

I Support
My
Scarborough Hospital

Third-Party Events Protocol

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THIRD PARTY EVENT POLICY

Scope and Application of the Program and Policies

The program and its policies must be approved by the Foundation Board of Directors and The Scarborough Hospital Board of Directors. It will be administered by the Foundation's Community Development Team. Any unique circumstances beyond this program must be reviewed and approved by the VP of Community Development and the Foundation CEO/President.

The following policy was created for the purpose of establishing expectations and roles for the Foundation and Third Party Event organizers. The policy is written for the internal use of Foundation staff and Board members. External communication of this policy should take place via the *Community Events Agreement*, which is attached.

Fundraising through special events is a great way to support The Scarborough Hospital (TSH) through The Scarborough Hospital Foundation (TSHF), an organization independent from the Hospital that raises and manages funds.

The Foundation recognizes and appreciates the significant contributions of community organizers who hold events on its behalf. Third party events help to not only generate revenue for TSH but also to raise public awareness of the role The Scarborough Hospital plays in the life of the diverse Scarborough community.

This document is designed to help clarify the following:

1. Respective roles in the planning and conduct of an event.
2. How funds raised by third party events are utilized by TSH in a meaningful way.
3. The Foundation's obligation to be accountable to its donors and supporters.
4. How third party event organizers are recognized for their contributions.

Definition of Third Party Events

Third party events raise funds to support The Scarborough Hospital – for both the Birchmount and General campuses. In doing so, they:

- must be compatible with our mission, vision and values;
- are publicly communicated as an event to raise funds for The Scarborough Hospital through the Foundation;
- are organized by external community members who are not volunteers or employees of the Hospital or Foundation;
- attract and provide access to constituencies the Foundation does not otherwise reach;
- require the third party event organizers to identify and solicit potential prospects for securing sponsorships, ticket sales, auction items and other means of generating revenue;
- must target audiences other than the Hospital's patients, physicians or suppliers; mailing lists are not available to Third Party Event organizers.

Examples of Third Party Events

Third party events can include but are not limited to such activities as:

- golf tournaments
- fashion shows
- bake, book, clothing or other such 'sales'
- concerts
- competitions or recreational activities where participants solicit pledges i.e. 'a-thons'
- dinners, wine tastings, and other such events upon approval by the Foundation in the manner described in this policy
- "a-thons" (e.g. walk, bike, bowl, yoga, skate, dance)
- afternoon teas
- barbeques
- galas
- international food fairs
- local talent nights
- spa parties

GUIDE TO THIRD PARTY EVENT PLANNING

Planning the Event

The following steps are helpful in planning a Third Party Event:

Brainstorm Ideas

Discuss different options with friends, family, co-workers and community members about what sort of event to hold.

Form an Event Committee

An event will take a lot of hard work and planning. The role of the committee is to oversee the organization of the activity or event. The recruitment of an enthusiastic team of people with different skills and experiences will help with various components of the event.

The number of volunteers will depend on the nature and the size of the event. Assign committee members tasks and responsibilities suited to their skills (e.g. recruiting event day volunteers, selling tickets or overseeing the décor), will ensure that no one person is over burdened. It is also a good idea to organize committee meetings leading up to the event so everyone knows what progress is being made.

If the committee members have organized an event for a number of years and find that they can no longer dedicate their time and efforts towards the initiative, have a succession plan in place so that other committee members or individuals can take over the position and duties. A succession plan identifies and prepares individuals through mentoring and training to replace key committee members enabling the fundraiser to continue and flourish under new leadership.

Set the Budget

Prepare a budget prior to moving forward with the event. Establish what the costs are going to be. Determining the budget will help in deciding whether the fundraising target is realistic and attainable as well as help to monitor the expenses.

Raising Revenue

Some ways of raising revenue at an event are:

- silent auction
- live auction
- ticket sales
- a percentage of food and beverage sales
- sponsorship
- pledge-based activity (e.g. head shave)
- donations
- sell an item (e.g. t-shirt or bracelets)

Target Audience

It is important to know who will attend and support the event. Make sure to think about who the audience is when choosing a venue, soliciting sponsorships, designing promotional materials, promoting the event as well as what prizes they would most likely bid on in a silent auction. Invite local dignitaries such as the mayor, local councillors, MPs and MPPs as well as community leaders and elders. These

people are eager for opportunities to attend public events to get to know their constituents. Having these guests attend is also a draw for members of the media. Visit the municipality's website to locate the appropriate contact information.

Set the Date

Schedule the event for a day that provides enough time to plan and promote it. For example, a golf tournament takes at least eight months to plan where a gala could require up to one year. Make sure the event is not competing with another event happening in the community.

