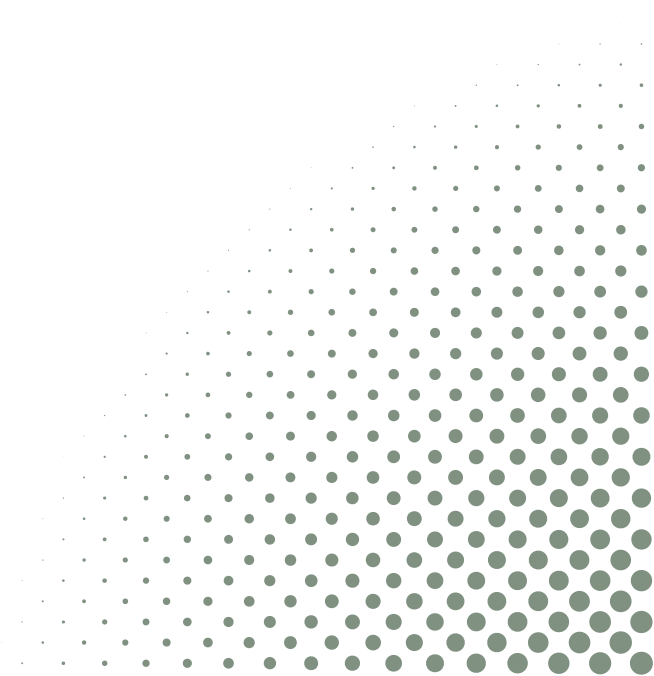




# Fundraise for Local Healthcare

*Third-party fundraising toolkit*



# About the St. Francis Valley Healthcare Foundation

*Thank you for your interest in hosting a fundraising event in support of the St. Francis Valley Healthcare Foundation.*

Your fundraising efforts help support critical equipment and services at our local healthcare partners - things like volunteer training at Hospice Palliative Care, patient beds at St. Francis Memorial Hospital, and mechanical lifts at Valley Manor. Investments like these directly improve comfort, safety, and care close to home. We are truly grateful for your willingness to champion our mission and make a meaningful difference for patients, families, and caregivers in our region.

Access to quality healthcare close to home is essential for everyone. St Francis Memorial Hospital, Valley Manor, and Madawaska Valley Hospice Palliative Care work together to provide a range of inpatient, outpatient, long term, and end-of-life care.

The St Francis Valley Healthcare Foundation serves as a bridge between generous donors and these care providers, raising funds to support essential equipment, capital projects, services and programs. Together, we ensure care is available when and where it is needed most.

## Vision

The transformational bridge in elevating exceptional care for our community.

## Mission

To connect people and their generosity to local healthcare partner needs, elevating care and transforming our community, now and into the future.

## Values

- Relationships
- Integrity
- Community



# You CAN Make a Difference and Support Local Healthcare

## What Is a Third-Party Fundraiser?

A third-party fundraiser is an event or activity organized and hosted by an individual, business, or community group to raise funds in support of the St. Francis Valley Healthcare Foundation. Common examples include:

Auction	Crafts sale	Benefit dinner	Bingo
Book sale	Car wash	Concert/play	Dinner party
Donations in lieu of gifts	Garage sale	Golf tourney	Run/walk/ride
Sporting event	Poker runs	Trivia Night	Video game tourney

## Roles & Responsibilities

The event organizer is responsible for all planning, promotion, expenses, and execution of the event.



Event Organizer	St. Francis Valley Healthcare Foundation
Plans, promotes, and runs the event	Reviews and approves the event
Covers all event-related expenses	Provides fundraising guidance
Secures permits, licenses, and insurance	Supplies logo and messaging guidelines
Collects and submits funds raised	Issues eligible tax receipts
Manages volunteers and event safety	Acknowledges funds raised

# Steps for a successful event

Have some questions before you start? Do you need some guidance planning your event? Give us a call at 613-756-3045 ext. 217 or email us at [office@sfvhfoundation.com](mailto:office@sfvhfoundation.com) We would be happy to help!

