

Community Event
Fundraising toolkit

2016

Holland Bloorview

Kids Rehabilitation Hospital Foundation

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About Holland Bloorview

Holland Bloorview Kids Rehabilitation Hospital

Holland Bloorview Kids Rehabilitation Hospital is Canada's largest children's rehabilitation hospital focused on improving the lives of kids with disabilities. Holland Bloorview is a global leader in applied research, teaching and learning, and client and family centred care. The hospital is a provincial resource transforming care for children with cerebral palsy, acquired brain injury including concussion, muscular dystrophy, amputation, epilepsy, spina bifida, arthritis, cleft-lip and palate, autism and other physical and developmental disabilities. Our vision is to create a world of possibility for kids with disabilities.



Help kids like Imaani

Imaani might be the only four-year-old with his own army.

Our family calls my son's team of speech therapists, physiotherapists, occupational therapists and other staff at Holland Bloorview Kids Rehabilitation Hospital "Imaani's Army."

Imaani has cerebral palsy after blood stopped flowing to his brain briefly before he was born. Despite this, it's clear that Imaani wants to express himself – he has a lot he wants to say.

Holland Bloorview is making that happen by teaching Imaani how to communicate.

He first learned to share his needs and wants through sign language and by using a Picture Exchange Communication System (PECS). This is a tool that lets him express himself through a collection of basic images.

But staff soon noticed this wasn't enough.

Staff from Holland Bloorview's Communication and Writing Aids Department came to our home and let Imaani experiment with a variety of communication tools such as special books and computer programs. He now has his own assistive communication device that he uses to help him speak.

With help from a speech therapist, Imaani is beginning to pronounce words on his own. It never gets old to hear Imaani clearly say "I love you" and he giggles with pride when he asks to read his favourite book, *Green Eggs and Ham*.

With all of these different skills combined, Imaani has found his voice. As a mom, it's amazing to see my son put sentences together to express his emotions and feelings. He gets so excited telling me stories about his day.

We are discovering Imaani's sense of humour as well as his drive to figure things out for himself.

Gradually and steadily, he's getting more confident. Imaani is more involved with his peers and having more fun. He's even starting to pick up expressions like "What's up?" and "That's cool!"

Imaani has so many goals and dreams for his future. And with his Holland Bloorview army by his side, I know there's no barrier he can't crush. I can't wait to hear what he has to say next!.

– **Kate**, Imaani's mom



Why your support matters

When you make a donation to Holland Bloorview, you are supporting the hospital's highest priority needs. These include life-changing treatments and therapies for kids with autism, acquired brain injury, cerebral palsy and other physical and developmental disabilities, as well as programs like arts, music, life skills and respite care. Your support will create a world of possibility for kids with disabilities.



ADVANCING AUTISM RESEARCH

Exploring the cause and treatment of autism to help kids and their families.



SUPPORTING FAMILIES

Providing parents with the emotional and financial relief they need through respite, quality of life programs and peer support.



GIVING TEENS LIFE SKILLS

Helping give youth the tools, self-confidence and independence to pursue their dreams.



FOSTERING MOBILITY

Helping kids get active through physiotherapy, mobility devices and prosthetics.



HEALING WITH CREATIVE ARTS

Encouraging expression and building self-esteem through art and music therapy.



HELPING KIDS COMMUNICATE

Giving kids with disabilities a voice through speech therapy and communication devices.

Community event ideas

TOURNAMENTS



Golf, dodgeball, curling or board games. Any sport or game can become an excellent tournament event.

COMMUNITY EVENTS



You can fundraise by having a bake sale, lemonade stand, garage sale or car wash. You can turn any event into a fundraiser and invite your co-workers, classmates, neighbours and friends to participate.

A-THONS



You can skate, wheel, run, jump or bowl. Turn any fun activity into a fundraising event by asking friends and family to donate.

SPECIAL OCCASIONS



Ask friends or family to make a donation in lieu of gifts for birthday, graduations or special occasions. You can set up your own fundraising page and collect donations online.

SCHOOL EVENTS



You are never too young to practice philanthropy, compassion and empathy. Consider donating to Holland Bloorview Kids Rehabilitation Hospital Foundation at your next school event.

WORKPLACE



Consider encouraging your workplace to sign up for payroll deductions, dress down days or have staff events. Ask your employer if they will match donations made.