Secure a Venue

Holding an event in an accessible location is crucial. Make sure it has all the venue has all that is required to ensure a successful event (e.g. kitchen, washrooms, audio/visual equipment, and shaded rest area with seating, parking, wheelchair accessibility and play area for children).

Save the Date Cards

As soon as the date, time and location of the event are known send out save-the-date cards to potential guests letting them know when to mark their calendars. Include as much information about the event as possible and mention it on the card. Follow up with potential guests at a later date with more event details. Save-the-date cards can be in a hardcopy or electronic format, depending on what you choose to do. When inviting local dignitaries such as the mayor, local councillors, MPs and MPPs as well as community leaders and elders, issue a save-the-date card well in advance so that staff members can log the event into the respective dignitaries' schedule.

Soliciting Sponsors

Approaching companies for cash sponsorships is a great way to help off-set the costs of the event. In this instance the company would give cash in exchange for promotional benefits (e.g. logo on signage or an event invitation). You can also solicit for in-kind sponsorships where a company would donate their goods and/or services (e.g. catering or printing services), in exchange for promotional benefits. You can then recognize the sponsors at different levels (e.g. creating bronze, silver and gold levels). It is helpful to know what benefits are being offered before approaching sponsors.

To begin soliciting potential sponsors, start by researching various companies and inputting their contact information into a spreadsheet. Once all of their information has been collected, make a connection via telephone or email to see if they would be interested in this opportunity; ensure the "pitch" is short and to the point. Follow up on sponsorship queries no later than ten business days. If they are interested, let them know you can send them more information as well as a formal sponsorship ask letter via mail or email. If they agree to sponsor the event make sure to send an agreement that outlines the details of the sponsorship so there is no room for misunderstanding. If sponsors for the event are secured, please contact The Scarborough Hospital Foundation. Don't forget to send them a post event sponsor thank you letter. Once sponsors are secured, please provide a written list to The Scarborough Hospital Foundation. Included in this package are example letters for a Sponsorship Ask, Sponsorship Agreement and Thank You Letter.

Event Logistics

Holding an event that is organized and well-run is crucial to making it successful. Be sure to develop a schedule or critical path document outlining key times, tasks and responsibilities which will help keep track of the necessary deliverables. A sample critical path has been included in this package to help you get started.

Registering the Event

Registering the event is quick and easy to do! Just follow the steps below:

Registration Process

Once an event concept has been decided, fill out the Community Events Agreement attached to this document or contact The Scarborough Hospital Foundation to obtain the package. Please complete the Community Events Agreement and submit it to the Community Development Officer at The Scarborough Hospital Foundation.

Once the Community Events Agreement is submitted to The Scarborough Hospital Foundation, the Community Development Officer will be in contact to discuss further. Prior to accepting a third party event, applicants must guarantee a minimum \$500 donation to The Scarborough Hospital Foundation for use and association of The Scarborough Hospital brand, logo and related trademarks.

The Scarborough Hospital Foundation can Assist in the Event by Providing:

- advice and expertise on event planning;
- online resources to help plan and run a successful event;
- The Scarborough Hospital Foundation logo or online banner, however materials must be reviewed by the Foundation before the logo is issued;
- a limited number of Foundation promotional items for the event (e.g. posters and brochures);
- a listing on the Foundation's online events calendar;
- a letter of support that validates the authenticity of the event for one year.

How We Can Work Together

TSH Foundation does not have sufficient resources to plan third party events; however TSHF can offer some advice and support. If the event is open to the public, TSHF will list the event on our website on the community events page. Due to the number of community events TSH Foundation is fortunate to be a part of, we are unable to do the following:

- share our mailing lists;
- provide volunteers to staff the event;
- pay for any supplies, mailings, costs associated with the event;
- sell tickets to our staff, physicians or board members.

Marketing and Promotions

The Scarborough Hospital Foundation must first approve all printed materials, including press releases that mention The Scarborough Hospital or The Scarborough Hospital Foundation name. Only Hospital and Foundation logos approved and provided by the Foundation may be used. It is important that The Scarborough Hospital Foundation name and logo be used according to Foundation guidelines on all promotional materials.

The Scarborough Hospital Community Events Process

A Community Events Agreement must be completed and submitted to determine if the event is within TSH Foundation guidelines, and workable within its existing calendar of events.

TSH Foundation can only accept events that reflect compatibility with our mission, vision and values.

