



Independent Community Events Fundraising Tool Kit



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About BC Children's Hospital

BC Children's Hospital is the province's only full-service acute-care hospital dedicated to serving close to one million children living in BC and the Yukon. All children who are seriously ill or injured are referred to Children's Hospital and are either treated at the hospital facility in Vancouver or, with consultation from Children's specialists, in their home community. BC Children's Hospital provides services in areas such as neonatal intensive care, kidney and bone marrow transplants, open-heart surgery, neurosurgery and cancer treatment. It is a leading provider of diagnostic and laboratory services, and many complex tests, including universal newborn testing for potentially devastating diseases.

The hospital shares its site with BC Women's Hospital & Health Centre and the Child & Family Research Institute. Sunny Hill Health Centre for Children, a part of BC Children's Hospital, is the leading provincial facility offering specialized services and care to children with developmental challenges and rehabilitation needs. More than 85,000 children visit the hospital annually, 66 per cent of whom live outside the City of Vancouver.

About BC Children's Hospital Foundation

Since 1982, BC Children's Hospital Foundation has worked with children, families, caregivers and hundreds of thousands of British Columbians to raise funds to support BC Children's Hospital, Sunny Hill Health Centre for Children and the Child & Family Research Institute.

BC Children's Hospital Foundation also works with Sunny Hill's Board of Directors to manage the Sunny Hill Foundation for Children. Through a wide range of fundraising events and opportunities, BC Children's Hospital Foundation is united with its donors by a single, simple passion - to improve the health and the lives of the young people who are cared for by BC Children's Hospital every day. In 2014-15, BC Children's Hospital Foundation received donations from more than 119,000 people and had revenues of \$96.2 million.



About Independent Community Events

Who:

Independent community events (ICEs) are planned and organized by caring individuals and groups from communities across BC and the Yukon.

What:

They can be anything that is a good fit for the organizers and participants. From lemonade stands to skate-a-thons...the sky's the limit!



When:

These events can take place any time throughout the year. Seasonal events, such as holiday parties, can be extremely successful. For best results, start your planning as early as possible and spread the word!

Where:

Organizers choose the most appropriate venue to put on their special event. If the venue requires an official letter of endorsement, please contact your foundation representative.

Why:

Perhaps you have had a meaningful experience at BC Children's Hospital or know someone who did, or you simply want to make a difference in the life of a sick child. Funds raised through ICEs can be directed toward the following areas:

- The Excellence in Child Health Fund, which supports the most urgent health needs of patients at BC Children's Hospital;
- A specific department or program at the hospital.

How:

With time, teamwork and fun, you can make a difference for BC's kids!

How BC Children’s Hospital Foundation Can Assist You:

- Provide one-on-one support via phone or email;
- Provide marketing materials such as buttons, balloons, banners, posters, patient stories, videos and donation/info cards in limited quantities;
- Provide BC Children’s Hospital Foundation’s “in support of” logo for use with approved ICEs;
- Post a listing on our online event calendar;
- Provide a letter of acknowledgment (for soliciting sponsors and prize donations, and for gaming license applications) for approved ICEs;
- Create a personalized fundraising page for your event;
- Provide tax receipts for eligible gifts;
- Assist with designating your funds to a specific area of the hospital.

BC Children’s Hospital Foundation Does Not Provide:

- Advertising for your event other than through the online calendar. We may be able to promote your event via our social media channels but this cannot be guaranteed;
- Access to our donor or staff lists;
- Reimbursement for expenses, or administer the financial aspects of the event;
- Assistance with ticket sales or securing corporate sponsorships;
- Organization of events within BC Children’s Hospital or visits with children at the hospital;
- Staff or volunteers to attend your event;
- Access to celebrities or VIPs;
- Insurance coverage for your event.



Independent Community Events Policy

ICEs are a very important component of the fundraising activities for BC Children's Hospital. Beyond the funds raised, these events help to create much-needed awareness about the hospital and bring new support to the hospital.

In order to ensure ICEs have a positive impact on the hospital's public image, we require organizers to follow our policy as outlined below.

