



Third Party Fundraiser Toolkit

Updated September 2018

Third Party Fundraisers are very important to the Valley Regional Hospital Foundation because, in addition to the funds raised, it is an opportunity to make new friends and supporters.

Who and what is a Third Party Event?

Third Party fundraising events are fundraisers organized and hosted by an individual or organization in the community to benefit the Valley Regional Hospital Foundation.

Who can run a Third Party Fundraiser?

Individuals and organizations can host an event to support the Foundation – grateful patients and families; community groups; churches; schools; businesses; or departments in large organizations. Anyone in the community can hold an event or fundraiser!

Where does the money we raise go?

The donation you make from your event can be allocated as specified by you, the event host. For example, you can specify you'd like the contribution to go to a specific department such as Oncology, Maternal/Child, or Palliative Care; to purchase a specific piece of equipment; or directed to one of our many programs area of research. We can also help you decide by explaining our current campaign, or identifying an area of greatest need.

What can the Foundation do to help us?

The Foundation can give you support in a number of ways.

- Providing promotional materials (ie. brochures, banners, posters, Foundation logo, etc.);
- Volunteer support on event day, as available;
- Promotion of your event on our website and social media networks; and
- Support and answer questions as you plan your fundraiser.

A Note about Tax Receipts.

We can provide tax receipts to donors who ***make a personal donation directly to the Valley Regional Hospital Foundation.*** We cannot offer tax receipts for the proceeds of the event donated to the Foundation; cost for the event; purchasing auction items; buying raffle tickets; etc.



To properly process a tax receipt, we need the following information **within 30 days of the event**:

- Donors name
- Donor's mailing address
- Donor's telephone number
- Donation amount

What are my responsibilities as an organizer?

A couple of things we need you to know and/or do when planning a fundraiser.

- Please ensure the fundraising activity fits with the values, mission and strategic objectives of the Foundation. Feel free to contact us if you're unsure.
- The Foundation will not take an active role in planning or organizing the event, therefore will not incur any associated costs or liabilities.
- Please complete a registration form so we'll have a bit more information prior to organizing your event. The form is included at the end of this toolkit for you to use.
- Fill out a post-event report and provide it with your donation. A template for this is included at the end of this toolkit.

Do you have tips for running a successful fundraiser or event?

We sure do! There are a few things you can do to organize a successful event with less stress.

- **Get some help:** Bring together some enthusiastic friends, family, or colleagues to form a committee. A small group of dedicated people sharing the work for a great cause will make each person's work load easier.
- **Get the word out:** If your event or fundraiser is open to the public, there are a variety of ways to publicize it – a note to the local paper and radio stations, a listing on local events calendars, posters, emails, Facebook posts/event, and good old-fashioned word of mouth.

Remember that the Foundation is happy to help you promote the event through our networks too!

- **Licenses:** Keep in mind that with any gaming you want to include at your event; including raffles, 50/50 draws or bingo; a lottery license **in your name** is required. They are easy to apply for (many you can submit online) here: <https://novascotia.ca/sns/access/alcohol-gaming/gaming/licences.asp>
- **Take lots of pictures:** Photos are a great way to document your event – for publicity or just to share with family and friends. Plus, if you share a few photos with us we'd love to put them on our website and post to our social media. ***Remember to let attendees know that photographs will be taken and shared with the Foundation, and that they may be shared publicly. Please include names with your photos so that we can share them!***
- **Talk to us about a cheque presentation:** We'd be happy to schedule a time to drop off your donation so that we can take a photo and say a sincere thank you for your effort! Our office is



located right in the lobby of Valley Regional in Kentville. If you're not able to drop off the donation you can certainly mail it to the Foundation at:

Valley Regional Hospital Foundation

150 Exhibition St, Box 911
Kentville, NS
B4N 4H8

- ***Most of all, have fun!*** We truly appreciate the work that our Third Party Fundraising groups put into the events they create. We wouldn't be able to do our work without you, so we hope you enjoy yourself while raising money for your local hospital!

