



Community Events Toolkit



Thank You!

Thank you for choosing to raise money in support of health care at London Health Sciences Centre (LHSC). Your generosity will touch the lives of many patients and families that come through the Hospital doors each day.

We want your fundraising adventure to be easy and successful from start to finish, which is why this toolkit has been designed to help you through your planning process.

We hope you find it useful, but if you have any further questions, please give us a shout:

communityevents@lhsc.on.ca
519.685.8812

London Health Sciences Foundation

What's in the Toolkit?

What Support Does LHSF Offer?	5
5 Steps to a Successful Event	6
What You Need to Know About Tax Receipts	8
How to Get Sponsors to Your Event	10
How to Make the Most Out of Social Media	12
Email Marketing Tips for Higher Open Rates	14
Must-Haves for Your Silent Auction	16
Maximizing Media Opportunities	19
After the Event is Over	21
Resources	22



PATIENT CARE STATISTICS AT LHSC



159,028

Emergency visits



773,084

Ambulatory visits



361,161

Patient days



48,960

Admissions



9,374

Operating Room Day Surgery



14,908

Operating Room Endoscopy



16,939

Operating Room Inpatient



6.7 days

Average length of stay



36

Bassinets



407

University Hospital Beds

545

Victoria Hospital Beds

106

Children's Hospital Beds

Statistics based upon data for the period
April 1, 2015 to March 31, 2016

WHAT SUPPORT DOES LHSF OFFER?



“I’m inspired by the amazing work that happens at LHSC every day and wanted a fun way to show my support for our hospital.”

- Matt Brown, Catch ‘Em All for Cardiac Care at LHSC

London Health Sciences Foundation (LHSF) welcomes special fundraising and promotional events sponsored by community members on our behalf. These can be individuals, groups, organizations, businesses and schools wishing to raise money for LHSC. Please read the [Policies and Procedures](#) before planning your event.

Advice and Expertise

LHSF can provide the following assistance once a completed [Event Proposal Form](#) has been submitted by you and approved by the Foundation:

- Advice and expertise on event planning
- A letter of endorsement for your event
- A listing of your event on our LHSF Community Events online calendar
- Promotion of your event on internal hospital communications (bulletin boards and e-newsletter*)
- Use of our customizable event web template; used for collecting pledges online*
- Approval for the use of LHSF’s name and logo (see [Brand Guidelines](#))
- Event day support
- One Point of Sale machine for event day*
- Charitable tax receipt



LHSF cannot provide:

- Funding or reimbursement of event expenses
- Mailing and/or email lists as well as additional promotion of your event except for what is noted above
- Guaranteed attendance of LHSF staff or volunteers at your event
- Application of gaming licenses or raffle licenses
- Prizes, auction items or awards

**When applicable and appropriate.*

5 STEPS TO A SUCCESSFUL EVENT



1. Brainstorm

Do you know who your audience is? Understanding who will support and attend your event is crucial to success. Start by writing down information about the qualities and demographics of the people likely to attend – this will be important for promotion, ticket sales and registration.

Once you know who your audience is, develop an idea for an event that excites you as well as your audience. Talk with family, friends or colleagues to generate ideas.

Event types include: “A-thons” of any kind such as a walk-a-thon; auctions, barbecues, carnivals, celebrity appearances, dinners and dances, fashion shows, holiday celebrations, rummage sales, galas, parties, sporting events and theatrical events – just to name a few.



2. Plan

Make a budget and map your financial success (see [Sample Budget](#)). Remember the lower the costs, the larger your contribution.

TIP: Try getting “Gifts in Kind” from local businesses. Ex. Print materials donated by a printing company in exchange for exposure at the event.

Outline basic information such as concept, date, time and location of where your event will take place. Complete the [Event Proposal Form](#) which will help you answer necessary questions as well as help our team get your event started!



3. Go Online

Our team will help you create an event website using an online fundraising platform called Classy.

Classy has crowd-funding, peer-to-peer, event registration, ticketing and website donation capabilities. View website examples at classy.org.

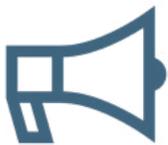
Please allow two weeks after your Event Proposal Form has been approved for your online fundraising site to be created.



4. Logistics Mapping

Attention to detail is essential, which is why we are happy to review the logistics of your event. See the [Event Checklist](#) for important details you should consider.

TIP: You don't have to plan alone. Ask friends, family, or even neighbours for advice or assistance – they may inspire your ideas and/or offer a different perspective.



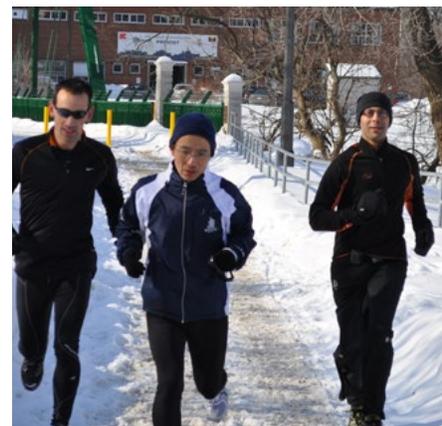
5. Promotion

Eye-catching flyers, tickets and other promotional materials will help create the awareness that will make your event a success (see [Poster Examples](#)).

In addition to print materials, be sure to take advantage of social media channels to help spread the word about your event (see [How To Make the Most out of Social Media](#)).

