brand New Operating Rooms
 - 109 more patient beds

Markham Stouffville Hospital Foundation

Our Vision is to have the generous support of every member of our community.

Our Mission is to raise funds for Markham Stouffville Hospital's equipment, programming, education and expansion needs.



School Events Benefiting Markham Stouffville Hospital

School fundraisers are created and managed by students, teachers and staff. 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. School fundraisers can be as simple as a bake sale, auction or concert.

School Fundraising Event Guidelines

The purpose of these guidelines is to help you plan your school fundraising event. It is also important that the Markham Stouffville Hospital Foundation brand remains consistent when referred to by community members. Please refer to page 8 on guidelines of proper use of the Foundation name and logo.

Foundation Approval Process

As the School Event Organizer(s) it is important you work with the Foundation to ensure that your school fundraising events are the best they can be. Please be sure to review the Foundation's *Document of Understanding* (page 11) that outlines the requirements and principles in this Guideline. The Corporate Sponsorship & Special Events Team is available to discuss your event plans and is happy to provide guidance throughout your planning process.

Contact Information

Madeline Cuadra
 Manager, Corporate Sponsorship & Special Events
 MSH School Program Liaison
 t 905.472.7373 ext.6970
 f 905.472.7018
 e mcuadra@msh.on.ca

Andrew MacKendrick
 Special Event Associate/MSH School Program Liaison
 t 905.472.7373 ext.6647
 f 905.472.7018
 e amackendrick@msh.on.ca

Markham Stouffville Hospital Foundation

Office Location
 Health Services Building
 379 Church St, 3rd Floor
 Markham ON L6B 0T1

Mailing Address
 381 Church Street, PO Box 1800
 Markham ON L3P 7P3
www.msh.on.ca

Great Event Fundraising Ideas

There are endless ideas for fundraising ideas that your school could host. Here are some examples:

- **A-Thons:** Walk-a-thon, Dance-a-thon, Skip-a-thon, Sleep-a-thon, Bench-a-thon, Spin-A-Thon, Triathlon, Read-a-thon
- **Classroom/School Activities:** Dress-Down/Civvies Day, Door decorating contest, Crazy Hat Day, Crazy Shirt/Sweater Day, Silent Auction, Gift Basket Raffles
- **Food Events:** BBQs, Picnics, Pizza Day
- **Holiday Celebrations:** Pumpkin carving/decorating contest, Carol-Singing, Costume Party, Face Painting, Candy Cane/Flower sales
- **Ticketed Events:** Band and Choir Concerts, Movie Night, Battle of the Bands, Talent Show, Theatrical Play, Dances, Spelling Bee, Theme Party, Carnivals, Debates
- **Sales:** Craft, Bake, Jewellery, Lemonade, Plant, Book, Balloon Pop, Car Wash, Candy Grams, Art, Toys, Raffle
- **Sporting Events/Tournaments:** Three-on-Three Basketball Tournament, Beat the Goalie, Bowling Competition, Board Game Challenges, Dodge Ball Tournament, Video Game Contest



School Event Fundraising Ideas for Each Month

The timing of your event is important to keep in mind when planning your fundraiser. Keep in mind exam dates and important school activities. Think of the month you are planning your event for the best fundraising results!

January **Sport Tournament**
i.e. Basketball, Hockey, Volleyball
Details Charge Admission to participate/attend a sporting tournament and include popcorn sales!

February **Valentine's Candy Grams**
Details Candy gram or rose sales are perfect for Valentine's Day. Students can purchase candy grams and have them delivered to their friends or secret admirer.

March **School Dance**
Details Organize a school dance to kick off the March Break and charge admission for attendance and donate the proceeds. You can even add a St. Patrick's Day theme!

April **Spring Car Wash**
Details Spring has sprung and cars need a good spring cleaning after the winter. Host a car wash fundraiser right in your school's parking lot!

May **Talent Show**
Details Charge admission to participate/attend an evening of talent.

June **End of School BBQ**
Details Plan one last celebration before the summer break? Sell tickets for food, beverages, games and contests.

