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## SPECIAL EVENT HANDBOOK



## Getting started is as easy as 1-2-3!

- 1 – Submit completed *Event Proposal*. (See last page)
- 2 – Meet with CMH Foundation Representative. Determine event date and discuss goals. Obtain signature from CMH Foundation on Event Proposal.
- 3 – Gather friend and volunteers, and start planning your event!

Think about hosting a fun event — perhaps one you've organized in the past — to raise money for Cambridge Memorial Hospital. The possibilities are endless. After you submit your [Event Proposal](#) (page 3), we will meet with you to help you get started on the right path to ensure your event is a success. A meeting ensures that both groups (you and the hospital) know what is expected, what we can help with, and most importantly ensures that there are not other events happening on the same day! Once we are satisfied with your plan, a CMH Foundation staff member will sign your Event Proposal and you can get started raising money.

Here are a few ideas:

- Bake sale
- Fashion Show
- Cocktail party
- Coin drive
- Garage Sale
- Golf outing
- Holiday-themed party
- Luncheon
- Read-a-thon
- Restaurant or retail promotion
- School or church fundraiser
- Walk-a-thon, dance-a-thon, etc.

In our meeting we can discuss ways in which we can help, such as:

- ✓ Offer advice and expertise on event planning and fundraising
- ✓ May attend event and/or cheque presentations
- ✓ May provide promotional/give-away items (such as stickers with our logo)
- ✓ Acknowledge direct contributions to Cambridge Memorial
- ✓ Provide and approve use of our logo, as appropriate
- ✓ Assist in directing contributions towards areas of special interest or areas of need within the hospital
- ✓ Assist in some event marketing as available (Intranet, Website, Social Media)
- ✓ May provide tax receipts for direct cash donations (within CRA guidelines)
  
- ✓ Provide a letter of authorization to be used to validate the authenticity of the event and its organizers



In most cases we can not provide:

- ✗ Tax receipts for donated *items or services*
- ✗ Insurance or liability coverage
- ✗ Mailing list of donors and/or vendors
- ✗ Sponsorship contacts
- ✗ Funding or reimbursement for your expenses
- ✗ Celebrities or professional athletes for your event
- ✗ Publicity (newspaper, radio, television, etc.)
- ✗ Guaranteed attendance of physicians or hospital staff

Cambridge Memorial Hospital is working hard to uphold and strengthen our reputation as a top-notch health organization both locally and provincially. We ask that you be respectful of our mission and reputation and that you adhere to the following guidelines when planning your fundraiser:

1. Fundraising Events should complement the mission and image of Cambridge Memorial. All potential fundraising coordinators must complete and submit in advance the Event Proposal to Cambridge Memorial Hospital Foundation for approval.
2. The organization and execution of the fundraiser/event is the responsibility of the fundraising coordinator. The fundraising coordinator must obtain any necessary permits, licenses, or insurance.
3. All event-related publicity in which Cambridge Memorial Hospital's name and/or logo are used (print, broadcast and online) must be in agreed upon by the Hospital Foundation in advance, before distribution to the public. For legal reasons, Cambridge Memorial may only be identified as the beneficiary of the event. For example, your fundraiser cannot be called "Cambridge Memorial Hospital's Golf Outing." Rather, the fundraiser *should be promoted as* "Golf Outing to benefit Cambridge Memorial Hospital."
4. Cambridge Memorial Hospital Foundation strives to maintain fundraising costs at 18-25 percent of the total income of an event and strongly urges fundraising coordinators to adhere to this standard.
5. The public should be informed of the amount that will be donated to Cambridge Memorial. If the hospital is not receiving all of the event proceeds, then the exact percentage that benefits the Hospital must be stated clearly on event materials.
6. All prospects, including corporations, solicited for gifts above \$2,500 or for airline tickets must be cleared by Cambridge Memorial Hospital Foundation.
7. All cheques from event proceeds must be made out to **Cambridge Memorial Hospital Foundation**.
8. Event proceeds must be submitted to Cambridge Memorial Foundation within 60 days from date of event.



## Event Proposal

Return to: Cambridge Memorial Hospital Foundation [foundation@cmh.org](mailto:foundation@cmh.org)  
or fax: 519-740-4971

Today's Date:	
Name of organization:	
Contact person:	
Contact address:	
Home phone:	
Work or cell phone:	Email:
Name and description of event/project ( <i>attach additional sheets if needed</i> ):	
Fundraiser project location and address:	
Fundraiser project date and time:	
Ticket price:	
By invitation: <input type="checkbox"/> Yes or <input type="checkbox"/> No	Open to the public: <input type="checkbox"/> Yes or <input type="checkbox"/> No
How will this event/project be promoted:	
Are there beneficiaries other than Cambridge Memorial: <input type="checkbox"/> Yes or <input type="checkbox"/> No	
If so, who:	
Estimated revenue: \$	Estimated donation to Cambridge Memorial: \$
Estimated date funds will be donated:	
Do you plan to seek gifts from local corporations: <input type="checkbox"/> Yes or <input type="checkbox"/> No	
If yes, please list names of potential corporations:	
Who will be asked to attend/support this event:	
What do you need from Cambridge Memorial Hospital Foundation:	
<input type="checkbox"/> Logo	
<input type="checkbox"/> Promotional Items	
<input type="checkbox"/> Event Consultation	
<input type="checkbox"/> Information on Funds	
<input type="checkbox"/> Other:	
Who is your Cambridge Memorial Hospital Foundation staff contact:	
<input type="checkbox"/> _____	
<input type="checkbox"/> I don't have one yet.	

(...continued)



I understand that:

- All events to benefit Cambridge Memorial Hospital must be approved by Cambridge Memorial Foundation prior to the event or its publicizing.
- All promotional materials for proposed events that include the Hospital's name or specific campaign logo must be approved by Cambridge Memorial Hospital Foundation before they are released. I will forward a draft of all copy and/or print materials for review prior to the event.
- When referring to the hospital in print or media, I will use "Cambridge Memorial Hospital Foundation" or "Cambridge Memorial Hospital".
- Event proceeds will be submitted to Cambridge Memorial Foundation within 60 days from the date of the event.

**Signature of Event Organizer:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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*COMPLETED BY CMH FOUNDATION STAFF*

Date of Meeting with CMH Foundation Staff/ or Representative: \_\_\_\_\_

People Present: \_\_\_\_\_

Proposed Event Date: \_\_\_\_\_

Discussion Points:

Follow-up meeting required: Yes No      Date Set: \_\_\_\_\_

Signature of CMH Foundation Staff Member/Representative: \_\_\_\_\_

Date: \_\_\_\_\_