

# Powell River Hospice Society Event Handbook



*~ Honouring the journey ~*

**Powell River Hospice Society**

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Powell River, BC V8A 4Z5

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Charitable Registration Number: 83924 8986 RR0001

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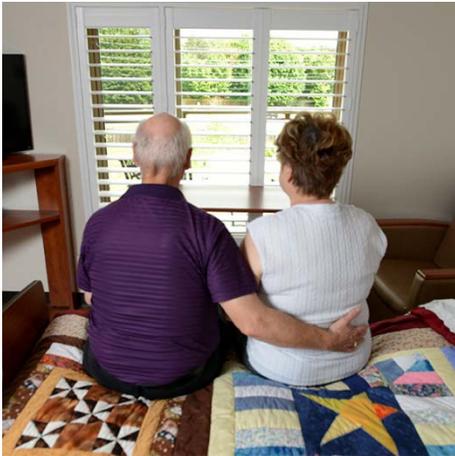
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# ABOUT POWELL RIVER HOSPICE SOCIETY

## Honouring the Journey

At the end of our lives, what do we wish for most? For many people it is to be surrounded by family and friends and treated with love, comfort and dignity.



One of the few universal issues we will all face is death. And how we die is something we can affect. We can't solve for death but we can design ways to create a graceful, dignified end of life.

Hospice palliative care is a philosophy of care that provides dignity at the end of life by supporting the whole person – body, mind and spirit. When people request support through the Powell River Hospice Society, hospice volunteers embark on a profoundly personal journey with them and their loved ones. We are privy to moments of heartfelt emotion and are both humbled and grateful to play a role in caring for them at one of the most difficult times in their lives.

Powell River Hospice Society is a registered charity which provides end-of-life and bereavement support to those in the City of Powell River, qathet Regional District, Tla'amin Nation and Texada Island. The Society's vision is of a sustainable organization providing active support and education for end-of-life and bereavement to all residents in the Powell River area.

The Powell River Hospice Society, a community-based non-profit organization, offers social, emotional and spiritual support to individuals at the end of their life through compassion, respect and care, aimed at quality of living and a good death. It also supports family and friends in grief and bereavement and is committed to providing education and advocacy throughout the community.

Death is a natural and meaningful part of life's journey. The values that guide Powell River Hospice Society include respect, compassion, empathy, equity, caring, healing, open communication, collaboration, accountability, creativity and honouring in all that they do.

Powell River Hospice Society dreams of having volunteer visitors for every need, bereavement groups, therapy dogs, life reviews, art and music therapy, workshops, community resources and, some day, a hospice building. Your donation is a commitment to making such dreams a reality -- hospice and bereavement care in our community. Hospice Society programs are not funded in the same way as hospital care is funded. Powell River Hospice Society is completely dependent on the generosity of our community to fund its operating budget of about \$40 000 per year. Powell River Hospice Society receives no government funding and all its programs are 100% funded by donations and volunteer efforts.

## What is Third Party Fundraising?

Thank you for taking the initiative to be a leader in your community and raise funds for Powell River Hospice Society. We are grateful you have decided to partner with us. It is people like you that make our community strong and vibrant.

“Third party fundraising” is an event or activity organized by an individual, company or community organization that is not an official Powell River Hospice Society event but benefits the work Powell River Hospice Society does.

Acting independently and with Powell River Hospice Society’s approval, third party events are crucial in raising funds for our services and programs for the terminally ill, their caregivers and their loved ones. When you organize a third party event, you’re not only raising money to support Powell River Hospice Society, you are also raising awareness about us and the important work we do.

Thank you for your commitment and partnership!

## ORGANIZING YOUR FUNDRAISER

### Getting Started

This Toolkit was created to help you get started with your fundraising efforts. We have filled it with valuable tips to help your event be successful from event ideas and promotional strategies, to steps to securing donations for your event.

We have also included important procedures and guidelines to take into consideration when planning your activity. As we are mandated to adhere to Canada Revenue Agency’s operating and legal standards, we kindly ask you to read this package carefully and contact us with any questions.