July **Bake Sale/ Lemonade Stand**
Details Over the summer, why not organize a bake sale, lemonade stand, or craft sales in your neighbourhood!

August **End of Summer Picnic**
Details The first day back to school is nearing so gather your friends for an end of summer picnic at the park. Sell tickets for food, beverages, games and raffles.

September **Dress-down/civvies/Jeans Day, or Crazy Shirt/Hair Day**
Details Ask students to make a minimum \$2 donation to participate in a dress-down or jeans day, a crazy shirt/sweater day, or crazy hair day

October **Halloween Party**
Details Halloween Activities and a party are fun for everyone. Charge for admission to attend a dance and to participate in a Pumpkin carving/decorating contest.

November **Auction /Gift Basket Raffles**
Details Solicit community retailers and supports for products and services and host an auction at your school.

December **Christmas Concert or Winter Carnival**
Details Sell tickets to attend a Christmas concert or winter carnival.

10 Keys to Successful School Events

1. **Share Ideas** - Brainstorm with friends, peers, family, teachers and mentors about great fundraising ideas that would best represent your school. Ask each other how feasible the ideas are. Will people be interested in the event?
2. **Form a Student Committee/Council** - It takes a lot of time and energy to plan an event, no matter how big or small, so form a student committee or council of hard-working and dedicated peers and friends.
3. **Know your Audience** - Make sure the event you have chosen to execute will appeal to the audience you have in mind. Does your event target one grade or all grades?
4. **Set a Budget** - Set a realistic financial goal. Complete a budget, which includes projected revenue, expenses, and net funds. This will help your student committee/council plan your fundraising event.
5. **Set a Date** - Schedule your event on a date and time that your audience will be available. Remember, holidays, exams, and other school functions 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 student committee/council work with a checklist or workback schedule to identify all planning needs for your event.
7. **Work with Markham Stouffville Hospital Foundation** - Once your student committee/council has decided to proceed with the event, please review and return the *Document of Understanding* (page 11). Once the Foundation receives and approves the form, we will include your event on our event calendar at www.msh.on.ca/foundations/upcoming_events and may promote your event on the Hospital's Facebook page and Twitter account (@MSHospital).
8. **Tell Everyone About 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 cannot say thank you enough to your volunteers, sponsors, guests and other supporters. Saying thank you opens the doors of opportunity for your next fundraiser.



Getting Started

- Fill out the *Document of Understanding* to ensure your school event will be accurately promoted in Markham Stouffville Hospital Foundation's publications. A *Document of Understanding* is provided at the end of this package; or contact the Foundation's Corporate Sponsorship & Special Events Team at 905.472.7373 ext. 6647.
- 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, volunteers or our Dr. Bear Mascot 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 instruct you on usage of our logo.

** All event proceeds must be submitted to Madeline Cuadra, Manager, Corporate Sponsorship & Special Events or Andrew MacKendrick, Special Events Associate, Markham Stouffville Hospital Foundation.*

What the Foundation Cannot Do

- Share or sell our mailing list/donor database.
- Offer funds for event expenses.
- Issue gift-in-kind receipts.
- Guarantee staff or volunteers at your event.



Social Promotion

Your School Event could be promoted on our Hospital's Facebook page and Twitter Account. Find us on Facebook and Twitter (**@MSHospital!**)

A Unique Partnership

Markham Stouffville Hospital Foundation is pleased to be working with **SNAP Markham** to promote your upcoming School Fundraiser.

When schools and students have a fundraiser benefiting Markham Stouffville Hospital Foundation, students have the opportunity to become the media by submitting their own press coverage! Students can submit their own photos, news story about the fundraiser and explain their support of Markham Stouffville Hospital. Participating students will receive recognition in SNAP Markham. This is a wonderful opportunity to get some journalism and photography experience while helping our Community Hospital.



Use of the Foundation Name

Please ensure that you list the 'Markham Stouffville Hospital Foundation' as the beneficiary of your school 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).