The Fine Print

For a detailed explanation of the Valley Regional Hospital Foundation's Third Party Policy see our website: <http://www.vrhfoundation.ca/events/third-party-events/>

Fundraising Event Ideas (to get you started)

- Trivia night
- Golf tournament of any size
- Garage sale
- Cocktail party
- Birthday/anniversary/holiday party
- Workplace casual/jeans day
- Sports/games tournaments
- Bake sale
- Employee match program
- Recycle drive
- Book drive/book sale
- Car wash
- Chili cook-off
- Pumpkin carving contest
- Craft/plant sale
- Donate at check out for customers (retail)
- Head shave
- Raffle for a vacation day
- "A-Thons" (Walk, Bowl, Dance)
- Bluenose marathon (charity challenge)

Have questions? Want to register an event? Need help? Please get in touch!

Dawna MacIvor
Annual Fund and Events Coordinator
dawna.macivor@nshealth.ca
(p) 902-678-5414
(f) 902-678-0055
Valley Regional Hospital Foundation
150 Exhibition St, Box 911
Kentville, NS
B4N 4H8
vrhfoundation.ca



Third Party Fundraising – Event Registration

Please return completed forms to Dawna MacIvor, Annual Fund and Events Coordinator:

dawna.macivor@nshealth.ca

(fax) 902-678-0055

VRH Foundation, 150 Exhibition St, Box 911, Kentville, NS B4N 4H8

Contact Information

Organization/Group: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Email: _____

Contact Person: _____

Relationship to Organization/Group: _____

Event Information

Date and Time of Event: _____

Location of Event: _____

Briefly Describe the Event: _____

Expected attendance: _____



How will the funds be raised? (check all that apply):

- Ticket Sales
- Pledges/Donations
- Portion of Retail Sales
- Auction
- Other (please specify): _____

What VRHF materials do you need for the event? (check all that apply):

- VRHF banner
- VRHF logos (digital) – Type of materials where logo will be used – please specify:

- VRHF Newsletters
- Brochures
- Other (please specify): _____

Would you like VRHF to help promote your fundraising effort through our website and social media?

- Yes
- No

If yes, please provide your social media information so we can tag you:

- Facebook: _____
- Twitter: _____
- Other (please specify): _____

What are your expectations of the Foundation? (All are subject to availability)

Volunteers?

- Yes – how many? _____ hours? _____ required tasks? _____
- No

Speaker or presenter?

- Yes – Please provide details: _____
- No

Representation the day of the event?

- Yes – Please provide details: _____
- No



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Please review and sign one copy of this form and return it to the Valley Regional Hospital Foundation.

By signing this document, I/we acknowledge receipt of the VRHF's Policy 7 – Third Party Events and agree to comply with all provisions in organizing and hosting our fundraising event. I/we also agree with the collection of any and all information that the Foundation deems necessary to evaluate the event. I/we further attest that the information provided in this form is correct and accurately describes the proposed event.

I/we agree to indemnify and hold the VRHF harmless for any expenses, losses, claims or damages resulting from this fundraising event, or the noncompliance with any term or provision of VRHF Policy 7 – Third Party Events.

Signature: _____

Print Name: _____

Date: _____

**Thank you for your interest in organizing a Third Party Fundraising Event for
the Valley Regional Hospital Foundation.
We truly appreciate your support!**



Post-Event Report

Please return complete forms to Dawna MacIvor, Annual Fund and Events Coordinator:

dawna.macivor@nshealth.ca

(fax) 902-678-0055

VRH Foundation, 150 Exhibition St, Box 911, Kentville, NS B4N 4H8

Contact Information

Organization/Group: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Email: _____

Contact Person: _____

Relationship to Organization/Group: _____

Event Information

Name of Event: _____

Date and Time of Event: _____

Location of Event: _____

Theme (if applicable): _____

Attendance: _____

Number of Volunteers: _____



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Event Summary

(This can include why this event came about; what worked, what didn't; and feedback from attendees. Please limit to 3-4 paragraphs.)

150 Exhibition St, Box 911
Kentville, NS B4N 4H8

Phone: 902-678-5414
Fax: 902-678-0055
Email: vrh.foundation@ns.sympatico.ca
Web: www.vrhfoundation.ca

Charity Registration Number
119280808RR0001



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**Enhancing medical services
in the Annapolis Valley**

Do you plan on hosting a similar event in the future?

- Yes
- No
- Possibly

Are you providing photos of the event?

- Yes
- No

May we share these photos on the Valley Regional Hospital Foundation website and social media?

- Yes – Please provide names and information about what is included in the photo(s)
- No

**Thank you for hosting a Third Party Fundraising Event for
the Valley Regional Hospital Foundation.
We truly appreciate your support!**