

University Hospitals Kingston Foundation | Event Planning Guide



UNIVERSITY HOSPITALS
KINGSTON FOUNDATION

Community Event Planning Guide

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1. Planning a Successful Event

Decide What Kind of Event

It is important to choose an event that reflects the time you have to organize the event, the amount of funds you would like to raise and the interests of your committee members and potential attendees.

Establish a Committee

Depending on the size of the event you are organizing you may want to consider forming a committee. Identify friends, family members or colleagues to help in the planning and organizing of the event. Enthusiastic members with special skills or access to resources may also make a difference in the success of your event.

Event Details

Schedule your event for a day, time and location that provides you with enough time to plan the event and is convenient for those in attendance.

Event Budget and Goal

Establish a realistic and attainable goal and don't forget to be conservative when estimating the event revenue. Before moving forward with an event, it is important to outline what your expenses will be and determine whether your fundraising goal is realistic and attainable. When an event is to benefit University Hospitals Kingston Foundation, the net donation should represent at least 50% of the total revenue.

Drawing up a budget always seems daunting. The following tips will help simplify the process:

- Anticipated revenue from ticket sales or admission should be based on the estimated number of participants
- Gifts-In-Kind (goods and services provided free of charge) are also revenue
- Include sponsorship and donations as revenue
- All expenses should be shown in the budget

Sponsorship

Securing sponsorship is a good way to generate revenue for your event. The following tips will help secure sponsorship for your event:

- Begin with who you know
- When approaching a company for event sponsorship you are not asking for a donation but selling them an advertising opportunity
- Consider having various levels of sponsorship - the more money a company donates, the more exposure they should receive
- Once you have sponsorship(s), make sure to fulfill all agreements

Promoting Your Event

We encourage you to promote the event and the cause for which you are raising funds. Understanding who will support and attend your event is critical when creating your promotional marketing materials. You should design and create materials that will appeal to your target audience in order to generate excitement about your event.

Event Execution

Create a detailed day-of event plan with assigned tasks for your committee as well as volunteers that would like to assist with your event. Ensure that you have budgeted enough time to accomplish all tasks for a successful event and have enough volunteers on hand to execute your event with ease. And remember to have fun!

What to do When the Event is Over?

Post-Event Thank You

When an event has been a great success, thanking those involved will ensure that volunteers and sponsors will be more likely to be involved next year. A simple thank you can speak volumes. Remember to thank your volunteers, sponsors, donors and participants as soon as possible after the event.

Donate the Proceeds

Once your event has taken place, University Hospitals Kingston Foundation requires proceeds from your fundraising event **within 30 days**. This is imperative in ensuring that eligible tax receipts for your donors are issued in a timely manner.

Evaluation

How did it go? It is always good to debrief after the event to discuss what went well and what needs to be improved for the next event.

2. How University Hospitals Kingston Foundation Can Help

Thank you for your interest in hosting an event in support of University Hospitals Kingston Foundation. We look forward to working with you throughout the event planning process. Below we have outlined how we can support our Community Events.

University Hospitals Kingston Foundation can provide the following support:

- Advise and provide guidance on organizing your event
- Send a Foundation representative to attend your event. *(Due to the high volume of events each year this cannot always be guaranteed.)*
- Issue tax receipts if applicable
- List the event on our Calendar of Events webpage
- Authorize use of the Foundation name and logo*
- Issue a letter of support for your event
- Provide resources including media lists, pledge forms and sample sponsorship letters
- Access to online fundraising tools to help increase your revenue for your event

* Please note, any use of the University Hospitals Kingston Foundation name and/or logo must be approved by a University Hospitals Kingston Foundation representative before use.

University Hospitals Kingston Foundation is unable to provide the following:

- Advance funds to cover expenses related to your event
- Provide you with a list of Foundation donors and hospital staff
- Promote or advertise your event other than on the UHKF Calendar of Events
- Assist with ticket sales
- Solicit businesses for sponsorships or for prizes and auctions items. The organizer is responsible for canvassing
- Find volunteers for your fundraising activity
- Request permits or licenses

3. Online Fundraising

Online fundraising is an effective and efficient way to engage your supporters and creates an easy method to make a contribution to your event.

University Hospitals Kingston Foundation offers you the ability to fundraise online in support of your event. A representative from University Hospitals Kingston Foundation can help you create a customized, secure web page for yourself, a group or an event, to collect online donations for University Hospitals Kingston Foundation.

The online donation page can be sent to family, friends and colleagues to collect donations in support of University Hospitals Kingston Foundation and post information about your event, why you are fundraising and personal photos and videos to encourage support for your fundraising efforts. The system allows you to email your supporters to collect funds online and issue tax receipts instantly!