Special events and fundraising efforts conducted to benefit TSH Foundation must adhere to the following guidelines:

- Expenses must be covered through the funds raised. TSH Foundation cannot provide funding or cover any costs incurred through the event.
- A donation solicited on behalf of TSH Foundation, either goods or cash, is tax deductible only when it is made directly and entirely to TSH Foundation. TSH Foundation can determine what types of gifts are considered tax deductible prior to solicitation or promotion. This information must be made clear in promoting the community event.
- Clarify the allocation of proceeds from the event--whether TSH is receiving all, or a portion only, of the monies received. This information must be made clear in all public communications about the event. Organizers must also state the date TSH Foundation will receive the donation.
- TSH Foundation must approve any promotion of the event/campaign mentioning or including TSH name or logos prior to printing or releasing.

- When a portion of the charge or suggested donation to the participant in a community event is not tax deductible a statement must be included in all appropriate materials.
- Recognition of the efforts and generosity will be based on the net revenue actually donated to the Foundation.

All community events are considered individually, however the following events are generally unacceptable:

- events that require TSH Foundation to sell tickets, coupons etc.;
- events that require any attendance from TSH staff, volunteers or response from our mailing list in order to generate the majority of revenue other than a cheque presentation;
- ongoing events promising a percentage of profits to TSH unless documented and verified.

What The Scarborough Hospital Foundation Cannot Provide at the Third Party Event:

- funding or reimbursement for event expenses mail or email lists (e.g. donor, sponsors, corporate and/or staff lists);
- any promotion or advertising of the event except for on the online events calendar; this includes writing and issuing media releases on behalf of the third party event, requesting media (e.g. journalists or television cameras), to be present at the event, booking advertising space in publications or online and distributing flyers;
- attendance of staff or volunteers at the event (except a cheque presentation);
- gaming licenses (e.g. bingos or raffles);
- Special Occasions Permit (liquor license);
- prizes, auction items or awards;
- event insurance or permits;
- administrative services.

The Scarborough Hospital Foundation Logo and Online Banner

For Third Party Event activities The Scarborough Hospital has a logo and online banner that can be used for the event. All logos are available, upon request, for Foundation approved activities or events.

To obtain the logo or online banner, contact The Scarborough Hospital Foundation at 416-431-8130. Please allow up to ten business days for the use of logo approval requests.

Once logo requests have been approved, in accordance with The Scarborough Hospital Foundation brand guidelines, please do not alter, distort, substitute, re-create or resize/rotate the Foundation logo or online banner in any way.

Designing the Promotional Materials

There are many graphic design programs that can be used to create promotional materials. Make sure that the message is clear and concise. Please keep the following tips in mind when designing the materials.

In order to help create an informative and appealing promotional piece (e.g. a poster or flyer), please remember to include the following:

- event name
- date of event

- time
- location (including street address)
- ticket price and where to purchase tickets, if applicable
- brief description of what the event is and what it includes (e.g. entertainment, silent auction and/or dinner).
- contact number and/or website URL for more information

Below are some style guide tips that can be considered when designing the promotional materials:

- please put brackets around the area codes of regular phone numbers and a dash only before the last 4 digits (e.g. (613) 723-1744)
- please do not include “th” or “rd” or “st” endings on dates. (e.g. Saturday, July 1, 2007)
- for the time, use periods and ensure letters are lower case (e.g. 8 p.m. or 8:00 p.m.)

Using Materials to Promote the Event

To generate awareness and excitement about the event, design and create promotional material that appeals to the target market. It is important to think about what media will be used to promote the event.

There are many ways to publicize the event. Place the materials where they can generate interest in the event among the target audiences that is being reached. Consider the following:

- local businesses such as retail stores or restaurant windows (with owner’s permission);
- community calendars or other websites;
- information bulletin boards (e.g. community centres, libraries, malls, schools, local service groups and/or workplace);
- newsletters published by hospitals, churches, schools, service clubs or business bureaus;
- sending the promotional materials via email (in a PDF format) to family, friends and co-workers;
- starting a Facebook group and promoting it within the Facebook community;
- create a webpage and raise funds online through our [Personal Fundraising Pages](#) website.

The Scarborough Hospital Foundation Promotional Materials

For the upcoming activity or event, the Foundation can provide the following promotional items:

- posters
- brochures
- donor forms
- banners (as appropriate)

Event Tips:

Below are some event day tips to ensure the event is a success. Remember to relax and have fun!

- Make sure there is enough time to set-up the event space (e.g. hang signage, put linens on tables and arrange the silent auction table), before the guests arrive. Nothing will frustrate the guests more than attending a disorganized event.
- Don’t forget to place directional signage around the event location so guests can easily find the washrooms, registration desk or exits.
- Have a contact list (including names and phone numbers) handy for key event committee members, volunteers and suppliers.