We would be proud to have your event materials display [LHSF's logo](#) and name as an endorser of your event. We ask that you please send your material(s) to us for branding approval before use. Please allow three business days for this.

NOTE: If pictures or videos are to be taken at the event, please be sure to post a sign that indicates photos will be taken and that they may be used for promotional purposes.



WHAT YOU NEED TO KNOW ABOUT TAX RECEIPTS



“When I was nine I started raising money for my friend’s mom who was fighting cancer. I wanted to show support by selling bookmarks made with some markers and paper.”

- Ainsley Maccuish,
Bookmarks by Ainsley and Friends,
supporting Cancer Care at LHSC



Issuing Tax Receipts

For those who donate \$20 or more, LHSF will issue a tax receipt. Our [Tax Receipting Policy](#) is based on Canada Revenue Agency (CRA) [guidelines](#).



Cash and Cheques

LHSF will issue charitable tax receipts for all cash and cheque donations as long as the following criteria is met:

- The donation is greater than \$20
- The full name, address and phone number of the donor is provided

The tax receipt will be issued directly to the donor and can not be transferred.



Gifts in Kind

LHSF will issue a charitable tax receipt for an item donated by an individual only if the item is new and is accompanied by a receipt of purchase. If the item is donated by a business and considered inventory, this is considered a business expense. In this case, LHSF will provide a letter of acknowledgment instead of a tax receipt.

PLEASE NOTE: LHSF can not issue a tax receipt for a gift in kind if the value of the item is not clear. Ex: Sports paraphernalia, private parties, etc.



Services

In accordance with CRA rules, LHSF can not provide charitable tax receipts for services such as volunteering, photography, emceeing, etc.



Event Tickets

When someone purchases an event ticket, they are essentially purchasing a good: a meal, a sports tournament, entertainment, etc. For this reason, LHSF can not issue a charitable tax receipt for the full ticket amount. Ticket prices are often set above the expense cost because the ultimate goal is to raise money. LHSF will issue charitable tax receipts for the portion of the ticket price that does not cover the expense after a full tax receipt calculation is completed. These will be issued after an event once the budget has been reconciled.

TIP: If you plan to provide gift bags or door prizes, please ensure the value does not exceed \$75 or 10 per cent of the amount of the ticket (CRA regulations).



Artwork

LHSF will provide a charitable tax receipt for artwork if there is a letter of appraisal from an independent retailer verifying the value or receipt of purchase. For individuals who make art for a hobby, only the value of the products used to make the art piece is eligible for a charitable tax receipt (proof of purchase required).



Acting as Event Coordinator

When an event coordinator or fundraiser collects money from the general public and pays the amount to LHSF, the coordinator is not entitled to a charitable tax receipt. The coordinator should collect contact information from each donor he or she solicits, and provide that information to LHSF with each respective gift amount. The individual donors will be entitled to charitable tax receipts.



HOW TO GET SPONSORS TO YOUR EVENT



Sponsors help recover some of the costs associated with events as well as add excitement and momentum. It's important to remember, however, that a healthy sponsorship relationship should benefit both parties. Companies choose to become sponsors because it sets them apart from their competition and provides unique networking and business opportunities like showcasing products.

The best way to get sponsors to support your event is by following the [Sponsorship Planning Timeline](#).

Identification & Assessment

The first step in your event plan should be to identify a list of potential sponsors (prospects) and discuss them with your team, including their connection to the cause and ability to give.

As the event coordinator, you should develop a prospect list that includes the prospect name, amount requested, date requested and who will make the request for support.



Gift in Kind (GIK) Sponsorship: GIK is equally as important as cash commitments. It can help reduce expenses, which has a positive net effect on the budget.

TIP: The average ratio of prospects to donors is 4:1, which means that for every four people you ask to donate, one of them will make a gift . The same holds true for sponsorship.

How to Cultivate a Sponsor

Cultivating your sponsor means you are building a relationship with them that will inspire them to want to give. You are educating the sponsor about the importance of the cause and why it's important to you.

- **Initial contact** should be by phone or email. Inquire about the sponsor's interest in learning more about your cause and event. If they are willing, arrange a face to face meeting. This can be a formal business meeting or simply coffee, but we find face-to-face meetings are always the best way to cultivate and solicit support.
- **Inform prospects** by describing your event and why its important to you. People give to people. Be sure to share all past event successes and bring a [Sponsorship Package](#).

Sponsorship Package

The sponsorship package should outline the event details, the impact, the opportunity to be involved and who is already involved in the event. The package should also include:

- Interesting information about the beneficiary
- An overview of the event – include photos and statistics
- The [sponsorship matrix](#) – develop 3 - 5 sponsorship levels
- A list of event committee members with their titles and last year's sponsors

Solicitation

While cultivating a sponsor, be prepared to ask for a specific amount. If the response is 'no', you should have a contingency plan where you might be able to turn a 'no' into a 'maybe' or 'not now'. Maintaining a channel of communication with a prospect will allow you to approach him/her again in the future.

If the solicitation is in writing, tell the prospective sponsor you will follow up with them within a specified period of time to answer any questions they might have.

TIP: Multi-year pledges are a great option for larger sponsors that might be interested in a long term commitment.

Stewardship

Pre-Event Stewardship begins once the sponsor has confirmed support. This includes:

- Ensuring that all applicable benefits are provided according to the sponsorship terms
- Sharing all relevant event information to the sponsor
- Confirming sponsors attendance and their guests
- Assigning a specific committee contact for all sponsors to ensure consistent communication

Post-Event Stewardship consists of a personal thank you and an [Event Update](#) report to outline the success of the event. A thank you note should be sent at least 48 hours after the event. The committee sponsor contact and the committee chair should sign the thank you notes.

