

Community Event Resource Guide

COMMUNITY EVENTS TOOLKIT

ABOUT BC CHILDREN'S HOSPITAL FOUNDATION

BC Children's is more than a hospital. It's an acute care centre, rehabilitation and assessment centre, mental health service provider, and research institute—with experts working together to serve over 100,000 patients annually across BC and the Yukon.

Whether it's kidney failure, cancer, heart disease, or brain health, there are hundreds of health experts tirelessly delivering care and over 1,500 research community members working to solve the biggest questions remaining in child health. The generosity of donors fuels our ability to pursue novel discoveries, obtain state-of-the-art equipment, and prioritize the unique needs of kids in every aspect of their care.

Please follow us at @bcchf (on [Facebook](#) and [Instagram](#)) or visit us at bcchf.ca for more information.

ABOUT COMMUNITY EVENTS

Independent community events (ICEs) are planned and organized by people and groups across the province. From lemonade stands and bake sales to concerts and sports tournaments, they can be anything that's a good fit for the organizers and participants. Funds raised through ICEs go toward helping the most urgent needs of the hospital by providing support for groundbreaking research, expert clinical care and specialized equipment. If you would like to donate your funds towards a specific department or program at the hospital, please let your BC Children's Hospital Foundation representative know.

All it takes is a little creativity, some careful planning, and the desire to make a difference in the lives of kids and families. We are grateful for your support.

HOW WE CAN HELP

BC Children's Hospital Foundation is here to help you be as successful as possible in your fundraising endeavors. Below are the ways we can do this:

- One-on-one support via phone or email.
- Marketing materials such as balloons, banners, posters, patient stories, videos and donation/info cards in limited quantities.
- Supply BC Children's Hospital Foundation's "in support of" logo for use with approved ICEs.
- Provide a letter of acknowledgement (for soliciting sponsors and prize donations, and for Class B gaming license applications) for approved ICEs.
- Create a personalized fundraising page for your event.
- Provide tax receipts for eligible gifts.
- Assist with designating your funds to a specific area of the hospital.
- Appearance in our Community Event Round up on BC Children's Hospital Social Media Channel's Stories (need to register and be approved 1 month prior to event).
- Social Media engagement when tagged on your event posts.

WHAT WE DON'T PROVIDE

As much as we would like to help with as many aspects of your event as possible, there are some things we can't assist event planners with due to limited resources and time. They include:

- Advertising for your event, or contacting the media on your behalf. Due to the large amount of third party events we can't promote them all.
- Access to our donor or staff lists.
- Reimbursement for expenses, or administer the financial aspects of the event.
- Assistance with ticket sales or securing corporate sponsorships.
- Organization of events within BC Children's Hospital or visits with kids at the hospital.
- Staff or volunteers to attend your event.
- Access to celebrities or VIPs.
- Insurance coverage for your event.
- Class A Gaming licenses.

Planning Guide

Steps to plan an event.

STEP 1: BRAINSTORM AND SET YOUR GOAL

What type of event would you like to host? Your ICE can be a garage sale, golf tournament, anything-a-thon, raffle, silent auction, dinner and dance, seasonal party, sporting event, multicultural event, pub night, head shave event, shopping sales event, cake sale, barbeque, company event, kids' event, marathon pledging—the list goes on. When planning your event, think about your interests, the audience you're looking to reach and what they have capacity for.

STEP 2: CREATE A BUDGET

From the moment you start to plan your event, it's always important to think about your budget.

- Identify your possible sources of income either from ticket sales or sponsorship and make an estimate of all potential expenses of your event.
- Ask individuals and/or local companies if they can donate supplies or offer discounts for your event materials.

Please note that the Foundation is not able to assist you with obtaining sponsors and sponsorships and not able to tax receipt sponsorship donations as companies are receiving exposure for their funds. You can use our sample budget plan to start your own.

Set a fundraising goal that you feel is attainable given your budget and expenses.

Financial accountability

Please familiarize yourself with the [Canada Revenue Agency tax receipting guidelines](#).

- BC Children's Hospital Foundation will not reimburse any event costs (such as insurance or licensing) so please factor this in when paying for out-of-pocket expenses.
- To maintain transparency to our donors and supporters, any event advertised as supporting BC Children's Hospital Foundation should not have expenses that exceed 50 per cent of gross proceeds. At a minimum, 50 per cent of gross proceeds must benefit BC Children's Hospital Foundation.

