

THIRD PARTY FUNDRAISER GUIDE

HOPE
ENCOURAGEMENT
ACCEPTANCE
REASSURANCE
TRUST
HELP





About Hearth Place

Established in 1997, as a drop in centre, in the comfort of a home like atmosphere, Hearth Place Cancer Support Centre is committed to providing community support for people diagnosed with cancer and their families through individual and group support, information, a resource centre, wellness programs and an ongoing lecture and discussion series. Hearth Place is a support centre where cancer patients and their families can come and share their experiences, find resources and discover new ways to care for themselves and each other.



Hearth Place operates without any public funding using private donations and various fundraising events to fund our operations.

Our Mission

Our mission is to provide a support centre where we can care for each other as we live with cancer.

How We Help

Caregiver support, grief support and programs for children and teens are available as Hearth Place recognizes the impact cancer has on the extended family and friends. Hearth Place also offers Pediatric Cancer Family support with programs for children and teens with cancer, their siblings, a monthly family support group, fun days, and couples support.

History

Hearth Place was the inspiration of Carolyn Alexander who, after being diagnosed with Breast Cancer, wanted to create a centre that would address the social, practical, emotional, educational and spiritual needs of people dealing with all types of cancer and their family members and caregivers. After several years of planning, fundraising and developing the infrastructure, we were granted charitable status and opened our doors January 29, 1997. Since that time, we have continually developed new programs to best meet the needs of the members coming through the door.

22 years of service
 Over 450 new members every year
 Over 400 Volunteers
 70 Programs
 41 Service Providers
 7 Signature Events

How You Can Help

Why? Because you or someone you know has been impacted by cancer and you would like to help make a difference in the community. You want to give back to those in need. Any funds you raise can be designated to a specific program, in memory of a loved one, or to support our programs and operation.

Who? Third party fundraising events are planned and organized by groups and individuals who are passionate about supporting Hearth Place Cancer Support Centre.

What? The opportunities are endless. See page 3 for some ideas of types of events you can plan.

Where? The venue of your event is completely up to you. We recommend thinking of your network and utilizing the relationships you have within the community to secure a venue. We would be happy to provide you with a letter of endorsement if required.

When? Third Party Fundraising offers you the flexibility to plan any event at anytime of the year. You will want to consider who your target market is and when they are likely available.

How Hearth Place Can Help

- Provide support via phone or email
- Provide Hearth Place's "in support of" logo
- Post your event on our website and social media pages
- Promote your event in our *From the Hearth* Newsletter
- Provide an endorsement letter for soliciting prizes, sponsors or licenses
- Provide tax receipts for eligible donations*
- Upon request, a staff member may be able to attend your event, depending on availability

In Support of



Endorsement Message - Fundraising

I am pleased to be able to endorse your fundraising event. Please contact me if you need any information or assistance. I will be happy to provide you with a letter of endorsement, a tax receipt for eligible donations, or a letter of support for your event. I will also be happy to promote your event on our website and social media pages. Please contact me if you need any information or assistance. I will be happy to provide you with a letter of endorsement, a tax receipt for eligible donations, or a letter of support for your event. I will also be happy to promote your event on our website and social media pages.

Event Responsibility

	Third Party Organizer	Hearth Place
Provide Insurance coverage for the event	✓	✓
Provide Staff and Volunteers for the event	✓	
Promote Event on Social Media	✓	✓
Promote Event on Hearth Place Website		✓
Create Promotional Material	✓	
Provide tax receipts for eligible donors over \$20*		✓
Solicit donations and sponsorship	✓	
Cover event expenses (venue rental, materials, AV equipment, etc)	✓	
Provide Hearth Place Material including pamphlets, banners, etc		✓

*please see FAQ for guidelines regarding tax receipts

"Hearth Place supported my whole family during and after our son's treatment. They gave us hope and help. We got to meet other families just like us and that helped us not to feel so alone."