The update report can be shared in person or electronically and should include:

- How much money was raised and event statistics
- Photos of the event
- The impact the money will have

HOW TO MAKE THE MOST OUT OF SOCIAL MEDIA



Know Your Audience and Channels

Once you have determined your target audience, [find out](#) which social media channel they use most often. Create a Facebook Event Page or a Twitter and Instagram account. Concentrate your efforts on a specific channel(s) that will provide the best reach.

TIP: Limit Facebook and Instagram posts to 2-3 times a week. Twitter requires day-to-day posting. More attention is given to any of these channels on event day.

Use Hashtags

Think of hashtags like an index – they help people find information related to a particular topic. Give your event a unique #hashtag that people can use leading up to, during and after the event.

Use popular hashtags (Instagram and Twitter will recommend these to you) as these will broaden your reach.

Example post: Tickets available now for #countryrunlondon supporting #cancer

Ask Influential Ambassadors

There may be similar people and organizations who have already built a successful online following. Ask them to be your social media ambassador or an advocate by spreading the word through their channels.

Example: If your event is a run or walk, you could approach The Running Room or Runner’s Choice about supporting or endorsing your event through these channels.

Offer Something Enticing

Create a contest offering a reward to people who follow, like or share content on your event’s social media channels. It can create momentum and attract people you would not have otherwise attracted. Here is an [online tool](#) to help you choose a random winner.

Use Images and Video

Statistics show when a post includes an image or video, the clicks can skyrocket. Try to use your own quality images rather than stock photography. The more authentic you are, the more people will relate to your cause.

When you include imagery, keep your text length short. The ideal length for Twitter is 70 – 100 characters and Facebook 40 – 119 characters.

Engage Often

Social media channels create an opportunity for you to engage in a two-way conversation with your supporters.

On Twitter, follow, re-tweet, like and mention your supporters. On Facebook, like, comment and share your followers' posts. Tag friends and partners, and leave comments on Instagram.

Do Countdown Reminders

A consistent roll-out will keep your event top-of-mind. Start with a teaser to peak curiosity and then provide more context later. As the event nears, remind people of the number of days left. Save news of an exciting event detail for one to two weeks before your event. Depending on its appeal, this is when many people will decide to attend an event.

Repeat Content

Last minute participants or supporters may not have viewed your message made weeks earlier. It's okay to repeat the same message – changing the content slightly – to get their attention.

TIP: Statistics show Facebook posts have a lifespan of approximately 14 hours, Instagram 21 hours and a tweet just over four hours.

Plan it out

It's important to plan out your content strategy. Some information may change, but it is good to have perspective on frequency and messaging from the outset.

Here's an [example](#) of a 10-week social media plan.



EMAIL MARKETING TIPS FOR HIGHER OPEN RATES



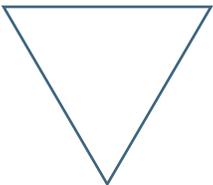
The “you’ve got mail” days are not behind us. In fact, [statistics](#) on salesforce.com show email continues to be one of the most successful tactics for driving sales.

Here are some email marketing tips to help you get higher open rates and more engagement with your email contact list:



Subject Lines ARE Important

Did you know 33% of recipients open email based on the subject line alone? Luckily there are tried and true practices you can adopt for your next email. Keeping it short and sweet for instance; no more than 10 words. Use a person’s name and briefly describe what’s inside. Do not write your subject line like you would an advertisement.



Images to Content

The average adult attention span for email is eight seconds. This means your content will not be read word-for-word. The best approach, according to [Campaign Monitor](#) (an email marketing platform), is to structure emails using the “Inverted Pyramid Method.” A large photo at the top, headline underneath, brief copy that follows, then end with a call-to-action button as well as contact information in the footer.



Segment Your List

By personalizing the content within an email, you are making the reader's experience much more enjoyable. Segments you can include are: people who support the cause, have previously attended, have never attended, etc.

Ex. "<Name>, we know you <haven't been> to an event like this before, however, we thought we'd extend an invitation for you and your friends to join us because we understand how important <cancer care> means to you."



Test and Test Again

The best way to improve your email open rate is to conduct an A/B test — two versions of the same email, only slightly different. You can test subject lines, delivery time, content, colours, images, sender name, etc. Most email marketing platforms will allow you to test a percentage of your list for a set period of time. The version with the highest open rate or clicks (depending on your settings) will be sent the remainder of the email list.

TIP: There are many cost-efficient email marketing platforms. Reputable ones include: MailChimp, Campaign Monitor and Constant Contact.



Get Started

It's time — here's your step-by-step guide:

1. Establish an email schedule with what you would like to accomplish in each email.
2. Build your email list by gathering emails from your contacts, conduct a promotional incentive that collects emails from the public and/or provide a button on your website or social media where people can join your mailing list.
3. Decide the look and feel. Be consistent (email marketing platforms help with this).
4. Create the content, upload the list and send it!



MUST-HAVES FOR YOUR SILENT AUCTION



“Being able to help those in our community who are going through a difficult time makes you feel like you’re doing something pretty amazing.”