1. BC Children's Hospital Foundation's "in support of" logo is a registered trademark – unauthorized use is prohibited. Please forward all event materials featuring our name and/or logo to your foundation representative prior to publication and distribution.
2. Official tax receipts will only be issued in accordance with Canada Revenue Agency guidelines. The final decision to issue official tax receipts rests with BC Children's Hospital Foundation (see tax receipting policy on page 7).
3. Event expenses may not be extracted from tax-receiptable donations. All donations requiring a tax receipt must be received in full by BC Children's Hospital Foundation.
4. BC Children's Hospital Foundation will not reimburse organizers for event expenses, please consider all expenses and a budget to pay for them when you plan your event.
5. Whenever possible, we would appreciate written event information and/or photographs that may be included in the foundation's publications.
5. BC Children's Hospital Foundation does not approve the following types of fundraising:
 - a. Programs that involve a professional fundraiser, telemarketing and/or an agreement to raise funds on a commission, bonus or percentage basis (with the exception of cause-related marketing programs developed with corporate partners.)
 - b. Events that promote the use of tobacco.
 - c. Vending machine sales.
 - d. Events that involve promotion of a political party, candidate or appearing to endorse a political activity.
 - e. Directly soliciting funds door-to-door, through telemarketing, or through non-foundation online methods.
6. Guest attendees from BC Children's Hospital Foundation will receive complimentary tickets or admission when invited to speak or attend an ICE.
7. Terms and conditions regarding insurance coverage:

BC Children's Hospital Foundation's special/sporting event insurance policy does not extend to your event. Organizers are required to arrange for appropriate insurance coverage for your event. By accepting the terms and conditions set forth in the

Independent Community Event application, the event organizer(s) clearly understand that they are accepting responsibility for claims that may arise as a result of the event. Special event insurance will be in the name of the third party organizer.

Our Privacy Policy:

BC Children’s Hospital Foundation is committed to protecting the privacy of its donors, volunteers and other stakeholders, and their personal information. We value the trust of those we deal with, and of the public, and recognize that maintaining this trust requires transparency and accountability in our treatment of the information you choose to share with us. For further information, please refer to our complete privacy policy on our website at www.bcchf.ca.

If you have any questions about our privacy policy, please call us at 604-875-2444, toll-free at 1-888-663-3033 or email privacyofficer@bcchf.ca.

Guidelines for Issuing Tax Receipts



BC Children's Hospital Foundation adheres to Regulation 3500 of the Income Tax Act, Canada Revenue Agency.

Official tax-deductible receipts will be issued for the following:

- Monetary donations from identified individual or organization donors;
- The donation portion of the ticket price for a fundraising event. Canada Revenue Agency only allows receipts for the ticket price less the value received by the donor;
- In-kind donations of services processed through a cheque exchange;
- In-kind donations less than \$1,000 are subject to appraisal by a qualified foundation staff if no invoice is available;
- In-kind donations greater than \$1,000 are subject to appraisal by a qualified third-party appraiser if no invoice is available;
- Auction bids over 125 per cent of an item's stated fair market value will result in an income tax receipt for the full difference between the successful bid price and the stated fair market value;
- Donations of inventory as long as an appropriate invoice is provided.

Acknowledgement receipts will be issued for the following:

- Amounts received by coin or loose collections for which it is impossible to identify the amounts contributed by a particular donor;
- Funds provided as sponsorship support for a fundraising event, upon request.

Receipts will not be issued for:

- Donation of services;
- Purchase of merchandise (such as Jeans Day™ buttons);
- Purchase of auction items;
- Purchase of lottery tickets;
- Donation of items with an advertising component;
- Donation of old clothes, used furniture etc.
- Donated items for which the market value cannot be determined.

Official receipts will be issued by the foundation office upon receipt of:

- The full donation amount;
- Full name and address of the donor/organization;
- Complete supporting documentation.

Note: In order to maximize net proceeds from funds raised, tax receipts for donations of less than \$20 will only be issued upon request.

Note: The total value of issued receipts cannot exceed the net proceeds of the event. This includes gift in-kind receipts.

Financial accountability

As a third party fundraising on behalf of BC Children's Hospital Foundation, you are asked to adhere to the following best practices when handling your ICE's finances. We also ask that you familiarize yourself with the Canada Revenue Agency tax receipting guidelines.