- Bring an “event box” with supplies including pens, markers, tape, stapler, scissors, highlighters, blank paper, string, push pins, first aid kit, calculator, cash box and credit card machine with slips, as they might be needed.
- If the event space is quite large make sure there is another person helping to ensure all goes smoothly, consider using walkie-talkies or cell phones to communicate with one another.
- Make sure to personally thank the event committee members, participants, volunteers, sponsors and donors at the event. They will appreciate it!
- Make sure to have someone watching the cash/cheque box at all times and to safe guard the funds, please deposit them right after the activity or event.
- If the event follows a schedule, be sure to adhere to it.
- If the event is an outdoor event have a 'Plan B' in case it rains.

Media Relations

No matter the size of the activity or event, the media are an excellent means for informing the general public about the event. It is possible to achieve coverage of the event without spending money on advertising. Media often have a mandate to cover stories and or events at the local and community levels.

Media relations activities can be divided into three parts:

- pre-event section includes tips and media advisory information
- day of the event
- post-event

Pre-event Media Relations

To begin, research the types of media to approach. Remember who the target audience is and what types of media they consume.

Consider the following:

Media type	Contact person title
Community radio stations	News Director
Local television stations	Assignment Editor, News Director
Local daily newspapers	News or City Editor
Community newspapers	Editor in Chief
Newsletters: schools, churches, libraries	Newsletter Editor
Community message boards or websites	Webmaster

Tips for Approaching and Handling the Media:

- Get to know various media contacts - find out the best time to reach them. For most media, the best time is before noon as they are dealing with deadline pressures in the afternoon. Also ask media contacts when their deadlines are and how they prefer to receive news advisories (e.g. via email or fax).
- Designate one person from the event committee to be the main media contact. This person will send out the media advisory, coordinate interview requests and be the on-site contact during the event.

- Also designate an event spokesperson, if different from the media contact person. This person should be comfortable speaking in public and dealing with the media.

Assign a volunteer who has a knack for photography to take pictures at the event.

- Make sure to create an interesting news angle when pitching the event to an editor or reporter.
- Here are some examples of what makes a story newsworthy:
 - event is good community news
 - event organizer’s reason for holding the event, could make for an interesting human interest story
 - presence of high profile attendees.
- If there isn’t an “angle” that is newsworthy, set up a photo opportunity. Think of creative ways to have the subject of the shots do something active.
- Approximately one month to two weeks prior to the event, send out a one-page media advisory to the list of media contacts.
- Follow up with the media contacts by phone one day later, to ensure they received the advisory and to assess their level of interest in covering the event.
- Do not forget to invite local dignitaries such as the mayor and local councillors. Having these guests at the event is a draw for members of the media. Please visit the municipality’s website to locate the appropriate contact information.

Media Advisory

When preparing a media advisory it is important to make the content interesting and accurate. Be sure to include a catchy headline, so that it immediately grabs the editor/reporter’s attention and creates an interest in covering the event.

Proofread for spelling and grammatical errors.

Keep the media advisory length to one page, including only concise information.

The advisory should address the 5 W’s and an “H” – who, what, when, where, why and how.

Include:

- correct date and time
- essential information about the event
- a phone number and/or webpage address for more information
- full names, titles and affiliations of the people mentioned
- a paragraph that describes The Scarborough Hospital Foundation – known as a “boiler plate”

Day of the Event Media Relations

Ensure the main media contact is on-site and accessible to coordinate media requests for interviews or photo opportunities.

Ensure the volunteer photographer is on-site and able to get a large quantity of event pictures (e.g. action, staged and/or dignitary shots).

Post-event Media Relations

Sometimes community media do not have the resources to send someone out to cover each event. An effective solution to this problem is to send one or two of the best photos the volunteer photographer has taken to the media with a short paragraph detailing the number of event participants, total funds raised, the recipient of the funds and other pertinent information.

Thanking and Recognizing the Supporters

Everyone loves to be thanked for a job well done! Make sure to recognize and thank the committee members, participants, sponsors and volunteers, during or immediately following the event. Mentioning them publicly in a speech, sending them a thank you card or letter or purchasing a small token of appreciation will let them know how much they are appreciated for their contribution, dedication and support.

Feedback

Survey for event organizers:

Thank you for organizing an event to benefit The Scarborough Hospital Foundation! Feedback is important to us and we welcome your input.

COMMUNITY EVENTS AGREEMENT

Organizers are required to review and sign a Community Events Agreement that will help define the roles and responsibilities to be undertaken by the organizers and the Foundation. Recurring third party events require an agreement with the Foundation each year.

Budget and Expenses for Third Party Events

Organizers are required to provide an estimated budget two months after the submission of the Third Party agreement. It will also outline:

- The allocation of proceeds from the event; that is, whether TSHF is receiving all, or a portion only, of the monies received. This information must be made clear in all public communications about the event.
- The estimated proceeds net of expenses that are to be received by the Foundation. Organizers must also state the date TSHF will receive the donation.
- Clarify that TSHF can not incur any expenses or provide funding to cover expenses.
- Any expenses incurred by the Hospital or Foundation or their staff to support or administer to the event will be deducted from the revenues generated by the event. These expenses will not affect receipting.
- Complementary participation (admission/tickets/table seating) for representatives of the Hospital and Foundation required to attend the event as part of their duties will be required.

