

Organize an Event In support of the
Thunder Bay Regional Health Sciences Foundation



Thunder Bay Regional
**Health Sciences
Foundation**

Tips to create a successful event in support excellence in healthcare
for the people of Northwestern Ontario.



We would like to begin by thanking you for choosing to host a special event in support of the Health Sciences Foundation. Community support like this is imperative to making a healthier Northwestern Ontario. The new Foundation – including the Northern Cancer Fund, the Northern Cardiac Fund and the Health Sciences Discovery Fund – strive to support excellence in healthcare for all of Northwestern Ontario. 100% of the money raised stays in our region to support our friends and families when they need it most. Thank you again for choosing to help your local Health Sciences Foundation.

We hope this package will assist you in your planning process. If you have any questions after reading through this package please do not hesitate to contact us at the Foundation Office (807-345-4673).

1. Brainstorm

Chat with friends and colleagues to develop an idea for an event that excites you. Need a bit of inspiration? You can host:

“A-thons” of any kind	Tournaments	Dinner-Dances
Auctions	Rummage Sales	Holiday Celebrations
Barbecues	Parties	Celebrity Appearances
Carnivals	Sporting Events	

2. Set Goals

Map your chart to financial success! The enclosed budget form will help you identify expected income as well as expenses. Remember: the lower your costs, the larger your contribution.

3. Get your event in our Calendar

The Foundation wants to know more about you, your goals and ideas. Once you have decided on an event concept, please complete the enclosed event proposal and budget forms and submit them to us for approval. Have a question about the proposal? Give us a ring!

4. Come and Meet Us

We want to help make your event a success! Arrange to meet with us to discuss the details of your event and how we can best support you.

5. Form an Event Committee

It takes a lot of time and energy to plan a successful event. Recruit enthusiastic and dedicated volunteers with a variety of skills to divide the tasks (see attached common event committee positions and duties) and help organize your event. This is one of the most important elements to the success of your special event!

6. Who is your Audience?

Understanding who will support and attend your event is crucial to its success. Identifying your target audience is important for promotion and ticket sales.

7. Set the Schedule

Schedule your event for a time of day and in a location convenient for those who will be attending. Also do your best to check that your event doesn't conflict with other major events in your area that target the same market you are hoping to reach.

8. Event Logistics

Attention to detail is essential to the success of every event. The Foundation would be happy to review the logistics of your event with you.

9. Promotion

Eye-catching posters, tickets and other promotional materials will help make your event a success. We would be proud to have your event materials display our logo and name; however, we must ensure that our visual identity is used correctly. Therefore, we ask that all promotional and publicity material be approved by the Health Sciences Foundation (please allow 3 days for approval).

10. Collection of Funds

We ask that you collect and submit all funds raised to the Health Sciences Foundation within 30 days of your event. Charitable receipts will be issued for donations that meet CRA guidelines. For more information on eligibility for a charitable receipt, please visit <http://www.cra-arc.gc.ca>.

11. Thank You

This is the most important step: please let those who attended, helped and sponsored your event know how much you appreciate their support. Tell them how much money they helped to raise and what that means to advance excellence in healthcare in our region.

Common Event Committee Positions

<u>Position</u>	<u>Responsibilities</u>
Chair	Oversee all event operations and management; call and conduct meetings; facilitate communications among committee members; prepare budget; help to secure sponsorship; liaise with the Foundation Staff
Treasurer	Management of all financial resources including budgeting, establish a record keeping system, record keeping, maintain up to date records; present during event to oversee handling of money and post-event financial report.
Registration/ Ticket Sales	Distribution and collection of entry forms/tickets; formulate data base of registrants (if appropriate); determine event volunteer needs and relay this information to the volunteer coordinator.
Publicity/ Promotion	Develop a publicity/promotion strategy; distribution of information as required; liaise with media before, during and after the event; prepare and distribute all public serve announcements; coordinate media conference; distribution of posters/flyers.
Sponsorship/ Prizes	Contact businesses regarding financial sponsorship of the event; ensure that all promised benefits of sponsorship are carried out; approach businesses for donation of items to be used as prizes; create database of all sponsors including contact names and addresses. Remember to plan to say 'thank you' to sponsors.
Food/ Beverages or Venue Liaison	Determine all refreshment/food needs for the event; establish a budget as required; secure donation/sponsorship of supplies, pick-up storage & distribution of supplies. If working with a venue, be the liaison between the committee and the venue. Work with venue on menu choices, layout of event, and any misc. items that may be needed. Determine your volunteer needs and relay this information to the volunteer coordinator.
Volunteer Coordinator	Liaise with all committee members to help determine their volunteer needs for the event; recruit volunteers; train volunteers, coordinate volunteers the day of event; throughout the event stay in touch with volunteers and keep them serviced e.g. beverages, food, bathroom breaks etc.; create a database of all volunteers including name, full address and phone number. Remember to include volunteers in event 'thank you' efforts.

Charitable Receipts

Tax receipting is often a confusing component of an event. Please review the following points carefully and if you have any questions, please contact us.

The Health Sciences Foundation is happy to issue charitable tax receipts upon request, provided certain conditions, set by the Canada Revenue Agency (CRA), are met.

- The Health Sciences Foundation requires a complete accounting record of revenue and expenses.
- The Foundation reserves the right to audit the financial records pertaining to your event.
- Tax receipts can only be issued to those who have not received a product, service or tangible item in return for their donation. Purchases of raffle tickets, admission tickets (i.e. gate admissions), green fees, auction winnings and other goods are NOT eligible for a tax receipt.
- Tax receipts can be issued to event participants, providing a list of names, address and amounts of the individuals to be receipted. It is our policy that unless otherwise requested, to receipt donations of \$20.00 and over. **Please Note:** the total funds raised after expenses from your event must be greater than the amount for which you have requested receipts as per CRA guidelines.
- If tax receipts are to be issued for the charitable donation portion of a ticket price, this amount must be clearly identified and a minimum of 20% higher than the “fair market value” of the event (as determined by CRA). Please discuss this with your Health Sciences Foundation representative ahead of time to ensure compliance with all CRA regulations.
- Most companies prefer to claim contributions as business expenses as there is a greater tax advantage for a business expense write-off than a charitable donation. If a corporation wishes to receive a receipt for its donation, we will be happy to issue one upon request, provided the conditions set by CRA are met. An official tax receipt will be issued only if the company has not received advertising or promotional value in return.
- Gift-in-Kind receipts will be issued at fair market value for material goods. Gifts originating from a company’s inventory or line of business are not receipted.
- The Foundation CANNOT issue tax receipts for donated services, e.g. tent set-up, entertainment, decorating, as per CRA guidelines.

For further clarification, please contact the
Health Sciences Foundation office at (807) 345-4673.