- Roisin (son age 7 with Acute Lymphoblastic Leukemia)

Choosing your Event

Whether you are looking to plan a large scale event, or a small scale event, we appreciate the support. Below is a list of suggestions that you can choose from, or come up with your own idea. The main idea is you want to have FUN and choose an activity that will attract people to want to participate.

- Bake Sale
- Yard Sale
- BBQ
- Auction
- Raffle
- Pub Night
- Golf Tournament
- Gala
- Haunted House
- Group Fitness Party
- Holiday Gift Wrapping
- Bottle Drive
- Art Sale
- Run/Walk
- Talent Show
- Paint Night
- Ladies Night
- Poker Night
- 50/50 Donations
- Car Wash
- Pancake Breakfast
- Fishing Derby
- Activity Day (Great for Schools!)



Organized Events

Various organizations have fundraising initiatives that you can utilize as well. The program is already put in place, you simply invite your friends, family and network to attend. Door prizes, raffle prizes and Silent Auction items are always great ways to increase the amount you can raise. Contact Kirsten at Kirsten@hearthplace.org for more information about the programs listed below.



**BUFFALO
WILD
WINGS**



**Boston
Pizza®**



Planning your Event

1. Set SMART (Specific, Measureable, Attainable, Realistic, Timely) Goals and **create a plan**.
2. Consider your **vision for the event**, where it will be held, when it will happen, who needs to be involved, and how you will raise money.
3. Complete and submit the Hearth Place **Third Party Event Form** and email it to Kirsten@hearthplace.org.
4. **Create a team or committee** to help plan your event. Reach out to friends, family, colleagues that you think would be interested and beneficial to helping with the planning and execution of the event.
5. **Set a timeline** with deadlines and who will fulfill the tasks and by when. Give yourself enough time to make sure everything can be done.
6. Prepare your **event budget**. How much do you need to cover expenses? What is your goal to donate?
7. Determine if you need any **permits, licenses or special insurance**. Remember to allow time for them to be approved.
8. **Promote your event**. Utilize your social media networks, use of community boards, posters, radio, and event listings.
9. Please speak to us about **tax receipts** prior to the event to ensure we use integrity with the CRA guidelines.
10. Acknowledge everyone who participated in and supported your event. Mail or email **thank you** letters!

Promoting your Event

Posters

To make your event most successful, getting the word out is key. Create a poster that promotes the message. You can use www.canva.com as a tool to help you create a professional looking poster that can be saved as a PDF to print and JPEG or PNG to promote electronically.

Social Media

Create an Event on Facebook, share and invite all your friends. Please tag Hearth Place Cancer Support Centre and we will add your event to our Facebook page and share the details.

Post information including your poster, pictures, donations, sponsors and anything else that will be exciting for people to know about your event and encourage them to register. When posting on Instagram include @hearthplace in the message and we will share the post.

Community Boards

Post your event on community boards including but not limited to:

www.durhamregion.com

www.oshawa.ca

<https://nowtoronto.com/nowevents/add-event>

<https://oshawa.snapd.com/>

Event Day

- Take photos and videos to capture the excitement!
- Facebook LIVE & Instagram Stories to engage with the community to see all the fun you're having.
- Keep track of donations received, including amount, contact information and whether a tax receipt is to be issued.



Post Event

- Update your social media with photos and your event total.
- Send thank you letters or emails to your participants and donors, letting them know how grateful you are for their support.
- Send event photos to Hearth Place so we can update our social media.
- Coordinate with Hearth Place to submit your proceeds and plan a cheque presentation picture.



Thank you for your support!



FAQ's

Do I need to fill out an Event Application? Can't I just donate the proceeds after the event?

While we graciously accept proceeds from events that take place without our knowledge, we do recommend you let us know about your activity or event by registering it. If we know about it ahead of time we can provide you with resources, promotional materials and benefits such as an event listing in our bi-monthly newsletter "From the Hearth".

Where does the money I raise go?