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- Community events are planned and organized by caring individuals and groups from communities across the GTA and Ontario who want to support Holland Bloorview Kids Rehabilitation Hospital Foundation.
 - 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!
 - 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.
 - Perhaps you have had a meaningful experience at Holland Bloorview Kids Rehabilitation Hospital or know someone who did, or you simply want to make a difference for our kids and families.
 - With time, teamwork and fun, you can create a world of possibility for kids with disabilities!
-

How we can support you

We can provide:

- A dedicated staff member to answer questions and provide support.
- A dedicated online fundraising page for direct donations and ticket purchases.
- Fundraising tools like donation forms, pledge forms, accounting forms and sponsorship package templates.
- Promotional materials that support your fundraising efforts such as newsletters, posters, videos, our logo and photos which will be emailed upon confirmation of your event.
- Promotion of your event on our website and through our social media channels.
- Volunteer support on the day of your event. Level of support will vary based on your fundraising goals.
- Attendance of a Holland Bloorview child and family who can share their story with your attendees, when possible.
- Tax receipts for eligible gifts.
- A letter of acknowledgement for approved events. This is a great tool to help you solicit donors and sponsors.
- Post-event support including thank you letters for event supporters and donors, accounting support for financial summaries and appropriate recognition for the event.

Things to consider:

**We are thrilled to support your upcoming event!
However, please keep in mind, we will be unable to offer support in the following ways:**

- Purchase items to resell.
- Provide administrative and event planning support, though we are happy to provide a list of preferred event suppliers.
- Application for gaming and liquor licenses i.e. bingos, raffles, or insurance.
- Provide our donor, sponsorship or volunteer lists for third party use.
- Hold fundraising events at the hospital.
- Reimbursement for expenses related to your event.
- Assistance with ticket sales or securing sponsorship.
- Access to celebrities or media.
- Insurance coverage for your event.
- Issue tax receipts other than as outlined by Canada Revenue Agency guidelines.

Contact Paige Cunningham at pcunningham@hollandbloorview.ca for tools to help you with budgeting, planning and running a successful fundraiser.



Getting started

Step 1: Create a plan

Things to think about:

- What type of event do you want to host?
- Where and when will it take place?
- Who will you invite?
- What is your financial goal?
- How do you hope to raise money?
- How will you promote your event?
- Do you need a committee?
- Will you require any licenses (lottery, city permits, SOP)?

Step 2: Set a fundraising goal and create your budget

All events have some expenses. Use our budget tools to help you reach your financial goals and stay on track. A link will be sent to you once you register your event that will include many great resources..

Step 3: Register your event

Fill out the application form at the back of this toolkit and submit to Paige Cunningham either in office or via email or register online [here](#). Once you register, you will have access to special tools and resources from Holland Bloorview Kids Rehabilitation Hospital Foundation.

Step 4: Have your event

Ask us for resources to help you as you plan your event. You can create an online fundraising page and ask for tools to help you along the way. Don't forget to take time to enjoy yourself at the event. You have worked hard!

Step 5: Celebrate and share

Use social media to share photos and videos from your event. Don't forget to tag us so we can share as well.

Step 6: Donating event proceeds

Please submit your event proceeds as soon as possible so we can make sure your generous donations are put to use helping our kids and families. If you would like to make a special cheque presentation, please ask our team!

Step 7: Say thanks

Once your event is over, don't forget to send a thank you note to your participants, sponsors and donors. Every donation helps create a world of possibility for kids with disabilities.

Helpful tips

Thank you for helping the thousands of kids and families that visit Holland Bloorview Kids Rehabilitation Hospital every year. We understand that there is a lot of effort that goes into fundraising and we appreciate your time and hard work. Below is some information to ensure a smooth transition of donations.

Please have cheques made payable to:

Holland Bloorview Kids Rehabilitation Hospital Foundation

Cheques can be mailed to: (Please do not mail cash)

Holland Bloorview Kids Rehabilitation Hospital Foundation
150 Kilgour Rd.
Toronto, ON M4G 1R8

Donations can be made:

- Via our website: www.hollandbloorviewfoundation.ca
- Over the phone at 416-424-3809 or 1-800-363-2440
- In person at the Foundation office at the hospital

In an effort to reduce the administrative cost associated with coin donations, we ask that you change coin collections into larger bills, if possible.

If you would like to donate toys or books to the hospital, please note that Holland Bloorview Kids Rehabilitation Hospital Foundation can only accept brand new items due to infection control guidelines.

Our Charitable Registration # is: 889326278 RR0001



Tax receipt information

Tax receipts can be issued for third party fundraising events for donations of \$10 and over if:

- A benefit has not been received for the value of the donation (benefits could include: dinner, alcohol, entertainment, auction, parking, etc.)
- Holland Bloorview Kids Rehabilitation Hospital Foundation receives a statement showing all revenue and expenses from the community event.
- Funds and a complete list of donor names, addresses, and donation amounts are received within 90 days of the event.
- Funds are received by December 31st in the same calendar year that the event was held.
- Sponsors and In-Kind donors may be provided with a business gift letter as proof of contribution upon request.