Finally, as a third party fundraiser, we ask that you fill out and send us the Third Party Fundraising Application Form in Appendix A.

### Questions?

Contact the Fundraising Chair

Phone: (604) 223-7309

E-mail: [fundraising@prhospice.org](mailto:fundraising@prhospice.org)

## Ideas for a Successful Fundraiser

Want to raise funds for Powell River Hospice Society but don't know how? The following list of easy-to-do activities can help you generate ideas (and money):

### **Quick & Easy Ideas**

- 50/50 Draw
- Jar Guesses (candy, coins, jellybeans, chocolate, etc.)
- Raffles (please adhere to city and provincial licensing rules and regulations)
- Bake Sale
- Donations in lieu of birthday, wedding or other celebration gifts
- Auctions (gift baskets, cake, dessert, wine, art, etc.)
- Book Sale
- Car Wash
- Flower or Plant Sale

### **Ideas Requiring More Planning**

- Trivia Night
- Music or live entertainment
- Craft Night and Sale
- Movie Night
- Yard Sale
- Bingo or Card Night
- Participation A-thons (running, walking, cycling, bowling, swimming, etc.)
- Sports tournament (hockey, baseball, golf, etc.)
- BBQ Day
- Candy-Grams (Valentine's Day, Hallowe'en, Christmas)

## Have a Plan

The success of your fundraising event hinges on having a good plan. The following tips will help you start your planning off on the right foot. Also, take a look at the Sample Action Plan in Appendix B.



- **Audience**

Who are you trying to attract to your event? When you know your target audience you can customize the details, logistics and promotion of your event to best suit this audience.

- **Test Your Idea**

Brainstorm with your potential audience, friends, family and colleagues on your fundraising ideas. Is this something that they would likely attend/or give?

- **Don't Recreate the Wheel**

Don't start with a blank page if you don't have to. Find resources on the Internet or speak to people who have hosted a similar event in the past. We may be able to connect you with some helpful resources as well. You will gain a wealth of valuable information on what works and what doesn't to help you run a successful event.

- **Build Your Team**

Working with a team of people will make life easier. Ask friends, family and colleagues to help plan your event. Make sure everyone knows and understands their role and responsibilities and stay in close communication so everyone is on the same page.

- **Set a Goal**

Set a realistic fundraising goal to motivate your team and supporters. Having a clear goal gives everyone something exciting to work towards and can encourage supporters to be more generous.

- **Keep Your Costs Low**

Try to keep expenses to a minimum so you can retain the highest percentage of proceeds for donation. Consider locating in-kind donations; take a look at the section on How to Get Donations and Sponsorships in this toolkit to help you.

- **Don't Overcommit**

Build your confidence and experience gradually by hosting a small event at first and working your way up to organizing larger ones. Be sure to give yourself plenty of time to organize and execute your event. Keep in mind as well that events typically do better in their second or third year.

- **Timing is Everything**

Look into whether there are any competing local events for the date and time you have chosen. You may also increase your event's appeal by having it coincide with special holidays like St. Patrick's Day, Family Day, Valentine's Day, Canada Day, etc.

- **Have a Plan B**

Make sure you have a contingency plan, especially if your event is dependent on unpredictable factors like the weather.

## Promoting Your Event

One of the most important keys to the success of your fundraising event is getting the word out. Here are some ideas to create a buzz for your event through word-of-mouth, emails, posters, flyers, online and media activities.

### **Advertise well in advance**

Depending on the scale of your event, you need at least two weeks to advertise your event, but two months will yield greater turnout. Letting people know about your event well in advance gives them time to coordinate their schedules and pass the word on to their own networks.

### **Posters and Flyers**

When designing your own poster or flyer *please send it to us for approval first*. Be sure to include all of the important details of your event and the 5 Ws: who, what, where, when and why. Put up your posters where your audience is: at work, sports facilities, community centres, schools, colleges, libraries or stores. Please ask first before you post!

### **Online Promotion**

Social media sites like Facebook and Twitter, e-mail and text messaging are free and effective ways to spread the word about your event. Ask your contacts to forward the details of your fundraiser on to their friends and family. Look into local online event calendars such as municipal, community centre and community news websites and ask if they will accept a posting for your event. You may also contact us at Powell River Hospice Society and we will help you promote your fundraiser through our various marketing mediums and social networks.