Marketing/Promotions

Organizers are required to inform and receive approval and/or guidance from TSH Foundation with regards to:

- Any public communication of an event mentioning TSHF.
- Usage of names and logos of the Foundation and Hospital in relation to the event. Please note that organizers cannot alter colours, distort sizing nor change the logos in any way.
- Internally, TSHF can provide publicity for events through the Hospital bulletins and newsletters. The Foundation will be responsible for the distribution of promotional materials at the Hospital.
- Advertising and publicity/media relations: we can provide samples of media advisories and lists of media contacts.
- Production and distribution of printed materials relating to the event, including posters, brochures, pledge forms and signage must be approved prior to creation and distribution. Community distribution is the event organizer's responsibility.
- The wording to be used in any printed material or publicity regarding the use of funds generated by the event must be approved.

Designation and Disbursement of Funds

The Scarborough Hospital Foundation follows these principles regarding the designation and disbursement of funds raised by third party events:

- If a Third Party chooses to raise funds for a particular area in the Hospital, the designation will be communicated publicly throughout the promotion of the event.

- Disbursements are made in response to grant requests approved by the Board of Directors, as recommended by the Finance and Investment Committee.
- If no designation is requested, the funds raised will be held in the Foundation's Unrestricted Funds. These are disbursed by the Board of Directors through the Foundation's annual granting process.
- If the amount raised at an event exceeds funds required within the area of designation, the excess funding will be held in a fund restricted for use in that area of care and disbursed through the granting process.

Recognition

The Foundation will recognize all donations in accordance with the Donor Recognition and Naming Opportunities Policies (approved September 2009). Recognition and naming will be available based on the net revenues actually received by the Foundation which will determine the resources directed to recognize the gift. This includes the level of participation in Third Party Events by members of The Scarborough Hospital and Foundation.

Complementary participation (admission/tickets/table seating) for representatives of the Hospital and Foundation required to attend the event as part of their duties will be required.

Third Party Event organizers will also be responsible for recognition for their own donors, participants and sponsors.

Volunteers

Volunteers are essential to planning, organizing and executing a successful activity or event. Recruiting volunteers who are friendly, courteous and knowledgeable will make a lasting impression on the guests.

To recruit volunteers for the event, consider a post on a website, community message board and/or local paper or through word-of-mouth. Make sure to train the volunteers so they know where key amenities are such as locations of washrooms, refreshment stands and registration tables. Be sure to give the volunteers two to three speaking points about The Scarborough Hospital Foundation so they know about the cause for which they are helping to raise funds. Please note that The Scarborough Hospital Foundation cannot guarantee that they can provide event day volunteers for third party events as there are a number of events and activities our volunteers are already involved with.

Terms and Conditions

Organizer(s) hosting an independent event to benefit The Scarborough Hospital Foundation, agree to abide by The Scarborough Hospital's values and the rules and requirements outlined by the Canada Revenue Agency, Donor Bill of Rights, the Ethical Fundraising and Financial Accountability Code, The Scarborough Hospital Foundation Privacy Policy and the following terms and conditions:

Financial and Insurance:

The Foundation will not lend or reimburse or be responsible for any financial losses or unsettled accounts should the event not succeed financially. The Scarborough Hospital Foundation will not underwrite or insure any Community Partnership Events.

Liability:

The event organizer(s) will not hold The Scarborough Hospital Foundation responsible for any and all actions, causes of actions, claims, damages, losses, injuries, expenses, costs (including legal fees),

charges and liabilities arising out of or in connection with the management and holding of a third party event.

Right of Refusal:

The Scarborough Hospital Foundation reserves the right to refuse or relinquish any involvement in a Third Party Event that does not meet with its approval without any liability or obligation.

Licenses and Fees:

Events organizer(s) must obtain and pay for their own licenses or permits (e.g. Special Occasions Permits or event permit), if required, and ensure they conform to all government regulations (federal, provincial and municipal).

Alcohol:

If alcohol is to be served at the event, a Special Occasions Permit (SOP) must be filled out. This form is available through the Alcohol and Gaming Commission of Ontario (<http://www.agco.on.ca>). Liquor must be served in designated areas, with food and where no individual under age 19 is permitted. Please advise the guests to “drink responsibly,” and have alternative non-alcoholic beverages available. Providing taxis or designated volunteer drivers at the end of the event will provide alternative transportation options for those who have consumed alcoholic beverages.

