

3RD PARTY EVENTS

Fundraising Guide





Thank you for thinking of Cambridge Memorial Hospital Foundation as you plan a fundraising event in support of the hospital.

In addition to raising awareness of the hospital in your community, your support helps put essential tools into the hands of our surgeons, nurses, physicians and all Cambridge Memorial Hospital staff.

In this package you will find a fundraising toolkit that outlines some tips and tricks to ensure your event is a big success. It includes a step-by-step guide to getting started, our fundraising event policy and instructions to set up a virtual fundraising page.

When you support the Cambridge Memorial Hospital Foundation, you are joining a dedicated and passionate community of supporters who believe in a healthier future for everyone.

Your support makes it possible to acquire new life-saving equipment, expand clinical services to our community, continue education and continue to develop our infrastructure at Cambridge Memorial Hospital.

On behalf of all of us at Cambridge Memorial Hospital Foundation, thank you very much for your dedication to local healthcare.

Lisa Short, Executive Director
Cambridge Memorial Hospital Foundation



Cambridge Memorial Hospital Foundation Third Party Fundraising Policy

Cambridge Memorial Hospital Foundation (CMHF) welcomes Third Party fundraising events that will promote the work and values of Cambridge Memorial Hospital Foundation. Hosting a Third Party Event is a wonderful way to show your support for local healthcare in your community. We ask that fundraisers be respectful of our mission and reputation, adhering to the following guidelines when planning a fundraising event:

1. Third Party Events are those created, managed and executed by businesses, individuals, groups and service clubs for the benefit of Cambridge Memorial Hospital Foundation.
2. Fundraising events are required to complement the mission and image of CMHF.
3. All potential Third Party Fundraising Organizers must complete and submit the Event Proposal in advance of the proposed event for approval.
4. The organization and execution of the fundraiser/event is the responsibility of the Special Event Officer. Third Party Fundraising Organizer must obtain any necessary permits, licenses, insurance or sponsorships.
5. Third Party Events should not conflict with any existing CMHF fundraising events.
6. All event-related publicity in which Cambridge Memorial Hospital's name and/or logo are used (print, broadcast and online) must be approved by CMHF in advance, before distribution to the public. Cambridge Memorial Hospital may only be identified as the recipient charity of the event. Please refer to our Brand Guidelines included with this package.
7. CMHF assumes no legal or financial liability associated with Third Party Events. Third Party Fundraising Organizers are required to underwrite all cost and CMHF will not incur any costs.
8. Tickets and/or promotional material should provide attendees with a disclaimer regarding the net proceeds. For example, if CMHF receives less than 100% of the event proceeds, the percentage or amount that benefits CMHF must be stated clearly.
9. Third Party Events should strive to maintain a fundraising cost of no greater than 30 cents on the dollar or 30% of the total amount raised.
10. All prospects, including corporations/organizations/service clubs/individuals must go through the prospect clearance process with the Foundation so that a potential donor is not being asked twice.
11. It is the responsibility of the Third Party Fundraising Organizers to communicate guidelines surrounding tax receipting to their participants. Fundraising Coordinators need to be clear about what they can offer and need to discuss their event in detail with CMHF's Special Events Coordinator. If it is determined that tax receipting is not available, it will be necessary to include this information in all promotional material.
12. All cheques from event proceeds must be made out to Cambridge Memorial Hospital Foundation.
13. Event proceeds must be submitted to Cambridge Memorial Hospital Foundation within 30 days from date of event.



Easy steps to getting started

1. Submit completed Event Proposal. (See Page 4)
2. Meet with CMHF's Special Events Coordinator.
3. Determine event date and discuss goals.
4. Obtain signature from Special Events Coordinator on Event Proposal.
5. Gather friends and volunteers, and start planning your event!

After you submit your Event Proposal, 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 CMHF) know what is expected, what we can help with, and most importantly ensures that there are no other events happening on the same day.

Once we are satisfied with your plan, the Special Events Coordinator will sign your Event Proposal and you can get started with planning your event! At this time we can also provide a Letter of Authorization.

Things to think about before submitting your application

- › What is the purpose or objective of this event?
- › Who is your target audience?
- › How much time will you need to organize this event?
- › Do you have adequate resources?
- › What is your budget?
- › How will you promote your event?
- › Do you have a backup plan?



How we can help

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

- › Offer advice and expertise on event planning and fundraising
- › Where possible, provide a Foundation Staff member attend a portion of the event
- › Where possible, provide a hospital volunteer, team member or expert to speak at your event
- › The Foundation would be pleased to host a cheque presentation in the hospital post-event
- › Provide and approve use of our logo, as appropriate
- › Assist in directing contributions towards areas of greatest need or special interest areas for the hospital ›

Promote your event through our electronic networks (CMH Intranet, Website, Social Media)

- › May provide tax receipts and acknowledge direct cash donations (within CRA guidelines)
- › Provide a letter of authorization to be used to validate the authenticity of the event and its organizers
- › Set up your event on our website and direct you to our Third Party fundraising platform, JustGiving

We cannot provide

- › Tax receipts for donated items or services (in-kind)
- › Printing services or graphic design
- › Insurance or liability coverage
- › Mailing list of donors and/or vendors
- › Sponsorship contacts
- › Funding or reimbursement for your expenses
- › Celebrities, entertainment or special speakers/presenters for your event
- › Paid publicity (newspaper, radio, television, etc.)
- › Guaranteed attendance of physicians or hospital staff



JustGiving™

Online Fundraising Platform - Optional

So, you've decided to do some fundraising to support Cambridge Memorial Hospital? Great! Now the question is — how are you going to raise the money? Well, some might run a marathon, swim lengths in their local pool, cycle long distances or even climb a mountain.