- Talea Danbrook, DressFest, supporting Cancer Care at LHSC

Coordinating a silent auction is challenging. But if done right, it can be extremely rewarding. Before gathering items to build your silent auction, there are a couple **key questions** you should ask yourself:

1. Do I have enough guests attending to make money from a silent auction?
2. Do I have the resources to promote, gather and package items?

If you said yes to the above, you are ready to start putting together your silent auction. Here are your next steps:

Soliciting Items

- Determine what items would appeal most to your event attendees.
- Create a list of items you would like to secure for your auction; determine who you know who could be approached for a donation.
- Create a donation request letter. Customize the letter for each individual (see example [Donation Request Letter](#)) and ensure your letter includes your contact information and a follow-up date.
- Once donations have been confirmed, keep a master list of all items; include a description of item(s) donated, who donated the item(s) and the donors’ complete contact information for a post-event ‘thank you.’
- All items should be received at least two weeks prior to your event. This will allow you enough time to package and promote them (if desired).
- Lesser-valued donations should be bundled into packages. This will bring just as much money in, if not more, and cause less clutter on the silent auction table.





Best Silent Auction Items

Here are the top five silent auction items that attract the most bidders:

1. **Once-in-a-Lifetime Experiences** – Exotic trips, hot air balloon rides, meet-and-greets with well-known people, or back-stage visits.
2. **Unique Culinary Packages** – A seat in the chef's kitchen, cooking classes, an in-house chef, dinner hosted in an executive's house, wine tours, etc.
3. **Electronics** – TV's, tablets, phones, computers, gaming systems.
4. **Baskets** – Get creative with these. Gather items with a lower value and combine them to fit within a theme that relates to any of the above.
5. **Trips** – Anything from gathering friends for a group trip abroad, to hotel stays, to mini getaways.



Set Up

Bid Sheets:

- Write the item name and description, have an opening bid (generally 20-50% of the retail value) and indicate the bid must be made in the pre-determined increments
- Print extra blank copies of bid sheets
- Have separate columns for Name, Phone # and Amount
- Have all your bid sheets printed prior to setting up the event (do not write auction item numbers on the sheet)

Placement:

- Try to alternate between an eye-catching item and a certificate to ensure no tables are overlooked. Keep the real certificates and place a photocopy version on the table.
- Have correlating numbered stickers on both the bid sheet and the item. This will help match up the winners with the proper items at the end of the auction.
- Collect the bid sheets after the auction closes and organize them in numerical order where you will be cashing out the winners





Closing the Auction Table

- Set a closing time and display this on table and event programs
- Assign someone to circle the winning bid on all bid sheets when the auction closes
- Assign someone to take photos (proof) of the winning bid sheets after the winning bid has been circled. There are a lot of moving parts in an auction, and the less margin for error, the better.
- Ask bidders to return to the items they bid on to see if they won
- The winning bidder will need to bring the bid sheet to the auction close-out table
- LHSF will bring one point of sale (POS) machine to close out the auction (when available)
- Have two or three individuals collect items individuals have won (by having numbers on the items, individuals will be able to quickly collect them)
- Write the item number on the POS sheet and write "paid" on the bid sheet

TIP: Ensure there is enough time when the auction closes and cash-out begins to allow your cashiers to get organized (20 minutes minimum).

MAXIMIZING MEDIA OPPORTUNITIES



“It’s amazing to see young people so involved in their community and making a donation before thinking of their own needs. We can’t thank them enough.”

- Dr. Anthony Nichols,
Otolaryngologist,
Head and Neck Surgery, LHSC

Understanding the Media

It is a journalist’s job to find news stories and inform the public of what is going on in the community. Buying media advertising space won’t guarantee your event will be covered in their news story.

The first step to understanding the journalists, otherwise known as media, is to determine what you can offer them and what they need. For instance, don’t send a regional story to a weekly local newspaper.

The second step is to know how the various media outlets obtain their news. Radio requires “sound bites” and may request an over-the-phone interview. TV will require something visual and print media may request more in-depth information.

What is News?

Hard news stories include anything serious or time-sensitive that can be a lead story (ex. fatal accidents). These will take precedence over soft stories (inside features). That is why you need to compete for coverage. News rooms are shrinking and there are fewer reporters and videographers – especially during evenings and weekends when most events occur.

Help the media by providing content and telling them why their audience will find your story interesting. Develop the story and have information and interviews ready for them; make their job easier.

TIP: What makes a news story? Timeliness, large number of people affected, prominence, emotion, proximity, oddity, conflict, suspense, trendiness and rarity.

Effective Media Releases

There are different types of releases you could use depending on what your goal is:

Community Calendars – “What’s Happening” section of a website. Includes basic information; no more than 50 words.

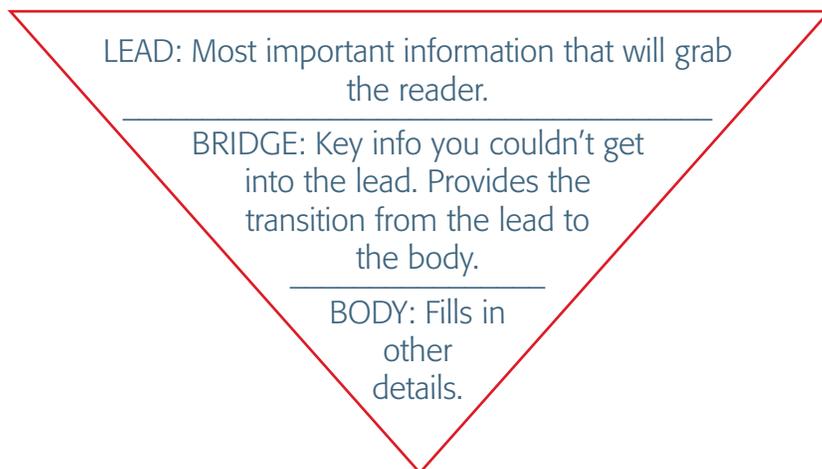
Public Service Announcements (PSAs) – Invites the public to attend. Sent four to six weeks before your event and alerts the news desk of a possible event.

