



# Foundation Event Toolkit

# CONTENTS

1. Why Your Support Matters
2. How SHNF Can Support You
3. Event Planning Checklist
4. Community Fundraising Ideas
5. Standards & Guidelines
6. Tax Receipting Guidelines
7. Social Media Guide

# WHY YOUR SUPPORT MATTERS

## ABOUT SCARBOROUGH HEALTH NETWORK FOUNDATION (SHNF)

Situated in one of the most diverse communities in the world, Scarborough Health Network Foundation raises funds for state-of-the-art medical equipment and building projects for Scarborough Health Network. Since its inception, the Foundation has worked with generous donors, volunteers and community members to raise the funds needed to help save lives, and support Scarborough Health Network's vision to be recognized as Canada's leading community teaching health network –transforming the health experience. The Foundation is fortunate and grateful to have the generous support from many patients, family members, staff, physicians, volunteers, community members and corporations.

## EQUIPMENT GIFT CATALOGUE

Blood Pressure Monitor- **\$5,062**



Hyper/Hypothermia Blanketrol- **\$13,350**



Operating Room Table -**\$51,750**



Cardio Vascular Ultrasound System- **\$176,650**



*\*Your event funds will be directed to the greatest need of the hospital as determined by Scarborough Health Network.*

## NEED SUPPORT?

Contact the Community Development Team at 416-281-7119.

# HOW SHNF CAN SUPPORT YOU

When planning an event on behalf of Scarborough Health Network Foundation, our Community Development team will work diligently to ensure you're getting the support and resources necessary to execute a successful event.

Here's a breakdown of what SHNF CAN and CANNOT provide:

## **SHNF CAN Provide:**

- An Endorsement Letter which you can show potential sponsors and/or donors to assist you with your fundraising
- A webpage that can assist you with fundraising \**Some conditions apply*
- A listing for your event on the SHNF Special Events Calendar on our website
- An approved SHNF logo which you can use on your materials
- Up-to-date information on SHN departments
- Advice, expertise and resources on event planning and social media strategies
- Charitable tax receipts according to the Canada Revenue Agency (CRA) rules and regulations

## **SHNF CANNOT Provide:**

- Funding or reimbursement for event expenses \**Some conditions apply*
- Mailing or email lists, such as donor lists and SHN medical staff lists

# EVENT PLANNING CHECKLIST

Planning an event can seem overwhelming...we're here to help!

Here are some tips and tricks on how you can host a successful event or fundraising campaign to support SHNF.



## DEVELOP A PLAN

Things to think about...

- ⇒ What type of event are you going to host?
- ⇒ Choose a date that works with your potential guests
- ⇒ Where will you host it?
- ⇒ What is your budget?
- ⇒ What is your financial goal?
- ⇒ How will you raise money?
- ⇒ How are you going to promote the event?
- ⇒ Do you need to establish a committee to help promote your event?



## SET A FUNDRAISING GOAL

Consider the cost of an Infant Bassinet (\$1,100) as your fundraising goal. Having a tangible goal helps connect your donors to the cause. Every donation helps



## CREATE A BUDGET

Creating A budget will help ensure that you cover your expenses, while keeping you on track to raise funds and successfully meet your financial goal



## REGISTER YOUR EVENT

Complete the SRHF Third Party Fundraising application form. Once registered, SRHF will provide you with resources and next steps

# EVENT PLANNING CHECKLIST



## STAY SOCIAL

Social platforms such as Facebook, Twitter and Instagram are great places to promote and celebrate the success of your event. This also encourages others to host events in support of SHNF. Remember to include the hashtag #SHNFoundation in all of your posts!



## FUNDS RAISED

Please submit your event proceeds and donations to SHNF within 60 days of your event.



## APPRECIATION

It's important to thank your guests, participants, sponsors, donors and supporters! Every donation counts and makes a meaningful difference in the lives of Scarborough community members

### FUNDS CAN BE SENT TO OR DROPPED OFF AT:

Scarborough Health Network Foundation  
Attention: Krishna Narine  
2867 Ellesmere Road  
Scarborough, ON, M1E 4B9

*\*All cheques must be made payable to Scarborough Health Network Foundation*

# COMMUNITY FUNDRAISING IDEAS

## COMMUNITY FUNDRAISERS

Car washes, BBQs, lemonade stands or bake sales are great ways to fundraise in your community! Making these an annual tradition builds community spirit.