### **Word-of-Mouth**

Often a personal connection can make the difference. Tell people about your event in person and have them tell their friends as well.

### **Media**

All press releases pertaining to Powell River Hospice Society must be sent through Powell River Hospice Society.

If the media or a reporter contacts you, give them the details about your event and why you're organizing it. If the reporter has any questions about Powell River Hospice Society, please refer them to Powell River Hospice Society directly. Because of the sensitive nature of our organization, it is imperative that correct information is given so as not to compromise our privacy policy.

## Creating a Budget

Working with a budget will ensure you keep your expenses in check and fundraising goals on track. It will give you a valuable bird's eye view of the cash flow of your event and help you identify where you can look into getting supplies or services donated (See the section on How to Get Donations and Sponsorships in this toolkit).

An important note: When holding a fundraising event for Powell River Hospice Society, you must submit your budget to us for tax receipting purposes.

Below is a budget template to get you started on outlining your estimated revenue and expenses and track them against funds received and actual costs. The Sample Budget Template is also available for your use in a working Excel spreadsheet.

Please feel free to get in touch with us if you have any questions about creating or submitting your budget. We are here to help you maximize your fundraising efforts!

### Sample Budget Template

Revenue	Projected	Actual
Line 1 (E.g. Sponsorship)		
Line 2 (E.g. General Donations)		
Line 3 (E.g. Ticket Sales)		
Total Revenue (A)		

Expenses	Projected	Actual
Expense Item 1 (E.g. Printing)		
Expense Item 2 (E.g. Venue)		
Expense Item 3 (E.g. License Fees)		
Total Expenses (B)		

	Projected	Actual
Balance		

## How to Get Donations and Sponsorships

A great way to keep your expenses down and boost your fundraising success is to solicit sponsorships or gift in-kind donations of food, prizes, supplies or services from corporations or local businesses.

The first step in securing donations from local businesses is to send them a letter explaining who you are and what you are requesting from them. Plan ahead of time, you want to send the letter out far enough in advance of your event to give potential donors time to respond to your request. Remember, everyone is busy. It is good practice to follow up your request letter with a phone call. To assist you with your donation requests, check out the Sample Solicitation Letter in Appendix C.

It can be beneficial to reach out to prospects that you or someone you know has a personal connection with. These relationships can help you be even more successful in securing donations for your event. Don't forget to mention your connection in your letter.

Decide if and how you will acknowledge donors or sponsors during your event. This will be important when trying to solicit their support for larger donations or sponsorships. If you secure large donations or sponsorships you want to guarantee your sponsors a certain amount of publicity. Think about including their business name or logo on event posters and printed materials, banners, t-shirts or allow them to host a booth at your event. Please let your contact at Powell River Hospice Society know who your sponsors are.

## Event Planning “To Do” List

### Planning

- Register the third party fundraiser with Powell River Hospice Society by filling out and submitting an application form 4-6 weeks prior to the event.
- Enlist a volunteer committee to help with event coordination.
- Identify target audience.
- Finalize event idea.
- Draft an event budget.
- Set a date, time and location for the event.
- Set a fundraising goal for the event.
- Identify any sponsorship needs.
- Develop an event timeline and/or action plan.
- Come up with a promotional strategy.

### Pre-Event

- Apply for any necessary licenses, permits and insurance.
- Solicit and secure sponsorships.
- Develop promotional materials and distribute them based on marketing strategy.
- Create an event- specific “to do” list and assign tasks to volunteers.
- Designate who will handle money and how donations will be collected at the event.
- Consult Powell River Hospice Society if in need any additional support.

### During the Event

- Ensure volunteers have clear directions and are prepared to execute their roles.
- Collect all funds from attendees, donors and sponsors.
- Publicly thank everyone.

### Post-Event

- Pay all invoices in full.
- Submit proceeds and Donation Tracking Sheet for tax receipting purposes to Powell River Hospice within two weeks of your event.
- Hold a post-event committee meeting to evaluate the event. Take note of what worked and what didn't and learn from mistakes.
- Thank and recognize all sponsors and volunteers.
- Celebrate your hard work – you deserve it!
- Start planning next year's festivities.