The money you raise will help fund the programming that Hearth Place offers. You can see more information about the programming offered on our website at www.hearthplace.org. Together we can provide Hope, Encouragement, Acceptance, Reassurance, Trust and Help to the members of Hearth Place.

Does Hearth Place provide insurance for my event?

Hearth Place does not provide insurance for third party events. We suggest you speak with someone from your own personal insurance company to see what coverage they could provide.

Can Hearth Place help me to solicit sponsorship and donors for my event?

When you have completed an event registration form, we are happy to create a general letter on our letterhead that you can take to potential sponsors and donors that shows them our knowledge of the event.

I would like to have a representative speak or attend my event. Is this possible?

We will make every effort to attend your event if you would like us there. Depending on the size, scale and timing of your event, a representative from Hearth Place may attend as a speaker, volunteer or guest. Please note that Hearth Place is a charity that is not publicly funded and we would prefer our representative not be required to purchase a ticket to your event. If you would like to have a representative at your event, please consider budgeting for this within your event expenses. We will, however, publicize your event to our membership where possible and appropriate.

Can I use the Hearth Place logo when promoting my event?

Once your event is approved, please contact us with information regarding how you would like to use the logo. All promotional materials with the Hearth Place logo must be approved by us before going to print.

When do I need to submit the net profits from the event?

Event guests and volunteers will likely want to know how successful the event was. Hearth Place strives to recognize its supporters in a timely manner and therefore, we ask that net proceeds be submitted within 30 days of the event.

Can Hearth Place issue tax receipts for my event?

Hearth Place issues tax receipts in accordance with the Canada Revenue Agency guidelines. In general, Hearth Place does not issue tax receipts for third party events unless pledges or individual donations are made, in which case, full contact information of the donor must be received. If you have questions about whether your event qualifies for tax receipts please contact us.



THIRD PARTY APPLICATION FORM

EVENT DETAILS

Event Name: _____

Location: _____
Address City Prov Postal Code

Date: _____ Time: _____

Ticket Price: _____ Registration Link: _____

Facebook Event Link: _____

Type of Event: _____
(ex: Golf Tournament, Bake Sale, Fashion Show, etc)

Do you require a representative from Hearth Place to attend? Yes No

Please specify the time you require the HP Rep present for: _____

CONTACT INFORMATION

Contact Name: _____
 Organization
 (if applicable): _____

Address: _____
Street City Prov Postal Code

Phone: _____

Email: _____

FUNDRAISING

Please specify how you will fundraise:

- Ticket Sales Donations Raffle Tickets
- Pledges Silent Auction Sponsorship (please specify):



PROMOTION

Please specify which promotional materials you require from Hearth Place:

- Logo Banner Brochures

SOCIAL MEDIA

Please include your social media channels and we will share any posts about your event.

Instagram: _____ Facebook: _____

Twitter: _____ YouTube: _____

Do you require a tax-receipt? Yes No

Note: If you want to issue income tax receipts, explain to whom they will be issued and for what purpose (i.e. issued to donors who pledge participants of the event). It is important to discuss receipting issues with Hearth Place Cancer Support Centre in order to determine whether we are able to issue tax receipts to donors. This ensures compliance with Canada Custom and Revenue Agency regulations. TAX RECEIPTS CANNOT BE ISSUED FOR SPONSORSHIP.

By signing below you acknowledge that no materials bearing Hearth Place Cancer Support Centre’s name and/or logo will be printed without the Centre’s pre-approval of the draft artwork and content. Further, you acknowledge that all net proceeds from this event will be donated to Hearth Place Cancer Support Centre (unless previously noted herein).

Organizer Signature: _____ Date: _____

For more information please call Hearth Place Cancer Support Centre at 905-579-4833 or visit our website at www.hearthplace.org

Please send the completed form by email or fax to:

Kirsten Craig
Events Administrative Assistant
905-579-1204 (fax)
Kirsten@hearthplace.org