



*HOSPICE WEST
PARRY SOUND'S*

**THIRD-PARTY
FUNDRAISING
RESOURCE
PACKAGE**

Rm. 1325 – 6 Albert Street, Parry Sound, ON P2A 3A4
Phone: (705) 746-4540 ext. 1416
Email: info@parrysoundhospice.ca Website: parrysoundhospice.ca



THIRD-PARTY EVENT GUIDELINES

Thank you for your interest in planning an event to benefit Hospice West Parry Sound!

Third-party events also increase the public's awareness of our various programs, and promote community involvement. Funds raised from third-party events help our mission of providing individualized palliative care for those living with a terminal illness, in addition to supporting families before, during and after the loss of a loved one. All donations help us provide palliative care as well as bereavement and caregiver support.

Third-party funds help support the following services for palliative care and other programming:

- Visiting Volunteers
- Caregiver Respite Services
- Individual and Family Counselling
- Grief and Bereavement Support
- Community Education

There are numerous ways you can raise funds for Hospice West Parry Sound such as hosting a specific event to donating proceeds from product sales. We are open to exploring these and other ideas with you.

We sincerely appreciate the commitment, the investment of time and the financial resources required when planning and executing a third-party event. Hospice West Parry Sound is extremely fortunate to benefit from events organized by volunteers like you. Please note that anyone who is interested in planning an event to benefit Hospice West Parry Sound must submit a completed and signed Third-Party Event Registration Form prior to the main event.

Only those third-party events that support our mission and legitimately and genuinely benefit Hospice West Parry Sound will be approved. Approval will be based on the information on the Third-Party Event Registration Form and will be communicated either via telephone or by email to the main event contact.

The following guidelines provide helpful information for planning a successful fundraising event. If you have any questions please contact Melanie Honsinger at (705) 746-4540 ext. 1416.

Once again, thank you for your interest in planning a fundraising event to benefit Hospice West Parry Sound; we really appreciate your support!

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Logos and Promotional Material

Hospice West Parry Sound reserves the right to review and approve all promotional materials prior to production or distribution, including but not limited to press releases, invitations, brochures, letters and flyers.

Hospice West Parry Sound's logo must be used appropriately in conjunction with the event and must not be altered in any way. Any promotional materials must clearly state that your event is raising funds that will support Hospice programs, and must specify whether full or partial proceeds will be donated.

When discussing your involvement with the event, please make it clear that you are fundraising in support of Hospice West Parry Sound and that you do not represent Hospice or any of its programs. Hospice may promote the event, when appropriate, through the following:

- On our website
- In social media
- By email
- In our print materials

Tax Receipts

Hospice is happy to provide tax receipts, where applicable, under the laws of Canada Revenue Agency, for amounts \$25 or higher, as long as the following information is provided:

- All contact information of the donor, including full address and name, phone number and email address
- Donation amount
- Method of payment

Tax receipts can only be issued for donations in which nothing was given in return (service, product or promotion i.e. sponsorship, auctions or raffles).

Note that charitable tax receipts must only be issued to the person who made the donation (and the person who is named on the cheque).

Hospice will issue tax receipts to donors within four weeks of Hospice receiving their donation. When considering the total processing time, take into account the period of time that you will hold their donations prior to submitting them to Hospice West Parry Sound. Please inform your donors of this timeline as the expected delivery of their tax receipt.

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Endorsement Letter

Once Hospice approves your event request, we can provide you with an endorsement letter upon request, which is a letter of support to be used to validate the authenticity of the event and its organizers.

This endorsement letter may help you with sponsorship and other donations for your event.

Hospice West Parry Sound Personnel at Event

We will make every effort to attend your event, if you desire. Representation at events will be considered on a case-by-case basis, and will be communicated clearly to the event coordinator.

Legalities

All third-party event organizers must ensure that their event is held in accordance with municipal, provincial and federal laws. This especially pertains to liquor licenses and raffle/lottery/gaming licenses.

Donating money after the event

All monies raised from a third-party event must be remitted within 30 days of the event. Please send or drop off the money at the Hospice office;

6 Albert Street, Parry Sound ON P2A 3A4, Rm 1325

What Hospice West Parry Sound Can Do to Help

- Offer event planning expertise and advice.
- Provide limited existing Hospice promotional and educational materials for your events.
- Provide the official Hospice West Parry Sound logo for use on promotional materials.
- Provide a representative at your event (if desired).

What Hospice West Parry Sound Cannot Do

- Hospice West Parry Sound is unable to be responsible for the planning, coordination and execution of any third-party event.
- Hospice West Parry Sound is unable to sell tickets, coupons or raffles for third-party events.
- Hospice West Parry Sound is unable to finance any expenses related to a third-party event, or assume responsibility for any debts or any other liabilities incurred.

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THIRD-PARTY EVENT REGISTRATION FORM

Contact Information

Name of organization or business (if applicable) _____

Please select the category that best describes you:

Individual

Business

School

Social Club

Service Club

Other

If 'Other', please describe _____

Contact Name _____ Day Phone Number _____

Address _____ City _____

Event Information

Date _____ Location _____

Description _____

Fundraising Goal _____

Intended Audience/Attendees _____ Expected attendance _____

How are you raising money? (ticket sales, donations, pledges, selling merchandise, etc.)

What support/involvement do you wish to have from Hospice West Parry Sound?

If you are not donating all the proceeds from your event to Hospice West Parry Sound, please specify what percentage or dollar value you will be giving:

% of proceed _____ \$ value of proceeds _____

Will you require a tax receipt? Yes No

I hereby pledge that all monies collected through this event will be given to Hospice West Parry Sound within 30 days of the event.

Signature _____ Date _____



THIRD-PARTY FUNDRAISING TOOLKIT

When coordinating a fundraiser, it's important to take some time and think about all the necessary arrangements and information related to your event. Our third-party event toolkit will help ensure that you cover every important detail and help you come up with creative ways to raise money for Hospice West Parry Sound.

Fundraising Ideas

- Bake Sale
- Benefit concert
- Dinner
- Barbecue
- Bingo night
- Sponsorship
- Sports tournament
- Merchandise sales
- Movie Screening
- Raffle

Before the Event

- Register with Hospice West Parry Sound
- Get approval from HWPS
- Receive endorsement letter and logo from HWPS
- Outline the responsibilities of every person involved in the event
- Make a budget
- Confirm venue
- Make note of contact info
- Make note of conditions
- Negotiate fee, if applicable
- Apply for permits (liquor/raffle)
- Make note of equipment requirements
- Seek sponsorship from the local businesses, etc. (if applicable)
- Printing (be sure to get approval on all printed materials from HWPS)
- Create and obtain flyers, posters and banners
- Distribute promotional material
- Send out electronic advertisements
- Call local arts/culture/media
- Organize volunteers

After the Event

- Send donation(s) to Hospice West Parry Sound

- Send donor information to Hospice West Parry Sound to ensure that tax receipts are issued to donors

- Send thank-you cards to volunteers, sponsors and others who helped make your event a success!

- Compile photos and articles and send to Hospice West Parry Sound



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