## TOURNAMENTS

Whether it's a hockey tournament, golf tournament or board game tournament, these events are a great way to fundraise and raise awareness for SHNF!



## A-THONS

Walk-a-thons, bowl-a-thons, skate-a-thons and more are a great way to bring together a group of friends and fundraise together.



## WORKPLACE CAMPAIGN

Monthly giving, dress-down Fridays, or payroll deductions make charitable giving easy! Don't forget to ask if your workplace offers corporate gift matching.



## SCHOOL EVENTS

Schools are a terrific way to fundraise and motivate the next generation to practice philanthropy!



## SPECIAL OCCASIONS

During Birthdays and other special occasions, it's easy to ask your family and friends to donate towards SRHF in lieu of gifts!



# STANDARDS & GUIDELINES

To confirm your fundraising event on behalf of Scarborough Health Network Foundation (SHNF), you will need to review and sign off on the following documents:

1. Third Party Event Application Form
2. Third Party Fundraising Event Agreement

Once these documents are signed, you will have support and resources from our Community Development team and we will arrange an in-person meeting to further discuss your event!



## Have questions about your event or our standards and guidelines?

Contact Krishni Narine, Community Development Manager at 416-281-7119 or email [knarine@shn.ca](mailto:knarine@shn.ca)

Completed forms can be faxed to 416-281-7443 or dropped off at:

Scarborough Health Network Foundation

ATTN: Krishni Narine

2867 Ellesmere Road

Scarborough, ON, M1E 4B9

# TAX RECEIPTING

Scarborough Health Network Foundation is committed to following rules and regulations regarding the issue of official charitable receipts set out by the Canada Revenue Agency (CRA). This is also important to protecting our registered charitable status. Please speak with your SHN Foundation representative about tax receipting in relation to your event before discussing tax receipts with your supporters.

## Tax Receipting for Personal Donations

Personal donations are eligible for tax receipts when the following criteria are met:

- If money or a “pledge” is given to the Foundation, in the form of a cheque, credit card or cash donation
- The donation must be \$20.00 or greater
- No goods or services were received in return for that donation. Purchase of draw tickets, event admission tickets, registration fees, live and silent auction items are **NOT** eligible for official charitable tax receipts.

## Tax Receipting for Business

A Gift Confirmation acknowledges a corporate monetary donation, in-kind products and sponsorship from businesses and can be used to “write-off” the contribution as a legitimate business expense to reduce taxable profits at year end.

## Gifts in Kind (GIK)

Gifts in kind (GIK) are donations of goods (including merchandise) to the Foundation. When a GIK donation is secured for your event, this transaction must be documented. **Please note that we do not issue tax receipts for GIK donations.** Tax receipts cannot be issued for services provided, including: personal, professional, or legal services. For example, services such as printing, event planning, photography, web design, etc. are not eligible for a charitable tax receipt.

*Note: official charitable receipts dated for the year of your event can only be issued if all money and information is received by December 31st of that year.*

# SOCIAL MEDIA GUIDE



## FACEBOOK

- “Like” the SHN Foundation Facebook page “SHNFoundation”
- When you name Scarborough Health Network in your Facebook posts, type @SHNFoundation so we can be aware of all the great work you are doing
- When uploading images and videos of your event, be sure to tag them @SHNFoundation



## TWITTER

- Follow SHN Foundation at [https://twitter.com/SRH\\_Foundation](https://twitter.com/SRH_Foundation)
- In your tweets include @SHNFoundation or #shnfoundation so we will see your tweets
- Using #hashtags are a great way to track conversations on Twitter. Should your event warrant a unique hashtag, please let SHN know what it is



## INSTAGRAM

- Follow us <https://www.instagram.com/shnfoundation/>
- In your posts, be sure to include @shnfoundation or #shnfoundation so we can see them
- If your event has a unique hashtag, let us know so we can follow along and join in the conversation

**SHAPING THE FUTURE OF CARE**

**Thank you for supporting your Scarborough Health Network.**