



Cornwall Community Hospital Foundation  
Fondation de l'Hôpital communautaire de Cornwall

Cornwall Community Hospital Foundation

## Third Party Event Booklet

*How to Plan a Special Fundraising Event*

January 2010



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## Introduction

Every year, individuals and groups across Cornwall find fun and original ways to support the Cornwall Community Hospital Foundation. You can let the Foundation decide where the funds are most needed at the Hospital, or you can choose to direct the funds to specific areas of patient care, or equipment purchases.

The Cornwall Community Hospital Foundation has all the tools and information you need to plan your own event. Approval of the event by the Foundation is required as our name and logo is being used. This also assures donors and supporters that the proceeds of the event will be forwarded to the Foundation. A form for your completion and the Foundation's approval is included in this handbook.

Contact Carol White, Communications Coordinator at (613) 930-4508 or by e-mail at [carol.white@cornwallhospital.ca](mailto:carol.white@cornwallhospital.ca).

## **Top Ten Tips For Planning an Event**

Use these easy steps to plan and run a successful fundraising event for The Cornwall Community Hospital Foundation.

1. **Form a planning committee**  
Don't do all the work yourself! Gather a team of enthusiastic people and assign roles based on skills and interest areas.
2. **Brainstorm for ideas**  
Golf tournaments, BBQs, concerts: the possibilities are endless. Stuck for ideas? Check out some recent fundraising events.
3. **Register your event with the Foundation**  
Let our Special Events team know about your event. We have all the tools and resources you need - from start to finish.
4. **Establish your goals**  
Set a realistic financial goal and decide where you want the funds to go. (You may not meet your goal the first year, but a successful event will help draw more people and more sponsors next year.)
5. **Identify your audience**  
Who do you want to come to your event? What is the best way to get the word out?
6. **Schedule the event**  
Schedule an appropriate time and date for your event. Avoid conflicts with major holidays or other similar events occurring at the same time.
7. **Set your budget**  
Identify all sources of income and expenses. By keeping costs down, you can generate a bigger donation for the Hospital.
8. **Get the word out**  
A successful event needs promotion, like posters, public service announcements and media coverage. We can help! We can review your written materials, provide you with our logo, and post your event on our Web site. Don't forget to approach your personal and professional contacts to help spread the word.
9. **Collect the funds**  
All funds should be forwarded to the Foundation within 60 days of your event. Allow three to four weeks from that date for tax receipts to be issued.
10. **Thank you, thank you, thank you**  
Don't forget to thank everyone who participated in or supported your activity. They will be proud to hear how much money was raised!

And thank you! By raising money for The Cornwall Community Hospital, you are investing in the future of our health care. The Cornwall Community Hospital Foundation has many tools to help you plan your event, including tips on running a raffle, templates for tickets and thank you letters.

## **Promoting Your Event**

A good publicity plan is essential to a successful fundraising event. There are many ways to make the community aware of your event. Send a free public service announcement (or PSA) to radio or television stations. Create a poster or advertisement to place on announcement boards across the community.

Public Service Announcements (PSAs) can be placed for free on local radio (Corus Entertainment [Variety 104.5, Rock 101.9 and AM 1220] CKON, CHOD, Martz Communications Broadcasting [Fox 101.5, Hits FM 94.7]) and television (TVCogeco) stations. You can send a similar advertisement, or billboard announcement, to newspapers, trade publications or other print media.

### **PSA Tips**

- Include the 5 Ws of the event (who, what, where, when, why).
- Keep it short and snappy - 50 words or less.
- Send it 10 to 14 days before your event to improve your chances of making the line-up.
- Print it on white paper so it can be easily photocopied for distribution to the on-air personnel.

### **Poster Tips**

Posters and ads should include all relevant information, including the 5 Ws of the event (who, what, where, when, why). Make sure your public knows you are supporting a good cause by including The Cornwall Community Hospital Foundation logo, website and location information, as well as our charitable registration number.

