



COMMUNITY EVENT

FUNDRAISING TOOLKIT



THE ULTIMATE SUITS YOU



This resource-filled toolkit will guide you to plan your successful event.



IT ALL STARTS WITH ONE

Every donation we receive matters. Mackenzie Health's vision of advancing health care with the best expertise and equipment is made possible through fundraising events of all sizes. That's why we want to make sure that, no matter what kind of event you're planning, you have all the support you need to make it a huge success.

This toolkit is an excellent way to get started. It's full of proven tips that can help make organizing, promoting and running your event easier and more effective. If, at any time, you need more assistance, please don't hesitate to reach out. We'll even make sure you have a dedicated Mackenzie Health Foundation staff member who can answer all your questions.

Thank you for choosing to support Mackenzie Health with your time and energy. I know what the power of one can achieve and I look forward to seeing the profound impact your efforts will have.

Luci Anderson
Interim President and CEO
Mackenzie Health Foundation

THE POWER OF TWO HOSPITALS — PLUS YOU!

The population of York Region is expected to grow by

35% in the next
20 YEARS and so is
the need for healthcare

Our Woman & Child program can deliver close to

4,000 BIRTHS
a year — with the right
equipment and expertise

Resources are critical for us to respond to nearly

200,000
EMERGENCY ROOM
VISITS a year

We support more than

15,000
MENTAL HEALTH
OUTPATIENT VISITS
and need to do more

Your contribution helps us get patients home in

less than **48 HOURS**
after minimally invasive surgery

Our two-hospital system supported nearly

250,000
DIAGNOSTIC VISITS in the
first six months of opening



COMMUNITY EVENT IDEAS

Below are some event ideas that have been successful in the past.



A-THONS

Walk-A-Thons, Dance-A-Thons, Skate-A-Thons and more! These types of events are a great way to bring your family and friends together to participate in an activity you all love while supporting a great cause.



GAMES & TOURNAMENTS

Host a sporting event, golf tournament or board/video game competition and engage in some healthy competition. You can set up a suggested fundraising goal for teams to participate and a suggested minimum donation for friends and family who would like to observe.



ONE-TIME EVENTS

BBQs, lemonade stands, garage sales, bake sales, fashion shows, concerts and other social events are also a great way to fundraise and have fun! Invite your co-workers, neighbours and friends to participate.



SPECIAL OCCASIONS

Ask friends or family to make a donation in lieu of gifts for birthdays, anniversaries, graduations or special occasions. You can set up your own fundraising page and collect donations online.



WORKPLACE CAMPAIGN

From matching gifts to dress down days and employee fundraising, there are lots of ways to get involved with your co-workers and support your local community hospital.



GETTING STARTED

Planning a fundraising event can feel like a big task. You may feel like you don't know where to start. Our step-by-step process will guide you to host your successful fundraising event.

1 CREATE A PLAN

Things to think about:

- What type of event do you want to host?
- Choose a date (consider what will work for potential attendees and other events taking place in your community to benefit Mackenzie Health at that time)
- How will you raise funds?
- How will you promote your event?
- Do you need a committee to help organize?

2 SET A FUNDRAISING GOAL & CREATE A BUDGET

All events have some expenses. Creating a budget will help ensure that you cover your expenses while keeping you on track to raise funds and successfully meet your goal.

3 REGISTER YOUR EVENT

Complete the event form at mackenziehealthfoundation.ca/host-your-own. Once registered, you'll have access to tools and resources, including a custom fundraising page, solicitation and thank you letter templates, and much more.

4 COLLECT DONATIONS

Depending on the type of fundraising event you're planning, you can use an online fundraising page or you may choose to have donation forms or pledge forms at your event. Collecting donor contact details is essential.

Without them, Mackenzie Health Foundation is unable to issue tax receipts.

5 CELEBRATE AND SHARE

Social channels like Facebook, Instagram and Twitter are great places to promote and celebrate the success of your event. This also encourages others to host events in support of Mackenzie Health. Don't forget to tag us!

6 SUBMIT YOUR FUNDS RAISED

Please submit your event proceeds within 60 days of your event by mail, electronic funds transfer, in person by cheque or over the phone for credit card payments.