Dietary Restrictions:

Be proactive and ask the guests prior to the event if they have any medical restrictions, allergies or laws they follow (e.g. lactose intolerant, vegetarian, Kosher or Halal).

Event Revenue Submissions:

All proceeds from an event must be submitted within 30 days to the Community Development Officer at The Scarborough Hospital Foundation.

Event Cancellation Policy:

Event organizer(s) must notify The Scarborough Hospital Foundation if the event is cancelled or postponed.

TSHF Logo:

The Scarborough Hospital Foundation logo:

No promotional or wearable materials including collateral, advertisements, t-shirts, publicity and/or media communications bearing the TSHF logo will be printed or displayed without The Scarborough Hospital Foundation prior review and approval. Please note this may take up to 5 business days.

Promotion:

It is the responsibility of the Event Organizer(s) to promote their event. The Foundation cannot provide any promotion or advertising of the event. This includes writing and issuing media releases, requesting media (e.g. journalists or television cameras) to attend an event, booking advertising space in publications/online or distributing flyers.

Sponsorship:

Any sponsors participating in a Third Party Event must comply with The Scarborough Hospital Foundation mission, vision and values and business practices. The Foundation will not solicit or

approach donors, sponsors, supporters or corporations on behalf of the Event Organizer(s). The Foundation will not provide contact or email lists. The Scarborough Hospital Foundation has the right to refuse approval of sponsors as per our Hospital Foundation Acceptance Policy.

Tax Receipting:

TSH Foundation is a registered charity and is eligible to issue tax receipts. Based on the following rules and regulations that have been developed by the Canada Revenue Agency and as a registered charity the Foundation must adhere to these rules in order to maintain the charitable status of The Scarborough Hospital Foundation. If you have any questions about the following information, please contact The Scarborough Hospital Foundation.

The Scarborough Hospital Foundation can issue income tax receipts under the following conditions:

Pledges and Donations:

Tax receipts can be issued to event participants and donors following the event, if the Foundation is provided with a list of names and addresses (including postal code) of the individuals to be receipted, as well as the amounts (more than \$20.00). In addition, the total funds donated must equal or be in excess of the amount to be receipted.

Tickets:

If planning an event where tickets will be sold (e.g. gala or dinner/dance), contact TSH Foundation offices prior to setting the ticket price to ensure all Canada Revenue Agency guidelines are met. Please note the value of the tax receipt to be issued will be determined after the event. The receipt value depends on factors such as ticket price, meals, complimentary items or giveaways and door prizes.

The Scarborough Hospital Foundation cannot issue tax receipts for:

In-kind sponsors who donate products (e.g. food or items for a silent auction) and receive promotional benefits will not be eligible for a tax receipt. Please note that if no promotional benefits of any kind are given, they may be entitled to a Letter of Acknowledgement.

Donated services such as hiring someone/thing for an event (e.g. tent set-up or entertainment) or funds raised through product sales (e.g. t-shirts).

For additional receipting information on tax receipting guidelines, please contact The Scarborough Hospital Foundation office or visit the Canada Revenue Agency website at www.cra-arc.gc.ca.

Income tax receipts are issued to donors who make gifts to charities. A gift is a transfer of property (usually cash), where the donor receives no benefit in return. The donor is the source of the gift and cannot designate someone else to receive the benefit.

Photos/Video:

The Scarborough Hospital Foundation has permission to use any photographs or video of a third party event that are submitted by the event organizer or taken by a Foundation representative for recognition or promotional purposes in any media and territory in perpetuity.

Representation Requests:

While The Scarborough Hospital Foundation will try to accommodate requests for a Foundation representative or speaker to attend an event or cheque presentation the Foundation cannot guarantee availability.

The Scarborough Hospital Foundation Privacy Policy:

The Scarborough Hospital Foundation is committed to the privacy of personal information and acts in accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA). All donors', volunteer and participant personal information is and remains the property of The Scarborough Hospital Foundation.

It is the responsibility of the Event Organizer(s) to inform their event donors of The Scarborough Hospital Foundation Privacy Policy. To find out more information, you can reach our Privacy Office at privacy@tsh.to or by calling 416-431-8200 ext.6664. A copy of our privacy policy can also be viewed online at www.tsh.to.

The Ethical Fundraising and Financial Accountability Code (EFFAC):

The Scarborough Hospital Foundation has adopted the Ethical Fundraising and Financial Accountability Code. In adopting the code The Scarborough Hospital Foundation has committed to respecting donors' rights to truthful information, privacy, responsible management of funds and accurate financial reporting. For more information about the Ethical Fundraising and Financial Accountability Code please contact The Scarborough Hospital Foundation office.