It is important to get the media talking (and writing) about your event. Send a media advisory two or three days before your event so that reporters can schedule your event into their daily coverage or inform the public in advance. If you are contacting community weekly newspapers, you may need to send in your information three weeks prior to your event to make sure it appears in the correct issue.

Please send all publicity materials or any pieces bearing our name/logo to The Cornwall Community Hospital Foundation for approval before you send them to the media. Contact Carol White, Communications Coordinator at (613) 930-4508 or by e-mail at [carol.white@cornwallhospital.ca](mailto:carol.white@cornwallhospital.ca)

## **Licenses, Insurance and Receipting**

Some events require special licenses and insurance, as well as tax receipts for donations made during the event.

### **Licenses**

Fundraising events that includes a lottery or gaming component such as bingos or raffle events require a special license that must be ordered well ahead of time in order to receive the license in time for your event. There is also a cost to submit your application. For a raffle, the Alcohol and Gaming Commission of Ontario (AGCO) requires that 3 per cent of the prize value be paid.

For more details, call the City of Cornwall, Licensing Department at 613 930-2787 ext 2305 or visit the City's Web site at [www.cornwall.ca](http://www.cornwall.ca).

Special occasion permits - sale and service of alcohol under the Alcohol and Gaming Commission of Ontario (AGCO) regulations, special occasion permits are issued for the sale and service of alcoholic beverages at special events such as charity fundraisers. They can be obtained at select Liquor Control Board of Ontario stores. For more information about these permits, visit AGCO's Web site at [www.agco.on.ca](http://www.agco.on.ca).

### **Insurances**

If your event involves potential risks to the safety of your organizers, volunteers or participants - sporting events, events involving the consumption of alcohol or events held in a public place like a mall or sporting venue - additional insurance is required. As well, if a motor vehicle is to be used, the individual operating the vehicle must have his or her own insurance.

Note: The Cornwall Community Hospital Foundation is not responsible for obtaining insurance for a community-run event.

### **Receipting**

Occasionally, The Cornwall Community Hospital Foundation is asked to issue official income tax receipts for community events. If you are planning an event for which you will be requesting income tax receipts, please speak with the Foundation's Special Events Coordinator at the beginning of your planning process to ensure that we are able to accommodate your request.

The Canada Revenue Agency (CRA) has strict guidelines around gift receipting, as does The Cornwall Community Hospital Foundation. The general rule of thumb is that if an individual receives any benefit in return for his/her contribution, the contribution is non-receiptable.

Some examples of non-receiptable donations are: the purchase of raffle tickets, auction items, golf green fees, etc. In addition, according to CRA guidelines donated services are non-receiptable.

The Cornwall Community Hospital Foundation is often asked if we are able to receipt donated items (gifts-in-kind) for raffles, auctions, event décor, or donated services. In many instances, organizations making gift-in-kind donations are able to claim such donations as a business expense, which is in fact more beneficial than a charitable donation receipt; however, the Foundation may issue in-kind donations but great care must be taken when issuing the receipts.

To ensure that your event participants are not misinformed about income tax receipting, we ask that you receive approval from our Foundation staff prior to promoting the availability of income tax receipts. Our staff will also be able to outline for you what financial statements and information are required by the Foundation for income tax receipting purposes.

For more information or clarifications, please contact Communications Coordinator, Carol White at (613) 930-4508 or by e-mail at [carol.white@cornwallhospital.ca](mailto:carol.white@cornwallhospital.ca)

## **Foundation Logo**

Note: You must obtain permission from The Cornwall Community Hospital Foundation before using our logo.

## **Information about the Foundation**

The paragraphs below can be used in your program or on your media materials.

The Cornwall Community Hospital Foundation is committed to raising funds for much-needed hospital equipment. This continuous appeal will allow the Foundation to fulfill its mission of providing quality health care for the residents of our community.

