



COMMUNITY EVENT RESOURCE GUIDE

COMMUNITY EVENTS TOOLKIT

ABOUT BC CHILDREN'S HOSPITAL FOUNDATION

BC Children's is the only hospital in the province devoted exclusively to the care of children. As one of the few pediatric medical centres in North America with a world-class acute care centre, research institute, mental health facility and soon, rehabilitation centre all on one campus, we provide expert care for the sickest and most seriously injured kids. At BC Children's Hospital Foundation, we have a vision that every child is healthy and able to fulfil their hopes and dreams. The generosity of donors fuels our ability to conquer childhood diseases, prevent illness and injury, and prioritize the unique needs of kids in every aspect of their care.

Please follow us at [@bcchf](#) or visit us at [bcchf.ca](#) for more information.

ABOUT COMMUNITY EVENTS

Independent community events (ICEs) are planned and organized by people and groups across the province. From lemonade stands to galas, they can be anything that's a good fit for the organizers and participants. Funds raised through ICEs go toward helping the most urgent needs of the hospital by providing support for groundbreaking research, expert clinical care and specialized equipment. If you would like to donate your funds towards a specific department or program at the hospital, please let your BC Children's Hospital Foundation representative know.

All it takes is a little creativity, some careful planning, and the desire to make a difference in the lives of kids and families.



HOW WE CAN HELP

BC Children's Hospital Foundation is here to help you be as successful as possible in your fundraising endeavours. Below are the ways we can do this:

- > One-on-one support via phone or email;
- > Marketing materials such as balloons, banners, posters, patient stories, videos and donation/info cards in limited quantities;
- > Supply BC Children's Hospital Foundation's "in support of" logo for use with approved ICEs;
- > Provide a letter of acknowledgement (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.

WHAT WE DON'T PROVIDE

As much as we would like to help with as many aspects of your event as possible, there are some things we can't assist event planners with due to limited resources and time. They include:

- > Advertising for your event. Due to the large amount of third party events we can't promote them all.
- > 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 kids at the hospital;
- > Staff or volunteers to attend your event;
- > Access to celebrities or VIPs;
- > Insurance coverage for your event.

PLANNING GUIDE

STEPS TO PLAN AN EVENT

STEP 1 **Brainstorm and set your goal**

What type of event would you like to host? Your ICE can be a garage sale, golf tournament, anything-a-thon, raffle, silent auction, dinner and dance, seasonal party, sporting event, multicultural event, pub night, shaving event, shopping sales event, cake sale, barbeque, company event, kids' event, cause marketing, marathon pledging—the list goes on. When planning your event, think about the audience you're looking to reach and what they have capacity for.

STEP 2 **Create a budget**

From the moment you start to plan your event, it's always important to think about your budget.

- > Identify your possible sources of income either from ticket sales or sponsorship and make an estimate of all potential expenses of your event.
- > Ask individuals and/or local companies if they can donate supplies or offer discounts for your event materials.

**Please note that the Foundation is not able to assist you with obtaining sponsors and sponsorships and not able to tax receipt sponsorship donations as companies are receiving exposure for their funds. You can use our sample budget plan to start your own.*

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

Financial accountability

Please familiarize yourself with the Canada Revenue Agency **tax receipting guidelines**.

- > BC Children's Hospital Foundation will not reimburse any event costs (such as insurance or licensing) so please factor this in when paying for out-of-pocket expenses.
- > 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.

STEP 3 Submit your idea to BC Children's Hospital Foundation

Once you have an idea for your event, please fill out an **ICE application form** online. Please include all relevant information on your form and as much detail as possible. If your event involves the consumption of alcohol please provide this information on the application form as well. A Foundation representative will contact you within a few days of receiving your application.

STEP 4 Set a date & venue

- > Set a date and time for your event.
- > Review other events happening in your area at the same time to make sure it doesn't conflict with another one.
- > Ask your friends and coworkers to help plan your event and assign them with specific roles.



STEP 5 Plan ahead

Here are some examples of what to plan for while organizing your event.

- ☐ Choose a theme
- ☐ Book a venue and date
- ☐ Establish a team or committee to help plan
- ☐ Recruit volunteers to help on event day
- ☐ Create a realistic budget
- ☐ Develop a critical path to your goal
- ☐ Find sponsors for your event
- ☐ Set up your online fundraising page
- ☐ Send out invitations
- ☐ Sell tickets to event
- ☐ Determine your rental needs and schedule
- ☐ Determine food and beverage needs
- ☐ Find entertainment for your guests
- ☐ Understand tax receipting rules and regulations and pass it along to event organizers and guests
- ☐ Create a day of to do list for the event
- ☐ Delegate tasks to volunteers and committee
- ☐ Secure insurance and needed permits
- ☐ Promote your event
- ☐ Submit your application for a gaming license (*The BC Government's Gaming Branch require you to apply for a license if you are including a raffle or 50/50 at your event. For further details, please visit the BC Gaming Policy and Enforcement Branch online at <https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising>.)*)
- ☐ Thank you's
- ☐ Wrap up financials and submit them to BC Children's Hospital Foundation

Celebrate your success!



STEP 6 Fundraise

You can fundraise online, offline or both. Decide what works best for your audience.

Online Fundraising: We can help you create a personal page for your event with your fundraising goal that you customize and use in promotion, social media, and educating your target market. Any donation will also automatically be issued a tax receipt, making your job even easier.

Offline Fundraising: you can also collect cash, pledges and cheques leading up to and at your event. All cheques should be made payable to BC Children's Hospital Foundation.

To ensure tax receipts are issued to those eligible remember to carefully record and track all donations and donor information. For more information on tax receipting please see our **Tax Receipting Guidelines**.

STEP 7 Promote your event

Promote your event as much as you can. Consider your audience and think of the best way to engage them. BC Children's Hospital Foundation is unable to contact the media on your behalf but we have created a Media Toolkit to help guide you in all aspects of promoting your event. Check out our full guide [here](#).

Logo Use and Guidelines

We are happy to provide you with BC Children's Hospital Foundation's "in support of" logo for use on your approved ICE's marketing materials and publications. For more information please see our [Logo Guidelines](#) [here](#).

**Please make sure your ICE application has been approved by the Foundation before you start using our logo for marketing and media purposes.*

STEP 8 Enjoy your event

- > Have fun! You are making a difference in the lives of BC's kids through your event.
- > Take pictures (your Foundation representatives would love to see them).
- > 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.

STEP 9 Wrapping up your 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.
- > BC Children's Hospital Foundation would be pleased to recognize your efforts in the following ways:
 - 1 An official letter to recognize your event's success (by request);
 - 2 A cheque presentation at the Foundation offices during business hours (9 am–5 pm). Please contact the ICE coordinator.

Please note that when dropping off your donation we won't be able to facilitate a hospital tour or meeting patients. Due to patient privacy and infection control, visits from the public are discouraged and hard to organize.



ADDITIONAL RESOURCES

Media Outreach Tips for ICEs

Media Advisory Template

Tax Receipting Guidelines