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)

Use of the Foundation Logo

Should you require a Foundation logo for event materials, or would like to discuss design options/concepts, please contact Andrew Mackendrick for a proper file at: 905.472.7373 ext. 6647 or amackendrick@msh.on.ca.

Benefiting Logo

The official Benefiting 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.

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 use must be approved by the Foundation.

Logo Colours

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

Grayscale, B&W and reverse versions are also available. Altering the logo colours is not allowed. Avoid using the colour logo on coloured backgrounds.

Grayscale 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 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 issues charitable tax receipts to individual donors, and business acknowledgement letters to organizations that make a cash donation to your event.
- The total amount of receiptable donations the Foundation is able to receipt for an event cannot exceed the total Net Revenue that the Foundation receives from the event.
- Receipts cannot 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.
- School Event Organizer(s) must provide a complete and legible list of donors to the Foundation which includes:
 - First and last name
 - Address, including city and postal code
 - Amount given
 - Amount tax receipt to be issued for
 - List and value of any benefits received for donation
 - Any other information reasonably required by the Foundation
- Tax receipts will only be issued by the Foundation for cash donations of \$20.00 or greater
- 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 cannot issue tax receipts for gift-in-kind donations, ticket sales, auction items or event sponsorship.
- 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 Markham Stouffville Hospital Foundation's Corporate Sponsorship & Special Events team during the planning stages of your fundraiser.

Event Promotion and Solicitation

- The Foundation will have final, signed approval on ALL promotional materials including brochures, flyers, advertisements, publicity and/or media communications relating to its participation in the fundraising event
- The Foundation will, at its discretion and depending on supplies and reasonable requirements, provide existing in-house promotional materials
- The Foundation will not provide or sell any donor contact lists
- All sponsorship solicitation lists must be reviewed and approved by the Foundation

Insurance

- The Foundation will not provide insurance coverage for any school or community events
- The Foundation will not assume any legal or financial responsibility relating to the school fundraising event or School Event Organizer
- The Foundation is not responsible for any damage, theft or accidents to individuals or property

Licenses and Fees

Community and School Fundraising events involving licenses and fees will abide with all government regulations and applicable laws. Adequate time must be given to the Foundation to review all applications. The School Event Organizer(s) will pay for all applicable licensing and/or permit fees and costs.

Privacy Practices & Agreement

The Markham Stouffville Hospital 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.

Sponsorship

- The Foundation will have final, signed approval of event sponsors
- The Foundation will not solicit sponsors on behalf of the Event Organizer(s), nor will it provide contacts for sponsorship
- Any third party contacting potential sponsors must disclose the nature of the third party arrangement and must position the Foundation as a recipient of the event proceeds, not the host or sponsor of the event.



Document of Understanding

School Fundraiser Event Name <i>This name is used for recognition purposes.</i>			
Event Date		Event Location <i>Please notify the Foundation if location changes</i>	
Student Contact(s)		Teacher Contact(s)	
School Name			
Event Contact/ School Address			
Province		Postal Code	
Home Tel.		Mobile	Fax
E-mail			
Estimated Fundraising Goal		Designation	

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

Marketing

- Markham Stouffville Hospital Foundation (the Foundation) will provide a letter of support to validate the authenticity of your event if requested.
- 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.
- The Foundation must always be advertised as the beneficiary of proceeds, and not as a presenter, host or sponsor of the event.

Privacy

- 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.
- All information obtained and used by the Foundation will be treated with the utmost confidentiality and security.

Tax Receipting

- 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.
- 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.
- The Foundation cannot issue receipts for in-kind or service donations for community events, ticket sales, auction items or event sponsorship.

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.

1. Do you require a member of the Foundation to speak at, or assist with, the community event? Yes No
 - a. If yes, please indicate who you require to participate at the event: Dr. Bear Foundation Staff Hospital Staff Senior Management Medical Professional Board Member
2. For what function is the Representative required?
 - Speaker Accept Proceeds Meal Guest Event Guest Golf Tournament Participant Other

Organizer Name _____ Date _____

Staff, Corporate Sponsorship & Events _____ Date _____