- When planning an event, take time to organize a budget worksheet and take into consideration all the costs associated with putting on the event. Sponsorship and in-kind donations will cover some of these costs but often not all of them.
- BC Children's Hospital Foundation will not reimburse any event costs so please factor this in when paying for out-of-pocket expenses.
- BC Children's Hospital Foundation will not cover the insurance, licensing or permits for your event. Some events may require event insurance so please make sure you have considered this when budgeting for your event.
- In an effort to maintain transparency to our donors and supporters, any event advertised as supporting BC Children's Hospital Foundation should not have expenses that exceed 50 per cent of gross proceeds. At a minimum, 50 per cent of gross proceeds should benefit BC Children's Hospital Foundation. Please see the budget worksheet for assistance with budgeting.
- In order to keep administrative costs down, we ask that money submitted be in the form of one cheque and that a copy of the event agreement form, or a letter, accompany the cheque, outlining the name and date of the event along with any other pertinent information.
- If there are pledge forms to submit with your donation, please attach one cheque for the total gift amount along with the detailed pledge forms.
- In order to process donations we ask that funds be submitted no longer than 30 days after the event. If you are unable to do this, please inform the ICE coordinator (contact information on the last page.)

Logo Use and Guidelines

We are happy to provide you with BC Children’s Hospital Foundation’s “in support of” logo (right) for use on your approved ICE’s marketing materials and publications. Before the logo is published we kindly ask that you seek approval from the ICE coordinator.



Brand

BC Children’s Hospital is the only hospital in the province dedicated exclusively to treating children. We take our reputation seriously and our brand, through which people recognize us, is strongly associated with our reputation.

One of our strengths is our logo, which is recognized by more than 90 per cent of British Columbians. However, our brand is more than just our logo. It represents the trust we have earned over the years within our community, and speaks to the safety, wellness and happiness that we endeavour to bring to BC’s children.

It is imperative that our logo not be used in ways that could be detrimental to our brand or challenge its consistency. These guidelines have been created to help ensure consistent usage of our brand and, in particular, of our logo. Please review the guidelines with care and adhere to them.

Collectively, ICE organizers should be exercising the same high level of tact with our identity as would our hospital staff. And in all of our collateral we should be emphasizing the importance of caring for children – it’s why we exist – and maintaining the credibility and respect we have earned to date.

Guidelines

Proper use of BC Children’s Hospital Foundation’s logo is imperative and is one of the best and easiest ways to ensure our and your brand identities are upheld. Please do not alter the logo in any way and use a key line mark between your logo and BC Children’s Hospital Foundation’s. Please also ensure there is ample white space surrounding the logo so that it isn’t crowded.

We want you to keep your identity as much as we want to keep ours.

Like any good partnership, we want to work with you, not against you. When using your logo with ours, please keep both logos as they are originally intended with a key line separating them. Do not make a hybrid logo of the two, or alter the foundation logo in any way.

Hybrid logos harm our brand. They are no longer approved by BC Children’s Hospital Foundation.

Good:



Bad:



Hue

Colour consistency is just as important as logo consistency.

There is strong equity in BC Children’s Hospital Foundation’s colour palette and it is critical that it remains as intended in every application. Please do not alter or change the colour of the “in support of” logo except for full black or white.

Planning

Choosing an event

Having trouble deciding on an event? Visit www.bcchf.ca and look under “Events,” then “Calendar” to get an idea of past events that have been successful.

Other great ideas include garage sales, golf tournaments, anything-a-thons, raffles, silent auctions, dinner and dances, seasonal parties, sporting events, multicultural events, pub nights, shaving events, shopping sales events, bake sales, barbecues, company events, kids’ events, cause marketing, marathon pledging etc.

Tip: It is usually best to start planning as early as possible. For example, a full-scale golf tournament can take approximately six months to organize.

Submit your idea to BC Children’s Hospital Foundation

Fill out an ICE application form online <https://secure.bcchf.ca/register/register.cfm?Event=ICE>. A foundation representative will contact you within a few days of receiving your application.

Goal

Set a fundraising goal that you feel is attainable given your budget and expenses.