MACKENZIE HEALTH FOUNDATION

Attention: **Niki Gastis**

Director, Campaigns

T: 905-883-1212 ext. 7372

niki.gastis@mackenziehealth.ca

303-955 Major Mackenzie Drive West

Vaughan ON, L6A 4P9

MAILING ADDRESS

10 Trench Street, Richmond Hill ON, L4C 4Z3

All cheques must be payable to

Mackenzie Health Foundation

7 THANK YOUR DONORS AND PARTICIPANTS

It's important to send a thank you note to your participants, sponsors and donors. Every donation counts and helps Mackenzie Health provide the ultimate in health care to our community.

IN SUPPORT OF



Mackenzie
Health
Foundation

STANDARDS AND GUIDELINES

It's the event organizer's responsibility to communicate to sponsors, participants and the general public that Mackenzie Health Foundation is the beneficiary of your event and is not conducting your event. Please be advised that Mackenzie Health Foundation will not assume any legal or financial liability at a third-party event nor is it responsible for any damage, accidents to persons or property.

USE OF MACKENZIE HEALTH LOGO

Once you've registered your event with us, we're happy to supply you with our logo as well as guidelines for its use. Mackenzie Health must approve all promotional materials that host our logo and brand.

HOW MACKENZIE HEALTH FOUNDATION CAN SUPPORT YOU

WE CAN DELIVER:

- A dedicated staff member to answer questions and help with fundraising and planning ideas
- Fundraising tools (solicitation letter, letter of support, donation forms and online fundraising pages)
- Communications support (printable poster PDF, pull up banner and key messages)
- Promotional support (through appropriate hospital communication channels)
- Post-event support (thank you letter for event supporters and donors)
- A Mackenzie Health representative (including staff or volunteers) will do their best to attend your event
- Issuing of tax receipts as outlined by Canada Revenue Agency guidelines

THE EXTRAS:

Your responsibilities include:

- Funding (including purchase of tables, tickets or sponsorships) or reimbursement for event expenses
- Application for gaming licenses i.e. bingos or raffles
- Contacting the media
- Sourcing your distribution list (Mackenzie Health Foundation does not share or provide our list of donors or media contacts)
- Securing prizes, auction items or awards



TAX RECEIPTING GUIDELINES

As a registered charitable organization, Mackenzie Health Foundation must follow all Canada Revenue Agency (CRA) rules and regulations. As an event organizer, it's your responsibility to communicate tax receipting policies to the participants of your event. For more information on the latest rules and regulations for hosting a fundraising event, visit the CRA website: canada.ca/en/revenue-agency.html.



Tax receipting can be issued for community fundraising events for donations of \$10 and over if:

- A benefit hasn't been received for the value of the donation (benefits could include: food, alcohol, entertainment, auction, parking, etc.)
- Mackenzie Health Foundation receives a statement showing all revenue and expenses from the community event
- Funds and a complete list of donor names, addresses and donation amounts are received within 60 days of the event
- Funds are received by December 31 in the same calendar year that the event was held

Mackenzie Health Foundation can't issue tax receipts for:

- Purchase of admission tickets or green fees
- Purchase of an auction or draw item
- In-Kind goods and services donated to an event
- Sponsorship, when a tangible benefit of advertising and promotion is being received in return for payment

SOCIAL MEDIA GUIDE



FACEBOOK
@mackenziehealth

- "Like" the Mackenzie Health page at facebook.com/mackenziehealth
- When you reference Mackenzie Health in your Facebook posts type @mackenziehealth so we can also share your posts on our Facebook stories
- When uploading images and videos of your event, be sure to tag @mackenziehealth



TWITTER
@mackenziehealth

- Follow Mackenzie Health at twitter.com/mackenziehealth
- In your tweets include @mackenziehealth or #mackenziehealth so we'll see your tweets
- Using #Hashtags are a great way to track conversations on Twitter. If you're using a unique hashtag, please let us know



INSTAGRAM
@mackenziehealth

- Follow us @**mackenziehealth**
- In your posts or stories, include @**mackenziehealth** or #**mackenziehealth**
- If you're using a unique hashtag, please let us know

READY. SET. PLAN!



THE ULTIMATE SUITS YOU

QUESTIONS? NEED HELP?
We're always here to support you.

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Director, Campaigns
Mackenzie Health Foundation
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[MackenzieHealthFoundation.ca](https://www.MackenzieHealthFoundation.ca)

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