The Scarborough Hospital Foundation

Community Events Agreement

Contact Information: _____

Company Name: _____

Address: _____

City/Province/Postal Code: _____

Phone: _____

Fax: _____

Email: _____

Contact Name: _____

Contact's Phone/Email: _____

If there is more than one contact, please feel free to detail his or her role. This allows us to avoid any miscommunication and helps us to respond to the requests as quickly as possible.

Event Description:

This information allows us to track our relationship with you as an active fund-raiser and volunteer. Additionally, it alerts our Accounting Department that a cheque will be received within a certain period of time, ensuring the money you worked so hard to raise is received and accounted for appropriately.

Please describe the special event: _____

Date(s): _____ Time: _____

Location & Address: _____

Have you organized a community event previously? _____

Will this be an annual event benefiting TSH Foundation? _____

Explain where contribution is to be directed at TSH: _____

Ticket Sales/Entry Fee Silent Auction Vendor Sales _____%

Raffle Donations Other, please specify _____

*Please be specific, including percentages if available. When organizing a raffle or silent auction, please check with TSH Foundation office so as to observe provincial licensing requirements and to determine how to appropriately solicit donations if using TSH name.

What are the anticipated revenues from the event? _____

Letter for Event Organizer

Dear Event Organizer:

Thank you for your interest and consideration to host your own event in support of The Scarborough Hospital Foundation.

The Scarborough Hospital Foundation is a community-based organization of staff and volunteers whose mission is to enable The Scarborough Hospital to achieve its full potential.

In 2008/09 *Partnerships* programs accounted for 10% of our annual Fund Raising Objectives. These important funds enable the Scarborough Hospital to continue to:

Offer vital support services for people living in the community of Scarborough.

The following package contains an **Event Application Form** as well as **Terms and Conditions** outlining important information about holding an event to benefit "The Scarborough Hospital Foundation."

We ask that you kindly complete the application and submit it to the attention of the Vice President of Community Events at The Scarborough Hospital Foundation.

Once your event is approved we can provide you with the following advice and expertise on event planning:

- On-line resources to help plan and run a successful event
- Letter of Support that validates the authenticity of the event for one year
- Proud Supporter logo (for promotional materials)
- Proud Supporter online banner logo (for websites only)
- The Scarborough Hospital representative to attend event (subject to availability)
- Tax receipts (if applicable)
- Listing on the Foundation's online events calendar (subject to timing)

By hosting your own event you can become a "Proud Supporter" and help make The Scarborough Hospital the best in Community Care!

Sincerely,



**The Vice President of Community Development
The Scarborough Hospital Foundation**

3050 Lawrence Avenue E
Medical Mall, Suite 310A
Scarborough, ON M1P 2V5
Telephone: (416) 431-8130
Fax: (416) 438-8312
Email: foundation@tsh.to
www.tsh.to

Event Application Form

Your Contact Information:

Are you organizing this event as: Individual or Business

Business name: _____

Organizer name(s): _____

Address: _____

City / Province / Postal Code: _____

Home telephone or cell: _____

Business telephone: _____

Fax number: _____

Email: _____

Note: if you are under the age of 18, please have a parent or guardian complete and sign this form.

Secondary Contact Information:

Name(s): _____

Home telephone or cell: _____

Email: _____

Tell us about your event:

1. Event name: _____ Event date: _____

2. Event venue and location: _____

Note: please consider a contingency plan in the event of weather or other issues that may arise

3. Please provide a brief description of your event:

4. Expected number of event attendees: _____

5. Is this a new event? Yes No

6. Is this an annual event? Yes No If yes, number of years with The Scarborough Hospital Foundation: _

7. Event type: A-thon (e.g. walk, swim) Gala Golf Tournament Tournament (e.g. basketball, soccer)
 Other (please specify): _____

8. What is your revenue goal? \$ _____

9. What proceeds will be donated to the The Scarborough Hospital Foundation?

All proceeds (no expenses to deduct from amount raised)

Net proceeds (all proceeds minus expenses from the event)

Partial proceeds (e.g. \$2 from every ticket sold will be donated)

Partial proceeds with more than one beneficiary of funds raised (e.g. another charity). Please provide name(s) of other beneficiaries: _____

NOTE: All promotion/advertising for the event must clearly indicate the exact portion of proceeds (e.g. all, net or partial) to The Scarborough Hospital Foundation

10. How are you planning to raise revenue: Ticket sales Donations/pledges Silent Auction

Other (please specify): _____

11. Does your event require tax receipts? Yes No

NOTE: Please see Terms and Conditions for more information about tax receipting.