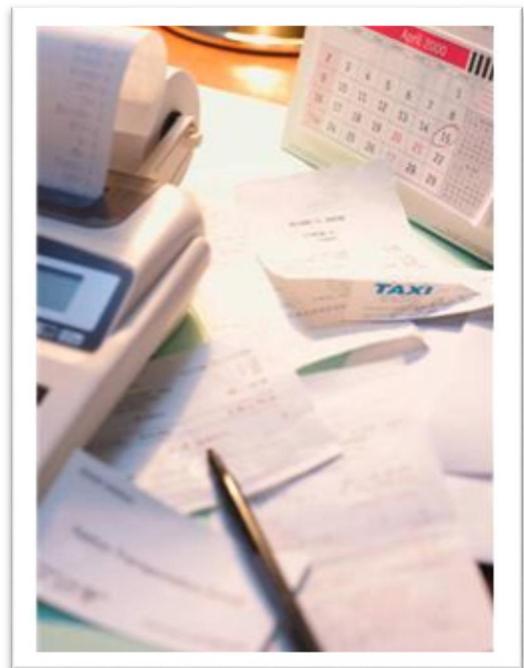
Budget

Try to keep expenses as low as possible.

Expenses

Ask individuals and/or local companies to see if they can donate supplies or offer discounts for your event materials. Contact the ICE coordinator to receive an official letter of endorsement for your event if necessary.

In order to maintain transparency to our donors and supporters, we request that any event advertised as being held in support of BC Children’s Hospital Foundation to have expenses amounting to less than 50 per cent of gross proceeds.



Gaming Licenses

The BC Government’s Gaming Branch requires you to apply for a license if you are including a raffle or any kind of gaming activity at your event. For further details, please visit the BC Gaming Policy and Enforcement Branch online at <http://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising/gambling-licence-fundraising> .

Sponsors

Securing sponsors for your event is a great way to cover event costs while recognizing and promoting caring companies in your community. Please note that the foundation is not able to assist you with obtaining sponsors and sponsorships are not tax-receiptable donations as companies are receiving exposure in exchange for their funds.

Planning and Promotion

Recruiting Participants

Create a list of guests to invite – include your friends, coworkers, neighbours or whoever is appropriate for your event.

Recruiting Volunteers

Ask your friends and coworkers to help plan your event and assign them with specific roles – for example, assisting with silent auction, logistics etc. Make sure to provide your volunteers with briefing notes, details on their roles and responsibilities, and training.

Social Media – A free and effective way to promote your event

- Create a **Facebook** event page with your event details and link it to BC Children’s Hospital Foundation’s Facebook group. *Remember to update it often as your event date gets closer.
- If you are on **Twitter**, tweet your event details and ways to participate to your followers. Let people know why you are doing the event and give progress updates to maintain interest. Don’t forget to let us know you’re tweeting! Add @BCCHF to your tweets so we can retweet and help you spread the word.
- Do you have a **blog** or want to set one up? Share information on why and what you are doing through it. Link these blog posts to your Facebook event page and let people know you’ve posted a new blog through Twitter.
- Promote and link your personalized BC Children’s Hospital Foundation **online fundraising page** through the Facebook event and Twitter! (Contact us to access an online page you can customize.)



News Release – Getting your local media involved

- If your event is open to the public and you would like to inform your local media about your fundraising initiative, send out a news release to your local paper. Be sure to include information about why you are fundraising and who or what inspired you.
- Contact BC Children’s Hospital Foundation to obtain a PR & Media Tool Kit that includes a template for a news release.

Online Event Calendars –

Many local publications provide a forum to list community events. Below is a list of free online event calendars.

Vancouver

- City TV: <http://www.citytv.com/vancouver/community/sysd-vancouver/>
- Global News: <http://globalnews.ca/bc/events/>
- Metro News Vancouver:
<http://www.metrovancouver.org/region/calendar/Pages/default.aspx>
- Miss 604: <http://www.miss604.com/contact>
- ShawTV: <http://shaw.ca/ShawTV/Vancouver/Events/>
- The Georgia Straight: <http://www.straight.com/listings>
- Tourism Vancouver: <http://www.tourismvancouver.com/do/calendar-events/>
- Vancouver Weekly: <http://vancouverweekly.com/events-calendar/>
- Vancity Buzz: <http://www.vancitybuzz.com/submit-an-event/>
- Vancouver Weekly: <http://vancouverweekly.com/events-calendar/>
- Vancourier: <http://www.vancourier.com/events#>
- Vancouver Sun:
<http://www.vancouver.sun.com/entertainment/listings/index.html?cbResetParam=1>
- Vancouver 24 Hours: <http://vancouver.24hrs.ca/events/submission>