Media Advisories (MAs) – Invites the media to attend. Specific time, date and directions should be given two to three days prior to an event. Tip: Don’t give away the whole story.

News Releases (NRs) – Tells the media the story with quotes. Sent the day of and up to one day after. Sent to media directly.

Backgrounders (BG) – Is an additional document sent with the NR that includes more research and background information.

Format:



Sending Your Releases

Main News Desk or Assignment Desk is a good place to start. If there is a person who specifically handles PSAs or Community Calendars, include them.

You can also think outside the box – can your story go to different sections? Would a radio talk show or TV show be interested? Listen or watch a few programs to ensure your event is a good fit.

Do not email large files or files containing animation or GIFs. Most firewalls will reject your submissions. If you need further contacts, find the media outlet’s website – they may have a reporter or editor list. You can also call and ask for this information if it is not on the website.



AFTER THE EVENT IS OVER



Your Closing To-Do's:

The event is over and it's time to start wrapping up loose ends including paying outstanding invoices and submitting the proceeds to London Health Sciences Foundation.

Here is your final list of to-do's:

- Be sure to thank your committee
- Pay outstanding invoices
- Collect outstanding payments
- Complete your final budget
- Submit proceeds to London Health Sciences Foundation within 90 days of your event
- Tax receipts – if applicable, please provide all donor information to LHSF's Community Events staff along with net proceeds
- Have a wrap up meeting with your committee and evaluate what went well and what could be changed
- Thank and acknowledge those who participated in or supported your event
- Thank your volunteers separately
- Thank your sponsors separately
- Thank your auction donors

TIP: Acknowledge in your thank you letters/emails how much you appreciate their support. It's a good idea to let them know how much your event raised and the impact those funds will have.

Then...start planning next year!

Resources

Policies and Procedures

Events or promotions must be consistent with London Health Sciences Foundation's (LHSF) Mission, Vision and Values; adhere to our Community Event Policies; maintain a positive image for our organizations and the cause; and have profitability or public relations value. If organizers wish to use LHSF's brand to solicit support for their activity, the organizing group needs to go through LHSF's approval process. The process includes completing an Event Proposal Form.

Our Mission, Vision and Values

LHSF is committed to enhancing and expanding the health care resources of our community. We strive to meet the challenges of an increasingly complex health care delivery system and the growing needs of our city and region.

Our Mission To inspire investment in excellence at London Health Sciences Centre (LHSC).

Our Vision To meet the needs of LHSC by revolutionizing the response of our communities to health care philanthropy.

Our Values In our relationships with our donors, Hospital, communities and each other, we live the following values:

Accountability We are responsible for our actions and performance.

Innovation We support creativity and strategic thinking.

Integrity We carry out our responsibilities in a professional, ethical and transparent manner.

Respect We value individual contributions and foster a supportive environment to achieve shared goals.

Service We provide quality service and respond to needs in a timely manner.

Policies and Procedures:

- Community fundraising event parameters will be reviewed for kind, type, activity, profit potential and LHSF involvement.
- Activity should generate a positive event image as well as raise awareness of the cause and LHSC.
- LHSF will incur no costs on behalf of the community event organizer.
- Funds flowing to LHSF through on-line registration or POS transactions will be considered part of your event's net donation. These funds cannot be transferred from LHSF to organizers to cover expenses.
- Ensure expenses are covered through event revenue; excluding on-line registration and POS transactions
- LHSF must provide final approval of all event materials containing our or LHSC's logo or mention of particular hospital programs prior to printing and/or distributing.
- LHSF's logo cannot be used without permission of the Foundation.
- Community event requirements involving licenses and fees must conform to government regulations.
- All money, records and requests for donation receipts must be sent to LHSF within 90 days of the event.
- All donations will be accepted and processed in accordance with LHSF gift acceptance policies and administrative procedures.
- Charitable donation receipts will be issued in accordance with Canada Revenue Agency regulations.
- Where community event organizers wish to designate proceeds to a particular LHSC project, activity or area of research, LHSF will ensure funds are dispersed as per the organizer's designation.
- Ten per cent of designated donations support the highest priority needs at LHSC and help cover LHSF's costs of attracting and stewarding approximately \$23 million in annual revenue.
- LHSF is not in any way liable or responsible for any injury which may occur as a result of the event and a waiver to that effect must be signed by all participants and volunteers.

Brand Guidelines

Corporate Identity Standards

London Health Sciences Centre (LHSC) and London Health Sciences Foundation (LHSF) share a common logo design and architecture. This helps make the link between the Hospital and the Foundation, which raises money to support its highest-priority needs.



London Health Sciences Centre



London Health Sciences Foundation



London Health
Sciences Centre



London Health
Sciences Foundation

London Health Sciences Foundation's and LHSC's symbol reflects the scientific and human core of our Hospital's mission in caring for patients, conducting research and teaching the next generation of health care providers. The symbol is based on the partial double helix DNA strand. The DNA strand assumes the form of a stylized human figure.