## Third Party Event Guidelines

Your contribution makes a direct impact in the lives of those we serve, and we thank you for your consideration in planning an event to benefit Powell River Hospice Society.

It is important to note that Powell River Hospice Society must ensure that all **Third Party Events** run on our behalf support our organizational objectives and promote a positive public image, and are consistent with our mission statement and values.

By providing us with a completed Third Party Event Contract, we will be aware of your plans and will know how best we can assist you. Please submit this form **no later than 4 weeks prior to your event.**

### **Please read the following guidelines:**

1. Complete the Third Party Event Contract and submit to Powell River Hospice Society 4-6 weeks prior to your event for review – ALL THIRD PARTY EVENTS NEED TO BE APPROVED BY POWELL RIVER HOSPICE SOCIETY PRIOR TO THE EVENT TAKING PLACE.
2. Once the Third Party Event Contract has been reviewed and approved, Powell River Hospice Society will request that this document be signed by both parties.
3. All event proceeds must be received by Powell River Hospice Society within 30 days of the event.
4. Full contact information for donors must be sent to Powell River Hospice Society within 30 days of the event for tax receipts to be issued
5. A post event financial summary must be sent to Powell River Hospice Society within 30 days of the event – you are responsible for keeping accurate records of the event.
6. Powell River Hospice Society will not assume any legal or financial liability associated with the event.

### **You are responsible for the following:**

- Your own mailing list for the special event;
- Obtaining all necessary permits, licenses or insurance\*;
- Arranging pickup and delivery of Powell River Hospice Society promotional materials (banners, brochures, etc.)
- Obtaining prior approval from Powell River Hospice Society before asking a business or company for a donation of goods or services for your event;
- Notifying Powell River Hospice Society if the event is cancelled prior to the scheduled event day.

***\*Third Party Events are not part of Powell River Hospice Society's operations and as we aren't running/organizing/controlling them, there is NO coverage under our insurance policy for the group/individual planning the event.***

## How we can help:

**We are very grateful for your support and enthusiasm and are available to assist you in the following ways:**

- Provide you with a Powell River Hospice Society representative who will act as a liaison between Powell River Hospice Society and your event coordinator
- Supply an approved Powell River Hospice Society logo to be used on all of your promotional material. No party may use the Powell River Hospice Society logo without consent of the Fundraising Chair.
- Powell River Hospice Society must review and approve all promotional material prior to its production and distribution. This includes, but is not limited to, invitations, newspaper or newsletter articles, etc.
- Provide agency-specific support material to be made available at the event (e.g. flyers, brochures, handouts, banners, etc.)
- Prepare and send thank-you letters to all donors who provided contact information
- Issue tax receipts directly to donors
- Recognize your event in the next issue of our newsletter
- Information about Powell River Hospice Society can be easily found online at <http://www.prhospice.org>, or you can contact us directly if you can't find what you are looking for on our website.
- If you wish to have our brochures or banner at your event, please let us know so we can arrange a time for you to pick them up. Our banners are used at different events throughout the year and we asked that they are returned to us in the same condition as when you received them. Please provide Powell River Hospice Society with two weeks' notice if organizational brochures are required for your event as we only carry a limited supply.

Thank you for your interest in supporting Powell River Hospice Society. We couldn't provide the quality of care that we do at no cost to those who use our services without the support of our generous community.

### Questions?

**Call the Fundraising Chair at (604) 223-7309 or e-mail [fundraising@prhospice.org](mailto:fundraising@prhospice.org).**

## **Tax Receipts:**

Tax receipts **MUST** be issued by Powell River Hospice Society. If donors ask for immediate tax receipts, please inform them that, as per Canada Revenue Agency (CRA) guidelines, an official tax receipt will be mailed out to them by Powell River Hospice Society.

Any tax receipts issued without Powell River Hospice Society's knowledge or consent can affect Powell River Hospice Society's creditability as a registered charitable organization. For this reason, it's imperative that detailed records are kept for each individual donor. These records are then submitted to the CRA for accounting purposes and potential audit.