Vancouver Island

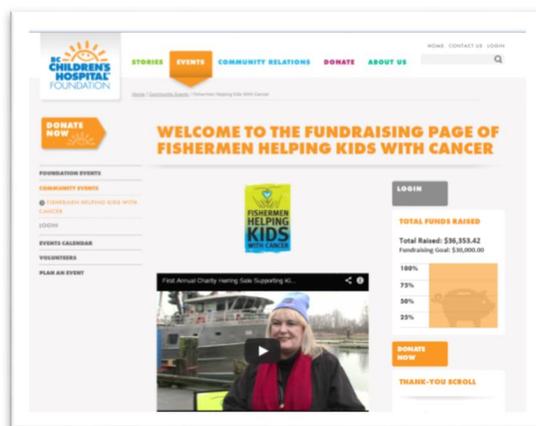
- *CHEK News Community Calendar;*
- *Times Colonist;*
- *Ocean 98.5;*
- *Victoria Buzz;*
- *Tourism Victoria Calendar;*
- *Downtown Victoria Business Association*
- *Vancouver Island Harbour Living*
- *Go Nanaimo*

Promotion

Tip: In addition to promoting your event online through social media, please consider posting the information at your workplace or community centre as appropriate.

Pre-event Support from BC Children’s Hospital Foundation

- As indicated in the ICE application form, standard foundation marketing materials are available upon request. These items include balloons, banners, buttons, icons, brochures and pledge/donation forms etc.
- Our website features a calendar of events that we update regularly. Please update us with your event dates, times, location and participation/ticket costs so we can include it in the calendar.
- The Community Highlights section of our website is available for community event promotion and celebration.
- We will create an online fundraising web page for you to customize and solicit donations via email. Online donations can be included as part of the total amount raised from your event.
- BC Children’s Hospital Foundation has patient stories available in print or on DVD. Check out our video gallery online.



Creating Event-Specific Material

Please forward all your customized event materials, including event posters, ads etc. to us for review prior to printing and distribution.

Post-event Promotion and Thanks

- Update your Facebook, Twitter and other personal fundraising pages with your event total and photos. (If you have a lot of photos, Flickr is a good photo-sharing resource.)
- Send thank-you notes to participants, letting them know how they have helped. (Ask your foundation representative for a template.)
- Send a photo to your community newspaper to celebrate and promote your success.
- Don’t forget to send photos and post-event details to the ICE coordinator so we can update our website’s “Community Highlights” page.

On the Day of Your Event

- Have fun! **You are making a difference in the lives of BC's kids through your event!**
- Take pictures (your foundation representative would love to have copies);
- Show a BC Children's Hospital patient vignette on DVD;
- Display BC Children's Hospital Foundation's promotional materials at the event;
- Keep track of donors' names and contact details on a pledge form so participants who make charitable gifts of \$20 or more receive an official tax receipt from BC Children's Hospital Foundation. Contact your BCCHF representative if you need a pledge form template.



Post-event

- Submit your event proceeds to your foundation representative within two weeks of the event by:
 1. Sending a personal cheque or money order (please include a note about your event) to:

Attention: Independent Community Events Coordinator
BC Children's Hospital Foundation
938 West 28th Ave, Vancouver, BC V5Z 4H4
 2. Calling the ICE coordinator and organizing a time to come and drop off the funds in person.
- Thank your event participants by sending them an email or card. If you are looking for sample wording to use, request a template from us.
- Send in a picture of your event along with the amount raised to your local newspaper to celebrate your event with your community.
- BC Children's Hospital Foundation would be pleased to recognize your efforts in the following ways:
 - An official letter to recognize your event's success (by request);
 - Showcasing your event on our website's "Community Highlights" page;
 - A cheque presentation at the hospital;
 - If your event raises over \$25,000 cumulatively, your event name will be listed in our annual report and on the Millennium Wall at BC Children's Hospital.

Frequently Asked Questions

I want to organize a fundraising event for BC Children’s Hospital. Where do I start?

The first place to start is to download our ICE tool kit and fill out the online application form. This form will provide us with all the information needed to assist you with your fundraising needs.

What is tax-receiptable and what is not?

Donations of \$20 and over are eligible for an official income tax receipt. We are not able to issue an official income tax receipt for purchases (E.g. event tickets, raffle tickets, items or goods). Donations collected by the event organizer that are donated by the public cannot be tax receipted in the name of the event organizer. For more CRA tax guidelines please see www.cra-arc.gc.ca.

