

**Want to support the Prince Edward County Memorial Hospital Foundation?
Why not host an event for us!**



Your guide to hosting events in support of the PECMH Foundation

Thank you for your interest in organizing an event on behalf of the Prince Edward County Memorial Hospital Foundation (PECMHF). We rely on the generosity of our donors and friends of our hospital to raise funds to advance health care for the patients of the hospital and people of Prince Edward County and beyond.

A third party event is any fundraising/promotional activity that is not affiliated with the Foundation. The Foundation is not active in planning or organizing the event. The Foundation does not incur any costs or liabilities for the event.

We have assembled this event kit to help you plan and execute your event and to outline how Foundation staff and volunteers can help. Organizing events takes a lot of time, energy and resources – so we want to help you maximize funds raised, while minimizing the resources and time you spend to make the event successful while having fun planning and executing your event in support of the PECMH Foundation.

Before you begin:

- 1) We recommend contacting us at least two months (or ASAP) prior to your event to get the required approval to proceed
- 2) We will get back to you within one week of reviewing your event form (attached)
- 3) The PECMH Foundation reserves the right to ask for more information before approving any event in support of PECMHF
- 4) The PECMH Foundation reserves the right to respectfully decline any event that is not in keeping with the mission, goals and objectives of the Foundation or has not received prior approval from the Foundation

Once your event is approved:

The PECMH Foundation can assist you in the following ways:

- 1) Advice on event planning and donations that are acceptable
- 2) Letters of authorization or other official documents that may be required for your event
- 3) Provide the permission necessary for logo usage

- 4) Offer promotional materials and display items (if available)
- 5) Promote your event on our website and social media pages
- 6) Recognize the event (afterward) on our website and in donor materials throughout the year
- 7) Provide charitable receipts in compliance with Canada Revenue Agency (CRA) guidelines
- 8) Provide proper documentation for youth who are collecting their community hours for high school.
- 9) Provide a speaker at the event or volunteers (subject to availability/scheduling)

Organizing your event:

- 1) Please refer to PECMH Foundation as: Prince Edward County Memorial Hospital Foundation the first time you use our name and PECMH Foundation or PECMHF afterwards
- 2) Usage of our logo is limited to your approved event and must adhere to brand standards
- 3) Promotional materials: PECMH Foundation must approve all event materials (brochures, tickets, flyers, etc.) where our logo appears. Please send us your materials for approval at least two weeks in advance of wanting to use our logo on printed or electronic materials
- 4) The PECMH Foundation is not to be named on any contracts or agreements without written consent. Do not sign contracts on behalf of the PECMH Foundation.
- 5) The PECMH Foundation reserves the right to use photographs or quotes from people participating at the event for our website, social media pages, internal bulletins, or any other promotional materials

The PECMH Foundation has limited resources, staff and volunteers. We sincerely appreciate your gift of time and talent in support of the Foundation and the patients we serve.

We are UNABLE to do the following for your event:

- 1) Book or organize your venue, food, entertainment or promotional materials
- 2) Share any mailing lists or lists of our affiliates (donors, staff, volunteers)
- 3) Generate or pay for promotional materials or publicity
- 4) Offer sponsors or sponsorship funds or any funding to organize, implement or support your event
- 5) PECMHF has a small staff and a volunteer Board of Directors. Our Board agreed to volunteer their time to oversee the operations, finances and governance of the Hospital Foundation, but they are not event volunteers. This means we have no volunteers to help you with your event.

NOTE: The Prince Edward County Memorial Hospital Foundation does not assume liability for your event or the organizing or execution of it. Our insurance does not cover any part of an event organized by a third party. The third party must provide for their own insurance coverage.

Charitable tax receipts and gifts in kind:

The PECMH Foundation reserves the right to issue, or not issue receipts for third party events. There are two kinds of receipts: receipts for income tax purposes and gift in kind receipts.

Charitable receipts:

Personal donations to registered charities, like the Prince Edward County Memorial Hospital Foundation, are eligible for a receipt for income tax purposes. The donation must be made directly to the PECMH Foundation by cheque (payable to PECMH Foundation), credit card or cash and there cannot be any personal gain to the person making the donation (e.g. a meal, an opportunity to win a prize, participation in a game (golf tournament), and ticket price of the event).

To issue the receipts, the PECMH Foundation requires a typed list with the donor's name, proper mailing address with postal code, phone number and amount of the donation.

Receipts are issued promptly for qualifying donations of \$20.00 or more.

Services such as legal advice, personal services, gifts of a company's products (e.g. a chocolate company gives a box of chocolates to every guest at the event), used clothing, furniture, are not eligible for tax receipts.

If you would like more information about charitable tax receipts, please visit www.cra-arc.gc.ca or call the foundation office at 613-476-1008 ext. 4502.

Tips for planning a successful fundraising event in support of the PECMH Foundation

Use these easy steps to plan and run a successful fundraising event in support of the Prince Edward County Memorial Hospital Foundation.