STEP 3: SUBMIT YOUR IDEA TO THE BC CHILDREN'S HOSPITAL FOUNDATION

Once you have an idea for your event, please fill out an [ICE application form](#) online.

Please include all relevant information on your form and as much detail as possible. If your event involves the consumption of alcohol, please provide this information on the application form as well. A Foundation representative will contact you within a few business days of receiving your application.

STEP 4: SET A DATE & VENUE

- Set a date and time for your event.
- Review other events happening in your area at the same time to make sure it doesn't conflict with another one.
- Ask your friends, family and coworkers to help plan your event and assign them with specific roles.

STEP 5: PLAN AHEAD

Here are some examples of what to plan for while organizing your event.

- Choose a theme
- Book a venue and date
- Establish a team or committee to help plan
- Recruit volunteers to help on event day
- Create a realistic budget
- Find sponsors for your event
- Set up your online fundraising page
- Send out invitations
- Sell tickets to event
- Determine your rental needs and schedule
- Determine food and beverage needs
- Find entertainment for your guests
- Understand tax receipting rules and regulations and pass it along to event organizers and guests
- Create a day of to do list for the event
- Delegate tasks to volunteers and committee
- Secure insurance and needed permits
- Promote your event
- Submit your application for a gaming license (The BC Government's Gaming Branch require you to apply for a license if you are including a raffle or 50/50 at your event. For further details, please visit the BC Gaming Policy and Enforcement Branch <https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising>.)
- Thank you's
- Wrap up financials and submit them to BC Children's Hospital Foundation

Celebrate your success!

STEP 6: FUNDRAISE

You can fundraise online, offline or both. Decide what works best for your audience.

Online Fundraising: We can help you create a personal page for your event with your fundraising goal that you customize and use in promotion, social media, and educating your target market. Any donation will also automatically be issued a tax receipt, making your job even easier.

Offline Fundraising: you can also collect cash, pledges and cheques leading up to and at your event. All cheques should be made payable to BC Children's Hospital Foundation. To ensure tax receipts are issued to those eligible remember to carefully record and track all donations and donor information. For more information on tax receipting please see our Tax Receipting Guidelines.

STEP 7: PROMOTE YOUR EVENT

Promote your event as much as you can. Consider your audience and think of the best way to engage them. BC Children's Hospital Foundation is unable to contact the media on your behalf, but we have created a Media Toolkit to help guide you in all aspects of promoting your event. Check out our full guide here.

Logo Use and Guidelines

We are happy to provide you with BC Children's Hospital Foundation's "in support of" logo for use on your approved ICE's marketing materials and publications. For more information, please see our Logo Guidelines here.

Please make sure your ICE application has been approved by the Foundation before you start using our logo for marketing and media purposes. Please note that once the use of our logo is approved, it may only be used for 12-months from the approval date.

STEP 8: ENJOY YOUR EVENT

- Have fun! You are making a difference in the lives of BC's kids through your event.
- Take pictures (your Foundation representatives would love to see them).
- Display BC Children's Hospital Foundation's promotional materials at the event.
- Keep track of donors' names and contact details on a pledge form so participants who make charitable gifts of \$20 or more receive an official tax receipt from BC Children's Hospital Foundation.

STEP 9: WRAPPING UP YOUR EVENT

Submit your event proceeds to your Foundation representative within two weeks of the event by:

1. Send a cheque made payable to BC Children's Hospital Foundation (please include a note about your event) to:

ATTENTION: Independent Community Events Coordinator
BC Children's Hospital Foundation
938 West 28th Ave, Vancouver, BC V5Z 4H4

2. Calling or emailing communityevents@bcchf.ca the ICE coordinator and organizing a time to come and drop off the funds in person.
 - Thank your event participants by sending them an email or card.
 - BC Children's Hospital Foundation would be pleased to recognize your efforts in the following ways:
 - An official letter to recognize your event's success (by request);
 - A cheque presentation by appointment at the Foundation offices during business hours (Monday to Friday, 8:30 am – 4:30 pm). Please contact the ICE coordinator.

Please note that when dropping off your donation we won't be able to facilitate a hospital tour or meeting patients. Due to patient privacy and infection control, visits from the public are discouraged.

Additional Resources

[Media Outreach Tips for ICEs](#)

[Media Advisory Template](#)

[Tax Receipting Guidelines](#)

[Pledge Form](#)