How do I get tax receipts for the donations collected at my fundraising event?

Ask for a manual donation form to record the names, addresses and telephone numbers of the individuals and/or businesses that require a tax receipt. Submit this form along with their donations to BC Children’s Hospital Foundation; we will process and mail tax receipts directly to the individuals or businesses listed on the donation form.

Can I deduct my expenses from the funds raised?

BC Children’s Hospital Foundation will not reimburse you for any expenses incurred; all financial control is the responsibility of the event organizer. We ask that you plan and budget carefully for your event as expenses should not exceed 50 per cent of the total event revenue. Please consider asking local businesses to sponsor your event and/or provide in-kind donations to help alleviate costs. For a budget worksheet email your BCCHF representative.

Can I use BC Children’s Hospital Foundation’s logo on marketing materials for my event?

Yes! The “in support of” BC Children’s Hospital Foundation logo is available for use by approved ICEs. Your ICE application must be approved by the foundation before you are permitted to use the “in support of” logo. We ask that you submit all your marketing materials to the foundation for review before they are published or printed. For brand guidelines on the use of BC Children’s Hospital Foundation’s logo click [here](#).

Can a BC Children’s Hospital Foundation representative attend my event and/or provide volunteers?

No. Due to the number of independent fundraising events that take place throughout the year, we cannot make a commitment for foundation staff to attend the events. We are also unable to provide volunteers for your events.

Can I donate toys and teddy bears to kids at the hospital?

No. BC Children’s Hospital cannot accommodate the donation of toys and teddy bears. The Auxiliary to BC Children’s Hospital will, however, accept unwrapped toys in their original packaging during the holiday season in December. Alternatively, you can request a “wish list” of items from the hospital’s Child Life Department if you wish to donate specific items.

Can I come by and visit the kids at the hospital? Can I bring my kids by to visit as well?

No. Children at the hospital are sick and have compromised immune systems; visits from the public are discouraged for this reason. We would be happy to schedule a time for you to come by the foundation office to drop off your donation and be given a hospital tour. Please contact the ICE coordinator to arrange this.

Do you have promotional materials available for my event?

Yes, we’re happy to make the following BC Children’s Hospital-branded promotional materials available to you for your event: buttons, balloons, posters, pamphlets, donation cards, donation boxes and banners. These will be sent to you via Canada Post or, if you prefer, you can make arrangements to pick them up from the foundation office. We kindly ask that you return any unused items.



Can you send out a news release for my event?

No, we are unable to contact the media on your behalf. Please request a media tool kit for information on how to promote your event. Again, please make sure your ICE application has been approved by the foundation before you start using our logo for marketing and media purposes.

Can BC Children’s Hospital Foundation promote my event?

We can promote your event on our community listing page of our website and, in some cases, via our social media channels. Due to donor confidentiality rights we are unable to promote your event to our database.

Can I get a photo taken with a BIG cheque?

Yes. We’re happy to organize a cheque presentation at the hospital during business hours (9 am to 5 pm). Please contact the ICE coordinator.

Can you promote my event on social media?

There are opportunities to post your event information on our Facebook page and Twitter feed if you provide us with your event’s handles as well the who/what/where/when/why of your event. Please coordinate this with the ICE coordinator.

Can I choose where I want my donation to go?

Yes, you can decide the area of the hospital (e.g. research, equipment, a specific department etc.) to which you would like to direct your donation, although undesignated funds are preferred. We ask that you decide this in advance so that you can communicate this with the individuals and businesses making donations to your event. To learn more about the hospital's most urgent needs and priorities click [here](#).

Can I provide alcoholic beverages at my event?

Yes, but this may require further consideration from the foundation. If your event involves the consumption of alcohol, please provide this information on the application form.

How do I submit my donations?

Donations can be submitted in person at the BC Children's Hospital Foundation office located in the Child & Family Research Institute at 938 West 28th Avenue in Vancouver during regular business hours – Monday to Friday from 8:30 am to 5:00 pm. You can also mail in your donations (please do not mail cash and make cheques payable to BC Children's Hospital Foundation) to:

Attn: Independent Community Events Coordinator
BC Children's Hospital Foundation
938 West 28th Avenue
Vancouver, BC V5Z 4H4

If donors require tax receipts, please mail the names, addresses and telephone numbers of those who need to be receipted.