Only donations of \$20 or more are eligible for a charitable tax receipt. Please see APPENDIX E on the last page of this toolkit. Please ensure that you properly track each donor and that each donor has provided their information in a clearly legible manner, as each person is legally entitled to a tax receipt for his or her donation of \$20 or more.

The following gifts are **NOT** eligible for tax receipts:

- Any form of sponsorship
- Donations under \$20

## APPENDIX A: Third Party Fundraising Application Form

### CONTACT INFORMATION

Organization Name:

---

Contact Name:

---

Address:

---

City: Province: Postal Code:

---

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company Website (if available):

---

Please select a category that best describes your group/organization:

Corporation     School     Community Service Club     Individual

### GENERAL EVENT INFORMATION

Event Name: Event Description:

---

(Append any additional details you feel would help describe your event)

Date(s): \_\_\_\_\_

Time: \_\_\_\_\_

Location & Address:

---

Is this event open to the public?  Yes  No

Will this be an annual event?  Yes  No

## PAST EVENTS

Have you previously organized a third part event for Powell River Hospice Society? Yes No

If yes, briefly describe the event:

---

How much money was raised? \$\_\_\_\_\_

Will any other charities receive proceeds from the event? Yes No

If yes, who?

---

**Please note that Powell River Hospice Society must approve any and all name and logo usage and have final approval prior to printing.**

Do you plan on using Powell River Hospice Society's name and logo in your event promotion?

Yes No

What kind of Powell River Hospice Society promotional materials will be required?

- Brochures
- Posters
- Display Screens
- Website
- Other: \_\_\_\_\_

## FINANCIAL INFORMATION

In an effort to assist you in the preparation of a successful event, please indicate how you will generate revenue for Powell River Hospice Society:

- Ticket Sales/Entry Fees
- Raffle Draws
- Live/Silent Auction
- Cash Donations
- Sponsor Merchandise
- Sales
- Other: \_\_\_\_\_

If generating income through ticket sales/entry fees, please indicate what percentage will be donated.

Anticipated event revenue: \$\_\_\_\_\_

## **POWELL RIVER HOSPICE SOCIETY'S INVOLVEMENT**

Due to staff limitations and the volume and scope of other events organized on behalf of Powell River Hospice Society, staff and volunteers cannot provide support to plan and promote events. Powell River Hospice Society will do whatever possible to ensure that staff and/or volunteers will be available to attend the event, but requests for such a presence will be handled on a case-by case basis and cannot be guaranteed.

Powell River Hospice Society will advertise your event for 30 days prior to your event date on the Powell River Hospice Society's website (<http://www.prhospice.org>).

## **MARKETING AND PROMOTIONS**

The marketing and promotion of Third Party Events must be done by the event organizer. Upon approval of your event, Powell River Hospice Society will post it in the Events section of our website.

Approval must be obtained for the use of the Powell River Hospice Society name and logo, and Powell River Hospice Society must pre-approve all promotional materials before distribution.

All materials must clearly indicate that the event is in support of Powell River Hospice Society. It is important that the Powell River Hospice Society name and logo be used correctly and spelled properly. Always refer to the organization as Powell River Hospice Society.

**Please submit this form 4-6 weeks prior to your event.**

**Please read the following and sign below:**

I agree that the Powell River Hospice Society name and logo are registered trademarks. Prior to publicizing or holding an event, the Fundraising Chair of Powell River Hospice Society must approve this proposal and use of the name or logo. By publicly naming Powell River Hospice Society as the beneficiary of my event I agree to donate the full amount of proceeds raised within 30 days following the event.

X

3rd Party Event Applicant

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

X

Fundraising Chair  
Powell River Hospice Society

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

**Acknowledgement of your application will be forwarded to you within 10 business days.**

**CONTACT INFORMATION**

Powell River Hospice Society  
1000 Powell River Road  
Powell River, BC V8A 4Z5  
T: 604-223-7309  
F: 1-855-884-5988  
fundraising@prhospice.org  
www.prhospice.org

## APPENDIX B: Sample Action Plan

After brainstorming your event, incorporate your decisions into a list of what needs to be done and when, who is going to it and what resources are needed.