How to Use the LHSF Logo

in support of



London Health
Sciences Foundation

The Foundation name and identity are used as an endorser and the guidelines around our corporate logo should be applied. To ensure the design integrity of LHSF's corporate identity is maintained, uses and applications of LHSF's logo must be approved by the Foundation (please allow three business days for approval).

in support of



London Health
Sciences Foundation

To apply the logo, all third party community events are to use the "in support of LHSF" version on the bottom right-hand corner in any instance where the Foundation name is used as an endorsement (ex. posters). Please contact communityevents@lhsc.on.ca to request this logo.

For approvals or more information, please contact us at 519.685.8812.

TIP: Please do not use 'the' in front LHSC or LHSF. In the first instance of using either organization's name, spell it out completely. Use the acronym for each instance thereafter.

Tax Receipting Policy

London Health Sciences Foundation's (LHSF) Charitable Tax Receipting Policy is based on Canada Revenue Agency (CRA) guidelines. Detailed CRA guidelines can be found on CRA's [Charities and Giving website](#).

Fair Market Value (FMV): The CRA indicates that the FMV is "the highest price, expressed in dollar amount, that the property would bring, in an open and unrestricted market, between a willing buyer and a willing seller who are both knowledgeable, informed and prudent, and who are acting independently of each other." **The suggested minimum value for a tax receipt is \$20.00.**

Business

Gifts in Kind

In general, there is no benefit to a business to obtain a charitable tax receipt for a donation of items from inventory. It is considered a business expense. The Foundation will provide an acknowledgment letter stating the item is donated.

A business that donates inventory will deduct the cost of the inventory as a business expense. If a donation receipt is obtained by the business, the business is required to include the FMV of the donated property as income, which is then offset by the deduction of the charitable donation. As a result, no benefit is obtained from the donation receipt.

Services

The CRA disallows donations of services for receipts. Contributions of services are not property and do not qualify as gifts. Gift certificates for services cannot be receipted if the donor is the same as the issuer of the certificate.

Cheques / Cash

A charitable donation receipt will be issued by the Foundation for regular donations of money. All information regarding the donor must be attached.

Individual

Transfer of Property

As per CRA guidelines, where a transfer of property constitutes a gift for tax purposes, the charity is entitled, pursuant to Income Tax Regulations 3501 (1h), to issue an official receipt for income tax purposes to the donor. The donor may only claim a tax credit in respect to a charitable gift made directly by him/her.

Gifts in Kind

A charitable donation receipt can be issued for items donated by individuals when the item is accompanied by a receipt of purchase.

A donation receipt will not be issued for auction items in which the value of the item is not clearly ascertainable. This includes dinners at a private residence or certain personal items such as sports paraphernalia and celebrity endorsed items.

The Foundation is responsible for reporting the FMV of the gift in kind on the official donation receipt. In order to determine FMV of a gift in kind, a proof of purchase or an independent appraisal is required for items over \$1,000. If the item was purchased within the last three years, the receipt will be based on the lower of Cost or Appraisal Value.

Art Donated for Auctions

A charitable donation tax receipt can be issued for artwork if there is a letter of appraisal from an independent retailer verifying the value or a receipt of purchase to clearly indicate the FMV.

For individuals who make artwork for a hobby, only the value of the inventory used to make the art piece is eligible for a charitable donation tax receipt. (Time cannot be factored in the value).

Services

The CRA disallows donations of services for receipts. Contributions of services are not property and do not qualify as gifts. Gift certificates for services cannot be receipted if the donor is the same as the issuer of the certificate.

Cheques / Cash

A charitable donation receipt will be issued by the Foundation for regular donations of money. All information regarding the donor must be attached.

Coordinator of a Fundraiser

It is the CRA's view that where a Coordinator of a Fundraiser collects funds from the general public and pays the amount to a registered charity, the Coordinator would not be the person entitled to a charitable donation receipt. The Coordinator of a Fundraiser appears to be acting as an "Agent" for the persons (donors) from whom the funds are collected. The property transferred to the charity is the property of the persons from whom the gifts were collected on the understanding it would be given to a charity. Those persons are entitled to a charitable receipt within the guidelines of charitable tax receipting rules applicable to events.

Receipts for Tickets to Fundraising Events

Examples of ticket events include: golf tournaments, galas or fundraising dinners.

Guidelines

The Foundation must calculate the portion of the purchase price that is eligible for an official donation receipt by determining the FMV of the advantages received for the fundraising event. The advantages include meals, beverages, green fees, door prizes, gift bags, entertainment, etc.

If your fundraising event plans to provide gift bags or door prizes, please ensure the value does not exceed the lesser of \$75.00 or 10 per cent of the amount of the ticket (CRA regulations).

A raffle is not recommended, since requirements include a separate bank account, lottery license and the sale of separate tickets for the draw.

Poster Examples

DASH 4DAD

WALK/RUN FOR PROSTATE CANCER

FATHER'S DAY
June 18, 2017
 Springbank Gardens

REGISTER NOW
dash4dad.ca | 



in support of
 London Health Sciences Foundation

SMASH & DRIVE



Dr. Ed Brecevic
 MEMORIAL

Golf and Tennis Tournament
 to support
 CIBC Access Cancer Therapies
 (ACT) Now

Wednesday June 7, 2017
 Greenhills Golf and Country Club

Please register at
www.lhsf.ca/actnow
 or call 519-685-8485
 (London Health Sciences Foundation)



* Golf or tennis registration fee includes tournament, lunch, dinner and live and silent auctions. Dinner-only fee includes dinner and live and silent auctions.