## Step 1: Plan your event

- 1** Start by outlining your goal and budget - this will help determine the need for the event and whether it's viable.
- 2** Set up a planning committee: Planning as a group helps share the workload.  
Sponsorships: Organizers should notify SFVHF in advance of any plans to solicit corporate or business sponsors for the event, to avoid duplication with other fundraising efforts.
- 3** Target your audience: Think about who will support your event. What do they enjoy? What kind of prizes might they appreciate?
- 4** Sponsorships: Organizers should notify SFVHF in advance of any plans to solicit corporate or business sponsors for the event, to avoid duplication with other fundraising efforts.
- 5** Pick the right place and time: Will your event compete with another fundraiser? Is it the best time of year? Do you have enough time to plan? Will you have the space/resources you need to execute the event you have in mind?
- 6** Consider any required licenses: Check with your local municipality to determine what applicable licenses you require.



## Step 2: Submit your event for approval

Put your ideas to paper and submit the attached Event Application Form to the Foundation before you move forward with your fundraiser.

You may submit your form to:

Email: [office@sfvhfoundation.com](mailto:office@sfvhfoundation.com)  
Location: 7 St. Francis Memorial Drive, Barry's Bay, Ont. (Office is located inside the St. Francis Memorial Hospital)

A staff member will reach out to discuss the event with you within one week of receiving the application.



## Step 3: Once approved, promote!

Using approved logos and the language below, promote your event using social media, posters and more! SFVHF can assist with event promotion through our website and social media channels.

### Approved language:

- “In support of the St. Francis Valley Healthcare Foundation for local healthcare needs”

### Not permitted:

- “Official SFVHF event”
- “Hosted by St. Francis Valley Healthcare Foundation”

### Logo use:

- Logos must not be altered in any way
- All materials using the SFVHF logo or name must be approved before distribution

Social media posts should tag the Foundation where applicable.



## Step 4: Host your event

Enjoy the fruits of your labour!

Ensure your volunteers are supported through the event. Make sure to thank everyone who helped make your event a success.

Attendance of SFVHF staff and volunteers will be at the discretion of SFVHF, and will be based on availability, location and the nature of the event.



## Step 5: Submit proceeds to SFVHF

**Proceeds:** Following your event, please present the proceeds to the SFVHF within 30 days. Depending on the type of activity that you organize, your event supporters may be eligible for a tax receipt.

Payments can be made to St. Francis Valley Healthcare Foundation. SFVHF will receipt financial donations \$20 or over.

**Tax Receipts:** As a registered charity, the SFVH Foundation is obligated to follow receipting rules and regulations set out by the Canadian Revenue Agency. **Please see page 7 for more information on receipting.**

### Tax receipts can be issued for:

- Direct monetary donation

### Tax receipts cannot be issued for:

- Event tickets or entry fees
- Raffle or lottery tickets
- Auction items
- Sponsorships that include advertising or promotional value

A cheque presentation can be set up to celebrate the donation at the discretion of the SFVHF Executive Director.



# Terms and Conditions

## Right of refusal

The St. Francis Valley Healthcare Foundation reserves the right to refuse or relinquish involvement in any third-party event that does not meet with its approval without any liability or obligation.

## Representation and conduct

You will portray a positive, credible image on behalf of the Foundation while conducting all activities related to the community event.

## Financial and insurance

The Foundation will not fund or reimburse for event expenses or be responsible for any financial losses or unsettled accounts should the event not succeed financially. The St. Francis Valley Healthcare Foundation will not underwrite or insure any third-party events.

## Liability

Community Fundraiser event organizer(s) will not hold the St. Francis Valley Healthcare Foundation accountable or 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.