Contact the Events Team at events@uhkf.ca or 613-549-5452 if you would like to learn more about the Online Fundraising tool for your event.

4. Social Media and Media Outlets

Social media can be a powerful tool to help drive people to your event page and it allows you to reach a wider audience. With each person that “shares” your message, it is like a personal endorsement for your event. University Hospitals Kingston Foundation utilizes Social Media to share and repost information that our Community Event organizers post for their events.

There are different sites that you can use to best promote your event:

- Facebook
- Twitter

Social media is not the only free advertising avenue you can take; Kingston is full of additional media outlets that you can use to promote your event. Media outlets refer to radio, newspaper and television. Free event promotion and publicity will help increase public awareness and support for your event resulting in an increase in the money raised. Below is a list of website which offer free event listings:

Radio

1. 98.9 The Drive
<http://www.iheartradio.ca/98-9-the-drive/contact-us>
2. 98.3 Fly FM
<http://www.iheartradio.ca/98-3-fly-fm/contact-us>
3. KRock 105.7 FM
<http://www.krock1057.ca/contact-us>
4. Kiss 102.7 FM
<http://www.kiss1027.fm/contact-us>
5. Country 93.5 FM
<http://www.country935.ca/contact-us>
6. FM 96
<http://www.963bigfm.com/concerts-events/>

Newspaper

1. The Whig
<http://www.thewhig.com/events>
2. Kingston Region – Create free account to register event
<http://www.kingstonregion.com/user/login>
3. Kingston This Week
<http://www.kingstonthisweek.com/events>
4. Snapd Kingston – Create free account to register event
<https://kingston.snapd.com/#/>

Television:

1. CKWS
<http://www.ckwstv.com/events/>

5. Tax Receipting

University Hospitals Kingston Foundation is committed to following the rules and regulations regarding the issue of official charitable receipts set out by the Canada Revenue Agency (CRA). The requirements for receipting are extensive and can be complicated, but we are here to help. Please contact the Foundation Office if you or your sponsors have any questions about receipting.

Tax Receipt Information for Individual Donors

- In order to issue a tax receipt, the Foundation requires a legible list of the following information for each donor requiring a tax receipt:
 - Name and complete address (including postal code)
 - Amount of donation
 - Telephone number
 - Email address (if available)
- The donation must be \$20.00 or greater to receive an official receipt;
- Purchase of raffle tickets, event admission tickets, green fees, live and silent auction items are NOT eligible for official charitable receipts;
- In order for our office to issue charitable receipts to individuals, the money that the Foundation receives from the event must be equal or greater than the total receipts issued.
- Letter from event organizers stating they have collected funds on behalf of UHKF

Tax Receipt Information for Businesses

- Gifts-in-Kind are donations of goods to an event and will receive an acknowledgement letter that the business can use to write off the inventory
- A business will receive a cash receipt for sponsorship contributions as they are receiving a form of recognition and advertising - they can use the receipt to write off their contribution.

6. University Hospitals Kingston Foundation Fundraising Terms and Conditions

1. I acknowledge that the University Hospitals Kingston Foundation (UHKF) auditors may request verification of revenue from events being run on its behalf.
2. UHKF authorizes the Community Event to use its name in communications distributed to the media upon obtaining the prior written approval of UHKF.
3. Kingston Health Sciences Centre (KHSC), Hotel Dieu Hospital (HDH) site, Kingston General Hospital (KGH) site, Providence Care, or University Hospitals Kingston Foundation shall incur no legal or financial liability whatsoever associated with this event.
4. I agree to provide staffing and volunteers for this event.
5. Proceeds will be directed to the highest priority at KHSC, HDH, KGH or Providence Care, or to a specific area at one of the designated Hospitals as agreed upon by the Community Event and UHKF.
6. Net Proceeds from the Community Event together with all related financial reports will be remitted to UHKF within 30 days of the Community Event.
7. I agree to use my own mailing list for this event.
8. KHSC (HDH and KGH), Providence Care or UHKF is not responsible for any accidents or damage to person or property that may occur during the course of the event and the Community Event will arrange that suitable insurance be in place prior to staging the Community Event.
9. I acknowledge and agree to comply with all requirements of the Income Tax Act and Canada Customs and Revenue Agency with respect to the provision of donation receipts related to this event and to abide by the municipal, provincial and federal laws for the execution of this event.
10. I understand and acknowledge that KHSC (HDH and KGH), Providence Care or UHKF reserve the right, at any time, to withdraw the use of their names and logos.
11. If UHKF has serious concerns about the way that the project is being implemented and such concerns are not immediately addressed, UHKF can cancel this agreement by giving the Community Event 24 hours notice. UHKF is not responsible for financial or other damages that may result from such cancellation.
12. Any sporting events require all participants to sign waiver forms, which UHKF will provide.