Here's an example:

<b>EVENT</b>			
<b>GOAL:</b>			
<b>EVENT DATE:</b>			
<b>TASKS:</b> What will be done?	<b>ROLES:</b> Who will do it?	<b>RESOURCES:</b> What is needed?	<b>TIMELINE:</b> When will it be done?
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

## APPENDIX C: Sample Solicitation Letter

DATE

ADDRESS  
ADDRESS  
ADDRESS

Dear \_\_\_\_\_,

We are pleased to be able to invite you to **EVENT NAME** on **EVENT DATE (including day of week)** at **EVENT VENUE** in support of Powell River Hospice Society.

This event will help provide vital services and programs to people with palliative illness, as well as to those in their life circle. Your generosity and participation is deeply meaningful, and we invite you to join us in supporting this important cause.

[[Include all pertinent details about the event in one or two paragraphs. Be sure to build excitement and appeal to the senses.]]

As a leader in our community we hope you will consider supporting our event. Powell River Hospice Society relies upon the generosity of our community to fund its entire operating budget of about \$40 000 per year. Supporters like you play a pivotal role in providing the funds needed to support people as they journey to the end of life. *Thank you.*

An *EVENT NAME* committee member will be in touch over the next few weeks to further discuss this opportunity. In the meantime, if you have any questions or would like more information, please feel free to contact me at [[insert phone number here]].

Thank you for considering our invitation. We hope you will join us at *EVENT NAME*.

Sincerely,

YOUR NAME AND SIGNATURE

## APPENDIX D: Sample Thank You Letter

DATE

ADDRESS  
ADDRESS  
ADDRESS

Dear \_\_\_\_\_,

On behalf of *EVENT NAME*, I would like to thank you for your generous contribution. Together we raised \$0000 for vital services and programs offered through Powell River Hospice Society. Thank you for contributing to such a worthwhile cause.

The generous patrons of events such as ours enable Powell River Hospice Society to make a meaningful difference in the lives of those with a life-limiting illness, as well as those in their life circle.

[[RECAP HIGHLIGHTS FROM THE EVENT]]

Once again, for the many people who will benefit through the proceeds from *EVENT NAME*, I thank you.

I hope to see you again next year! [[If the event will occur again]].

Sincerely,

YOUR NAME AND SIGNATURE

Third Party Event Name & Logo



## APPENDIX F: Sample Social Media Posts

**Twitter Update:** Join us at EVENT NAME on DATE with proceeds supporting @powellriverhospicesociety: EVENT URL (Use relevant hashtags if appropriate)

**LinkedIn Update:** Looking forward to a great evening/day in support of @powellriverhospicesociety on DATE! EVENT NAME: URL

**Or**

Simply post the event URL on its own on LinkedIn - this will autofill your status update with copy from the event webpage:

Instructions for posting a LinkedIn update:

1. Log into your LinkedIn account, and select the 'Home' tab at the top of your screen.
2. In the field where it says "Share an update", enter one of the sample messages provided, or create your own.
3. To add an image (this step is optional), select the image icon in the top-right corner of the 'Share an update' field, and upload an image file that you have saved to your desktop, such as the event attached image file.
4. Click 'Share'.

**Facebook Update:** Join us at **EVENT NAME** on **EVENT DATE (including day of week)** at **EVENT VENUE** in support of Powell River Hospice Society. It will be an exciting evening/day of [[briefly explain what the event is about]]. This event will help provide vital services and programs to people with terminal illness, as well as to those in their life circle. Register today: EVENT URL

**APPENDIX G: Sample Invite**

**EVENT NAME** (or horizontal event banner)  
in support of Powell River Hospice  
Society



**Event Description: One or two sentences to describe the event and engage your audience.**

**Event Details:**

- Date**
- Time**
- Location**
- Cost**
- Other logistics**

Insert event image or graphic here. Include sponsor logos or names if part of sponsorship agreement.

**Registration Button or Link**  
**Contact Information (name, phone #, e-mail & web)**