A SPECIAL PERFORMANCE
 In Support of Women's Health at LHSC

presented by
 victoria playhouse
 PETROLIA 

Fiddler on the MOOSE

MAY 13 at 8:00 pm



A MUSICAL RIDE
 ACROSS CANADA
 with JESSE and Friends

VPP favourite Jesse Grandmont leads us on a fun-filled celebration of Canada's vast musical landscape.

Season Sponsor  POSTMEDIA

\$85 ticket includes: Show, pre-show reception with hors d'oeuvres and VIP post-show reception with cast and Co-Artistic Directors.
 \$115 ticket includes: All of the above, plus bus transportation from London.

For Tickets, visit www.lhsf.ca/fiddler
 For more information, call (519) 873-2078



SISKINDS | LAW



in support of
 London Health Sciences Foundation

Event Checklist

- Identify theme or event concept
- Secure committee to plan event
- Select date for your event
- Submit event proposal form to LHSF
- Create event budget
- Secure venue
- Secure audio/visuals
- Develop critical path
- Identify and solicit sponsors
- Provide event details to LHSF to have online donation/registration site created
- Create and distribute marketing materials (save the date, invitations, posters)
- Secure entertainment
- Secure speakers
- Confirm menu/décor
- Secure auction items
- Recruit volunteers
- Promote your event
- Send media event info through (PSA, press release, advisory)
- Create "day of" run sheet for your event
- Delegate tasks to committee/volunteers
- Remember to say thank you to your participants, donors and sponsors
- Celebrate the success of your event
- Hold a post event committee meeting within two weeks (discuss event successes/challenges and make recommendations for following year)
- Pay all event expenses
- Provide LHSF with net revenue within 90 days from event
- Provide LHSF with all donor information for tax receipting
- Share event success and thank participants, donors and sponsors
- Start planning for next year

Sample Budget

Revenue		Cost per Unit (\$)	Sold (#)	Estimated	Actual
Tickets/Registration	Full Price	\$ 50.00	200	\$ 10,000.00	
	1/2 Price or Early Bird Pricing	\$ 40.00	100	\$ 4,000.00	
Sponsorship					
	Platinum	\$ 5,000.00	1	\$ 5,000.00	
	Gold	\$ 2,500.00	2	\$ 5,000.00	
	Silver	\$ 1,000.00	4	\$ 4,000.00	
	Bronze	\$ 500.00	4	\$ 2,000.00	
Donations					
Auction					
	Live Auction			\$ 2,500.00	
	Silent Auction			\$ 1,500.00	
Door Prizes/Activities					
				\$ 250.00	
Total Revenue				\$ 34,250.00	\$ -
Expenses		Cost per Unit (\$)	Total (#)	Estimated	Actual
Venue/Room Rental					
	ABC Venue	\$ 1,500.00		\$ 1,500.00	
Catering					
	Dinner/Lunch	\$ 10.00	300	\$ 3,000.00	
	Appetizers	\$ 500.00		\$ 500.00	
	Beverages	\$ 3.00	300	\$ 900.00	
Supplies					
	Napkins/Cups	\$ 75.00		\$ 75.00	
	Paint/Markers	\$ 50.00		\$ 50.00	
	Door Prize Tickets	\$ 10.00		\$ 10.00	
Printing/Signage/Marketing					
	Tickets/Invitation	\$ 0.50	325	\$ 162.50	
	Event Programs	\$ 1.50	300	\$ 450.00	
	Brouchures/Post Cards	\$ 0.50	100	\$ 50.00	
	Posters	\$ 0.25	50	\$ 12.50	
	Sponsor Signage	\$ 100.00	2	\$ 200.00	
Volunteers					
	T-shirts	\$ 3.50	25	\$ 87.50	
	Meals	\$ 10.00	25	\$ 250.00	
Event Stewardship					
	Speaker Thank You Gift	\$ 25.00		\$ 25.00	
	Thank You cards				
Total Expenses				\$ 7,272.50	\$ -
Total Revenue				\$ 34,250.00	\$ -
Total Expenses				\$ 7,272.50	\$ -

Donation Request Letter Example

<LETTERHEAD or LOGO>

<CONTACT INFO>

July 12, 2013

Dear <Name>;

I'm writing to you to discuss the possibility of your organization donating an auction item to the largest annual fundraising event hosted by London Health Sciences Foundation – the Country Classic Auction.

Country Classic Auction (CCA) attracts more than 1,200 affluent individuals from across Southwestern Ontario each year for an evening of casual dining, shopping our silent auction of more than 300 items and our live auction which features more than 15 unique experiences. Guests then cap the night off with a concert featuring surprise entertainers, who have included the Barenaked Ladies, Blue Rodeo and Great Big Sea in past years.

Thanks to the generosity of our donors, sponsors and guests, CCA has raised more than \$8.1M over the past 25 years in support of London Health Sciences Centre (LHSC), helping to advance the standard of care by assisting in the development of critical initiatives that support equipment, research, education and enhanced patient care.

This year, CCA will take place on <date> at the Western Fair Agriplex, in support of <cause> at LHSC.