12. Do you have a previous relationship with The Scarborough Hospital Foundation?

13. Why have you decided to raise funds for The Scarborough Hospital Foundation?

Promotion:

14. How are you planning to promote your event? Please identify the types of materials you plan on developing: Poster Flyer Brochure Website Other (please specify): _____
15. I am requesting to use the Proud Supporter logo: Yes No
16. I require a Letter of Support: Yes No
17. I am requesting following materials (please include desired quantities): Posters _____
Pledge sheets _____ Large Banner _____
18. Would you like your event listed on our website? Yes No

Sponsorship:

19. Do you plan to contact any individuals or companies for sponsorship? Yes No
If yes, please list them below:

Other:

20. How did you hear about the *Community Partnerships* Program? Website Brochure Event Calendar
 Advertisement Word of mouth Other, please specify _____
21. The Scarborough Hospital Foundation may contact you about other ways in which you can help. Would you like to receive this type of communication? Yes No

By submitting this event application with my name and/or signature I have read, understand and agree to the attached *Community Partnerships* Terms and Conditions.

Please note: this application must be submitted to the Director of Community Development for review and approval. The Foundation representative will contact you to confirm approval and review any details.

Organizer(s) signature: _____
Date submitted: _____

Thank you!

Sponsorship Ask

Date

Mr. Potential Sponsor

Title

Company Inc.

Street

Town, Ontario M5T 2S3

Dear Mr. Sponsor,

On *Date*, we will host the third annual *Event Name*, in *Town* at *Time* to benefit The Scarborough Hospital Foundation.

I am writing to you with an opportunity for *Company Inc.* to join us in supporting The Scarborough Hospital Foundation. The *event name* will provide an exciting setting for you to promote your products and services as well as connect with the community.

Event Name started in 2005 as a way for us to support The Scarborough Hospital Foundation by donating the proceeds to The Scarborough Hospital – which serves over a half a million people of 25 distinct ethnic groups speaking 48 different languages.

Attended by 200 corporate and community guests paying \$xx a ticket, this sold-out event features delicious food, fabulous musical entertainment and a silent auction. Last year the event raised \$xxxx to benefit the The Scarborough Hospital's ___ Unit. This year our goal is to reach \$XX.

I would like to invite *Company Inc.* to join *Event Name* as the food sponsor by providing a variety of appetizers. In recognition of your support, we can offer you the following benefits:

- Corporate recognition on signage placed throughout the venue
- Promotional materials (including business cards) on tables
- Public mention in a speech
- Opportunity to elevate your profile in the community

I would be pleased to meet with you to discuss this opportunity further. I will contact you during the week of February 11 to follow-up. Thank you for your consideration and I look forward to speaking with you soon.

Sincerely,

Ms Smith – Event Organizer

Event Name

Ms.smith@gmail.com

Sponsorship Agreement

Date

Mr. Potential Sponsor

Title

Company Inc.

Street

Town, Ontario M5T 2S3

Agreement for: *EVENT NAME*

Dear Mr. Sponsor,

I am delighted that *Company Inc.* will participate as a sponsor for the third annual *Event Name* happening on *Date and Time and Location*.

Your participation will help us to raise important funds for The Scarborough Hospital Foundation. The following letter outlines the details of the sponsorship.

As a sponsor of *Event Name*, *Company Inc.* will provide various meat and vegetarian appetizers for 100 guests. As per our conversation on March 15, 2008, *Company Inc.* will also provide the rentals required to heat and serve food.

In recognition of your donation, *Event Name* will provide the following benefits:

- Corporate recognition on signage placed throughout the venue
- Promotional materials (including business cards) on tables
- Public mention in a speech
- Opportunity to elevate your profile in the community

If you are in agreement, please sign in the space provided below and return a copy to my attention at 416.xxx.xxxx. If you have any questions, please feel free to contact me. Thank you for your support!

Sincerely,

Ms Smith – Event Organizer

Event Name

Ms.smith@gmail.com

Mr. Sponsor Date

Company Inc.

Thank You Letter

Date

Mr. Potential Sponsor

Title

Company Inc.

Street

Town, Ontario M5T 2S3

Dear Mr. Sponsor:

On behalf of all of the Committee, staff and volunteers of the third annual event, **thank you** for your remarkable support. With your dedicated participation we raised a record-breaking **\$xxx.xx** for The Scarborough Hospital Foundation.

Your valuable contribution enhanced the festivities and helped to make this our most successful event to date.

The proceeds raised at the event go directly to funding The Scarborough Hospital Foundation.

The Scarborough Hospital Foundation is a not-for-profit public foundation governed by an independent Board of Directors whose purpose is to support The Scarborough Hospital and its affiliates. Funds raised support capital projects, patient programs, medical equipment, innovation, research and education.

We thank you for your support!

Sincerely,

Ms. Smith – Event Organizer

Event Name

Msmith@gmail.com