Cornwall Community Hospital is a 170-bed acute care hospital operating on two sites in the city of Cornwall, located in Eastern Ontario along the St. Lawrence River. With a staff of over 1000 employees, Cornwall Community Hospital serves acute, in-patient, out-patient and community based clients. The hospital provides a wide range of medical specialties. Cornwall Community Hospital was incorporated in 2004 with the amalgamation of the Cornwall General Hospital and the acute care services of the Hotel Dieu Hospital, both with over 100 years of healthcare service to Cornwall and surrounding area. In 2009, the Canadian Council of Health Services Accreditation accredited Cornwall Community Hospital.

### **Mission Statement**

The Cornwall Community Hospital Foundation exists to raise funds for the Cornwall Community Hospital. The money raised allows plant expansion and renovations, the purchase of capital equipment, and the provision of ongoing financial support to maintain quality health care programs and services for our community.

### **Goal & Objectives**

Our goal is to raise sufficient funds to fulfill the annual needs of the Cornwall Community Hospital and to establish sufficient endowment funds to support future activities of the Foundation.

For more information please contact Carol White, Communications Coordinator at (613) 930-4508 or by e-mail at [carol.white@cornwallhospital.ca](mailto:carol.white@cornwallhospital.ca)



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### **Third Party Event/Project Proposal Form**

To register your event, please complete the following form and return to:

<p>Cornwall Community Hospital Foundation Attention: Carol White, Communications Coordinator 840 McConnell Avenue Cornwall, Ontario K6H 5S5 Te: (613) 930-4508 Fax (613) 930-4509</p>
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Name of Individual/Company planning the event: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Home: ( ) \_\_\_\_\_ Business: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Briefly describe your past experience with event planning or fundraising activities:

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Type/Name of Event: \_\_\_\_\_

Proposed Date and Time: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Describe your event in terms of its objectives, prospective participants and its target audience, i.e. potential consumers, media, employees, etc.

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How will funds be raised? E.g. Ticket sales, Raffles, Pledges, etc.

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Are there any sponsors, partners or suppliers? Please provide their details.

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How do you plan to promote the event?

- |   |                                      |   |
|---|--------------------------------------|---|
| <input type="checkbox"/> Brochures/flyers | <input type="checkbox"/> Newsletters | <input type="checkbox"/> TV Ads           |
| <input type="checkbox"/> Publicity        | <input type="checkbox"/> Print Ads   | <input type="checkbox"/> Personal Network |
| <input type="checkbox"/> Coupons          | <input type="checkbox"/> Radio Ads   | <input type="checkbox"/> Other            |

Proposed budget: Please list expected revenues and estimated expenses (even if you anticipate having them donated):

Expected revenues:

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Expected expenses:

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Describe the support expected from the Cornwall Community Hospital Foundation.

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Please sign and return the proposal form. Acknowledgement of your application will be forwarded to you as soon as possible.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

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



### Letter of Agreement – Third Party Special Events

This is a letter of agreement between the Cornwall Community Hospital Foundation (CCHF) and \_\_\_\_\_ who wishes to organize a special event with proceeds going to CCHF.

The undersigned must agree to carry out the event under the following conditions:

1. CCHF assumes no legal or financial liability associated with the event.
2. CCHF must either control the flow of funds or ensure that the third party is using financial controls satisfactory to our Accounting Department.
3. The two parties will mutually agree on a beneficiary at the Hospital.
4. CCHF authorizes the third party to use its name in communications distributed to the media on condition that all publicity be presented to and approved by CCHF before its use.
5. CCHF is not responsible for any accidents or damage to persons or property that may occur during the course of the event.
6. Proceeds from the event should be paid to CCHF with 60 days of the event. CCHF has the right to verify the financial reports.
7. CCHF will advise the third party about Canada Revenue Agency regulations regarding tax receipts.
8. If CCHF has serious concerns about the way that the event is being implemented, it can cancel the agreement by giving the third party 24 hours notice. CCHF is not responsible for financial or other damages that may result from this cancellation.
9. All sporting events require that all participants sign a waiver form, provided by the Foundation.

Signed at: \_\_\_\_\_

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

Third Party Representative:  
(Name & signature)

\_\_\_\_\_

Carol White, CCHF Communications Coordinator:

\_\_\_\_\_