Holland Bloorview Kids Rehabilitation Hospital Foundation cannot issue tax receipts for:

- Purchase of admission tickets or green fees
- Purchase of an auction or draw item
- In-Kind goods and services donated to an event
- Sponsorship, when a tangible benefit of advertising and promotion is being received in return for payment



Social media 101

Using social media to share event updates with your followers is a great way to recruit participants, volunteers and get donations for your event.



Facebook

- Like the Holland Bloorview Kids Rehabilitation Hospital Foundation page at facebook.com/HBKRRH
 - Be sure to tag us in your posts by including @HBKRRH so we can share them
 - Tag photos and videos of your event so we can share and like
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Twitter

- Follow Holland Bloorview Kids Rehabilitation Hospital Foundation at twitter.com/HBKidsHospital
 - Don't forget to include @HBKidsHospital or #HBKids in your tweets
 - If you are using a unique hastag, please let us know
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Instagram

- Follow us @HollandBloorview
- Don't forget to include @HollandBloorview or #HBKids in your posts so we can share them
- If you are using a unique hastag, please let us know

Suggested content for social media:

- Help kids with disabilities @HBKidsHospital today! Get tickets to (name of event) today (insert link)
- Only X days left until (name of event)! Don't miss out and help kids with disabilities @HBKids Hospital. (insert link)
- Can't make it to (name of event)? You can still help kids with disabilities @HBKidsHospital by making a donation today! Help us raise \$(insert goal number)! (insert link)

Holland Bloorview Kids Rehabilitation Hospital Foundation is grateful for the support of our community in helping us create a world of possibility for kids with disabilities. Contributions made through community events are very much appreciated as we know the time and effort that go into making an event successful. Together, we will help kids with disabilities and their families in Toronto, Canada and around the world. Thank you for choosing to support Holland Bloorview Kids Rehabilitation Hospital Foundation through an event. We look forward to working with you!



Community event form

Thank you so much for your support of Holland Bloorview Kids Rehabilitation Hospital Foundation! Please complete this application form and submit it to the Foundation for approval, ideally a minimum of **one month** prior to your proposed fundraiser or register online at <http://foundation.hollandbloorview.ca/getinvolved/host-an-event>. Your application must be approved by Holland Bloorview Kids Rehabilitation Hospital Foundation prior to publicizing or holding an activity on our behalf.

Contact Information

Name of organizer(s): _____

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Daytime Phone: _____ Email: _____

Yes, I would like to receive your quarterly newsletter by email

Yes, I would like to receive Foundation materials by mail

Fundraising Activity Information

Activity Name: _____

Description: _____

Date: _____ Time: _____ Location: _____

Inspiration: _____

How will you raise funds through your activity (ticket sales, donations, auction, etc.)?

How will you promote your activity? (please include your social media handles)

PLEASE NOTE: Holland Bloorview Kids Rehabilitation Hospital Foundation's logo cannot be used for events without the Foundation's express written permission. **All materials featuring the name and/or logo of Holland Bloorview Kids Rehabilitation Hospital Foundation must be approved by the Foundation PRIOR to publication.**

Financial Information

Fundraising Information

- A. What is your total expected income? \$ _____
- B. What are your total expected expenses? \$ _____
(should not exceed 50% of total expected income)
- C. What are your anticipated net proceeds? (A minus B equals C) \$ _____
- D. What percentage/amount of these funds will be donated to Holland Bloorview Foundation?
% _____

Donor Wall Recognition

We are pleased to support your fundraising initiative or event, and may be able to supply the following: (Please check those applicable to your initiative.)

- | | |
|--|---|
| <input type="checkbox"/> Attendance by Holland Bloorview Foundation representative | |
| <input type="checkbox"/> Attendance of an ambassador family | <input type="checkbox"/> A video |
| <input type="checkbox"/> Fact sheet handout | <input type="checkbox"/> Website posting |
| <input type="checkbox"/> Pop-up banners | <input type="checkbox"/> Social media promotion |
| <input type="checkbox"/> Volunteers | <input type="checkbox"/> Other, please specify: |

General Comments:

Submission

Your completed application can be submitted to:

Attn: Paige Cunningham

Holland Bloorview Kids Rehabilitation Hospital Foundation

150 Kilgour Rd.

Toronto, ON M4G 1R8

Phone: 416-425-6220 ext. 6037

Email: pcunningham@hollandbloorview.ca

Fax: 416-425-4531

Thank you!

We recognize how much time and energy it takes to create a successful fundraising event. Thanks you for your efforts!