Don't worry if you don't feel able to do this — there are so many different ways you can fundraise for a charity you care about. A great way to start is with an online fundraising page. It's easy to set up your JustGiving page and start raising money. Once you've started receiving donations, the donations are automatically sent to us!

How to Fundraise

Here is a step-by-step guide to get your fundraising journey started. From choosing how you raise money, setting up your page, and getting donations we've got it all covered here.

1. Choose your cause

Thank you for choosing CMH. Community dollars fund 100% of the equipment and technology in our hospital so we appreciate being your charity of choice

2. Plan your fundraiser

How would you like to raise money for CMH? Maybe you'd like to take part in a sporting event, take on a hiking challenge or brave a skydive. [Click here](#) for some inspiration.

3. Create a page

This is your time to shine. Share your story, add a photo and set a fundraising target. For a more detailed step-by-step guide, [Click here](#).

4. Spread the word

Share, share, share! People need to know about your page to donate to it. Don't be afraid to shout it from the rooftops! JustGiving makes it easy for you to share directly to social media or via email. If you're feeling creative, you could contact your local newspaper or host an event.

5. Sending it to CMHF

Once a week the money that you raise on your page is sent to us, minus a small fee covered by CMHF and transaction cost that all payment providers charge. You don't need to take any action, your job is simply to spread the word as far and wide as possible about the fundraising you are doing, we take care of all the other stuff.

[Click here](#) to get started and create a page for CMH.

JustGiving™

A Guide to the perfect fundraising pages

Here are some tips to help you get your Fundraising Page looking its best.



Tell your story

Get 36% more donations by writing a page summary

Your story is essential. Keep it short and sweet and make sure it includes enough information to help others connect with what you're doing.



Don't forget to thank your donors

Manners go a long way. You never know, they might donate again!

Add a personal touch to your donors by editing your thank-you message. This is included when we send your donors their receipts.



Set your fundraising goal

Setting a fundraising target can lead to a 45% increase in the amount you raise

Don't be scared to go big! If you are getting active for CMHF (like running a race), we will be able to help guide you on what you should be aiming for.



Post updates to your page

On average, people who post updates get 8% more donations!

Every milestone matters! From your first donation to the end of your fundraising and everything in between. Use your page update as your diary, people love to see what you've been up to.



Your pictures

You could boost your donations by 23%! All you need to do is add a profile picture to your account.

The first thing that your supporters will look at is your photo selection — so choose wisely. Our top tip? Get a killer cover photo as this is the image that appears when your share your page on social media.

Need a little more help? [Click here](#) to access a more detailed document on how to create a Fundraising Page.



Event ideas

- › Bake Sale
- › Fashion Show
- › Coin Drive
- › Golf Tournament
- › Luncheon
- › Restaurant or Retail Promotion
- › School or Group Fundraiser
- › Benefits Dinner
- › Run/Walk/Ride-a-thon
- › Work Event
- › Auction
- › Cocktail Social
- › Sporting Event
- › Gifts in Honour of Special Occasions (Birthdays, Anniversaries, Weddings)



EventProposal

Contact Information

Organization Name _____ Today's Date _____
First _____ Last Name _____
Contact Address _____
City _____ Province _____ Postal Code _____
Telephone _____ Email _____

Event Information

Event Name _____ Event Type _____
Venue Contact Name _____
Venue Location Address _____
City _____ Province _____ Postal Code _____
Event Date and Time _____ Ticket Price & Quantity _____

☐ Yes ☐ No By Invitation ☐ Yes ☐ No Open to Public

Estimated Revenue \$ _____ Estimated donation to Cambridge Memorial Hospital \$ _____

☐ Yes ☐ No Are there beneficiaries other than Cambridge Memorial Hospital

If so who? _____

☐ Yes ☐ No Do you plan to seek gifts from local corporations

If yes, please list names of potential corporations:

Who will be asked to attend/support this event _____

How will this event/project be promoted? _____

What do you need from Cambridge Memorial Hospital Foundation:

- ☐ Logo ☐ Promotional ☐ Information on Funds
☐ Items ☐ Event Consultation ☐ Other
☐ I would like to set up a digital fundraising page
☐ I would like a Third Party Event listing on the CMH Foundation website

Please return to:

Cambridge Memorial Hospital Foundation
Katie McMullen, Development Officer, Special Events
519-740-4966 x 2446 or kmcmullen@cmh.org





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 Hospital Foundation within 30 days from the date of the event.
- › Licenses, permits and insurance is the responsibility of the Third Party Fundraising Organizer

I have read and understood the CMHF Third Party Fundraising Policy (Page 3).

Signature of Third Party Fundraising Organizer

Date

COMPLETED BY CMH FOUNDATION STAFF/Coordinator

Date of Meeting with CMH Foundation Staff/Coordinator _____

Meeting Attendees _____

Proposed Event Date _____

Discussion Points

☐ Yes ☐ No Follow-up meeting required

Date Set _____

Signature of CMH Foundation Staff Member/Coordinator