## Licenses and fees

If licenses and/or permits are required for an event, the third-party event organizer(s) is/are solely responsible for obtaining and paying for this documentation and must ensure they conform to all government regulations (federal, provincial and municipal). Please note that Special Occasions Permits (SOP) are required only for events where alcohol is being sold and/or served anywhere other than in a licensed establishment or a private place. If you are applying for a SOP, you must do so under your own name and may NOT use the St. Francis Valley Healthcare Foundation name or charitable registration number on your application. If your event falls into this category and you require further information, please visit <http://www.agco.on.ca/>.

## Event cancellation policy

Community Fundraisers event organizer(s) must notify the St. Francis Valley Healthcare Foundation immediately if the event is cancelled or postponed.

## Tax receipting

The St. Francis Valley Healthcare Foundation is a registered charity and therefore is eligible to issue tax

receipts. The following rules and regulations have been developed by the Canada Revenue Agency and as a registered charity, the Foundation must abide by these rules in order to maintain our charitable status. The Foundation can issue income tax receipts under the following conditions:

### 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 (\$20.00 or over). 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 us prior to setting your 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 Foundation **cannot** issue tax receipts for:

- Sponsors of a third party event, however, the Foundation can provide a Letter of Acknowledgement that states the event took place on a certain date and raised a certain dollar amount for the St. Francis Valley Healthcare Foundation.
- In-kind sponsors who donate products (e.g. food or items for a silent auction) and receive promotional benefits. 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).
- Product sales (e.g. t-shirts)

For additional receipting information on tax receipting guidelines, please contact the St. Francis Valley Healthcare Foundation office or visit the Canada Revenue Agency website at [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca).



- 📞 613-756-3045 ext. 217
- ✉ office@sfvhfoundation.com
- 🌐 www.sfvhfoundation.com
- 📍 7 St. Francis Memorial Drive
- ✉ PO Box 129  
Barry's Bay, ON K0J 1B0



# Third Party Fundraiser Application Form

## OFFICE USE ONLY

Received by: \_\_\_\_\_

Approved by: \_\_\_\_\_

Date approved: \_\_\_\_\_

**Please Note:** This application must be submitted to the St. Francis Valley Healthcare Foundation office for review and approval. A St. Francis Valley Healthcare Foundation representative will contact you to confirm approval and review any details.

### ABOUT THE ORGANIZERS

Organizer Name:

Phone Number:

Email Address:

Mailing Address:

Organizer Name:

Phone Number:

Email Address:

Mailing Address:

### ABOUT YOUR PROPOSED EVENT

Event Name:

Proposed Date:

Proposed Time:

Event location:

Expected # of attendees:

Event description:

### BUDGET

A budget of anticipated revenues and expenses is **strongly encouraged** for third-party fundraising activities. This is essential to ensure transparency, financial accountability, and responsible stewardship of funds.

What is your revenue goal:

What proceeds will be donated to the SFVH Foundation:

- All proceeds (no expenses deducted from amount raised)
- Net proceeds (all proceeds minus expenses)
- Partial proceeds (eg. % of sales or \$2 from every ticket)
- Other:

**Note:** All promotion/advertising for the fundraiser must clearly indicate the exact portion of proceeds (e.g. all, net or partial) to be donated to the SFVH Foundation.

### SPONSORSHIP

Do you plan to contact any individuals or companies for sponsorship?  Yes  No

If Yes, please list them below, or attach a list to this document.

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

### FOUNDATION ASSISTANCE

Please let us know how you would like us to help with your event.

- Budgeting       Issuing tax receipts       Event promotion       Staff attendance at event
- Other:

I hereby confirm that I have read the attached Terms and Conditions in the Foundation's Third Party Toolkit, and agree to be bound by them if this application is accepted, in consideration for the assistance to be provided by the Foundation.

Organizer Name:

Organizer Signature:

Organizer Name:

Organizer Signature:

Email completed application form to [office@sfvhfoundation.com](mailto:office@sfvhfoundation.com) or drop off in person at the St. Francis Valley Healthcare Foundation office located at 7 St. Francis Memorial Drive, Barry's Bay