- **Form a planning committee and brainstorm for ideas.** Don't do all the work yourself! Gather a team of enthusiastic people and assign roles based on skills and interest areas. Check out some of the following fundraising ideas:
 - **A-Thons:** walk, run, stair climb, read, dance, skip, clean, skate. Invite people to donate \$1.00 for every city block you can ride or flight of stairs you climb
 - **Sales:** BBQ, garage, bake, lemonade, 50/50, concession stand, book
 - **Tournaments:** golf, baseball, bowling, poker, euchre
 - **Themed work days:** crazy hat, pajamas
 - **Donate:** a portion of the proceeds from an item being sold can be donated to PECMHF
 - **"In Lieu of" Events:** have guests make a donation to PEC Memorial Hospital Foundation in lieu of gifts for birthdays, anniversaries, graduations, bridal showers, weddings, or any other life occasion
 - **Jeans day:** pay \$5.00 to wear jeans to work
 - **Loose change:** put containers out at retail businesses for loose change
 - **Baskets (theme) auction:** put together theme baskets to be auctioned off.

- **Pampered Chef or Tupperware party:** donate a portion of the sales to PECMHF
 - **Fill a jar:** with jellybeans and have employees and/or customers make a donation to guess how many there are in the jar
 - **Silent auction:** have a silent bake auction for a sweet fundraiser
 - **Pamper Yourself Night:** slumber party for women only! Charge \$10.00 to attend.
 - **Gift Wrapping:** set up a holiday package wrapping station for donations
 - **Face Painting:** Set up within your facilities or at a community event
 - **A cook off:** Charge an entry fee and for samples
 - **Hula-hoop contest:** Great for kids AND adults! See who can go the longest
 - **Bingo**
 - **Cocktail party, picnic, or dinner party**
- **Register your event with the foundation.** Let the foundation office know about your event well in advance using our third party event form.
 - **Establish your goals and identify your audience.** Set a realistic fundraising goal. Identify who you need to support your event and what the best way is to let them know.
 - **Schedule the event and set your budget.** Schedule an appropriate time and date for your event. Avoid conflicts with major holidays, foundation events, or other similar events occurring at the same time. Identify all sources of income and expenses. By keeping costs down, you can generate a bigger donation for the PECMH Foundation.
 - **Get the word out.** A successful event needs promotion, like posters and media coverage. Some radio and newspaper media offer free public service announcements. There are also numerous community websites where your event can be posted for free.
 - **Collect the funds.** All funds should be forwarded to the Foundation office promptly so we can schedule recognition of your donation.
 - **Thank you, thank you and thank you!** Don't forget to thank everyone who participated in or supported your activity.

The foundation must approve events where our name and logo are to be used. We will give you our written approval. This assures donors and supporters the money they give to your fundraiser will be received by the Foundation. Please forward us your completed Third Party Event Proposal Form.

Contact the PECMH Foundation office:

This guide is intended to help you get started but the Foundation staff can offer many other tools to help you plan your event. For more information, please visit www.pecmh.ca or call 613-476-1008 ext. 4502.



Third Party Event Proposal Form

To register your event, please complete the following form and return to:
Prince Edward County Memorial Hospital Foundation
403 Main St. E, Picton, ON, K0K 2T0
613-476-1008 ext. 4502
info@pecmhf.ca

Name of Individual/Company planning the event: _____

Contact Name: _____

Mailing Address: _____

E-mail Address: _____

Telephone: _____

Type/Name of Event: _____

Proposed Date and Time: _____

Location of Event: _____

How will funds be raised? Example: ticket sales, raffles, pledges, etc.

Expected revenue: \$_____ This event is (by invitation only) (open to the public)

Are there any other beneficiaries besides the PECMH Foundation: YES NO

If yes, please note the beneficiaries and the percentage designated to each organization: -

All costs associated with your event are the responsibility of your organizing committee. These costs are usually covered by the event proceeds or paid directly by the event organizer. The PECMH Foundation cannot be held responsible for costs incurred related to the event.

Do you agree the PECMH Foundation will receive the net revenue, assigned as above, from the event within 30 days of the event?

YES NO

Do you require PECMH Foundation promotional materials at the event?

YES NO

If yes, please indicate approximate numbers: _____

Do you require a copy of the PECMH Foundation logo for your promotional materials?

YES NO

Do you agree to submit all publicity for the proposed event to be approved by the PECMH Foundation office prior to being released or printed?

YES NO

Date expected: _____

The name of your event may identify the relationship with the PECMH Foundation such as the “Jane Doe Bake Sale” in support of the PECMH Foundation, but do not incorporate the Foundation’s name as in “PECMH Foundation Jane Doe Bake Sale”.

Would you like a PECMH Foundation representative to speak at your event? (subject to availability)

YES NO

The foundation office is pleased to provide tax receipts for eligible gifts made to the foundation as a result of your event. Will your event require tax receipts for donors?

YES NO

Do you require promotion of your event through the foundation’s communication vehicles? An example of this would be advertised on our website and social media pages.

YES NO

Please sign and return this proposal form. We will contact you right away.

I, _____ agree on behalf of _____ that I understand these guidelines supplied by the PECMH Foundation and my responsibilities as a third party event host pertaining to the compliance of Canada Revenue Agency guidelines. I promise to abide and adhere to all statements made in the stated guidelines and attest the information provided on this form is correct and accurately describe the proposed event.

Name: _____

Signature: _____ Date: _____

OUR THANKS FOR CARING ABOUT YOUR HOSPITAL AND GIVING THE GIFT OF YOUR TIME AND TALENTS!

For internal use only:

Date received: _____ Received by: _____

Approved: YES NO

Signature: _____