CCA is the perfect occasion to showcase your company to community, hospital and business leaders. We welcome the opportunity to work with you to create a thrilling auction package that highlights your support, while providing you with applicable recognition.

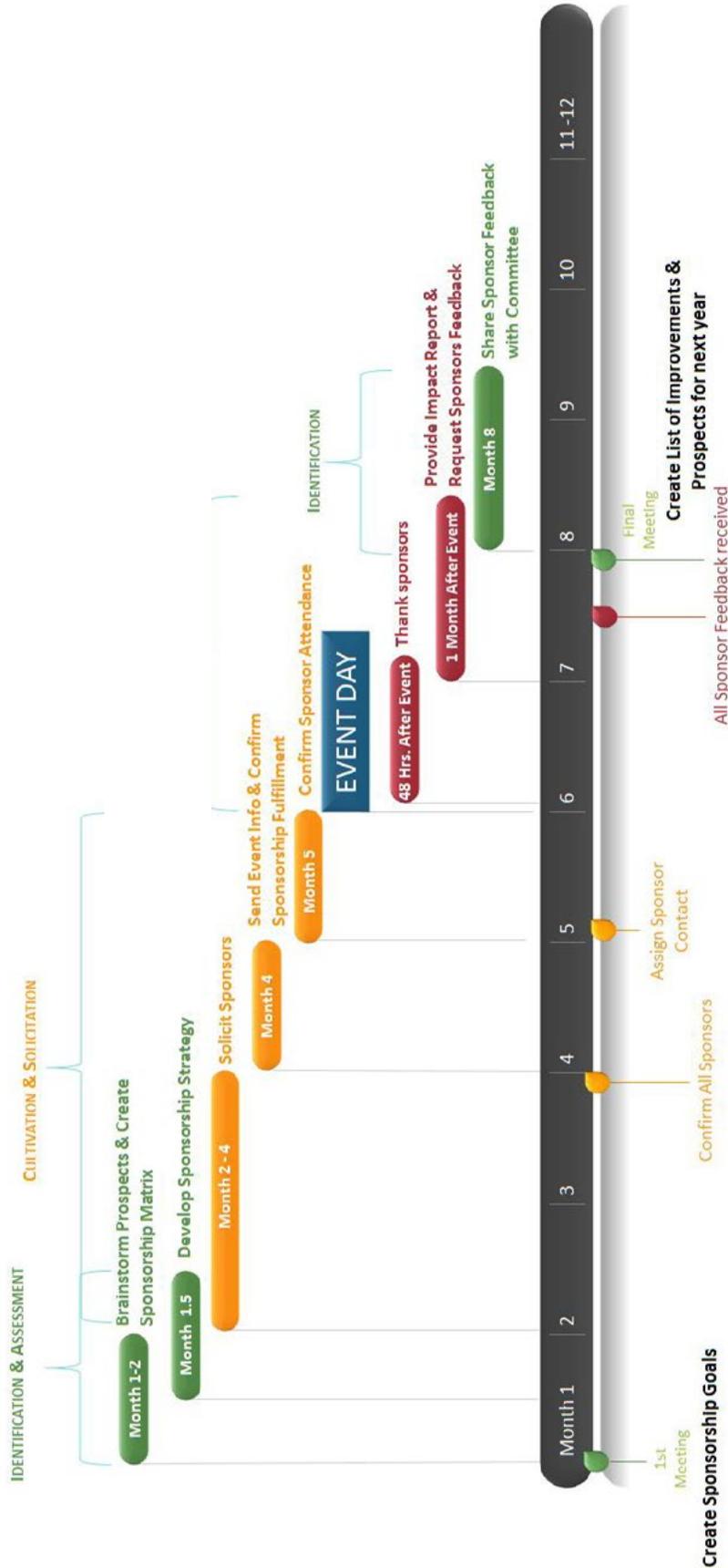
We will follow up with you over the next couple of weeks to discuss this opportunity. In the meantime, if you have any questions, please contact XXXX.

Thank you for your consideration.

Sincerely,

<Signatory>

Sponsorship Planning Timeline



Sponsorship Package and Matrix Example



SPONSORSHIP HELPS SUPPORT PROSTATE CANCER RESEARCH AT LONDON HEALTH SCIENCES CENTRE

Over the past 16 years, Lexus of London Gala and Golf Classic has raised over \$1.3 million in support of prostate cancer research at London Health Sciences Centre.

We invite you to sponsor the 2017 Lexus of London Gala and Golf Classic on Sunday, June 25, (Gala) and Monday, June 26, 2017 (Golf). Your sponsorship at either of these events helps make a difference for patients and their families.



"Donor-funded research is very important to us... the end goal is to save lives."
- John Hastie, grateful patient

The annual Lexus of London Golf Classic includes:

- Over 500 gala attendees; over 200 golfers at the tournament
- An array of unique live and silent auction items
- Live entertainment and an energetic atmosphere

There are various levels of sponsorship opportunities available. Please see the enclosed opportunity list for more detail. If you have any questions or would like more information, just contact us directly at 519.680.1900.

Sincerely,

ME
Mark Eisen
VP, Lexus of London
meisan@toyota.town.com

CP
Chris Pinelli
GM, Lexus of London
cpinelli@lexusoflondon.com



SPONSORSHIP OPPORTUNITIES & BENEFITS

Benefits to all Sponsors

- Recognition in Gala program and signage at Golf Classic banquet
- Inclusion in one page colour "Thank You" ad in London Free Press and SNAP London following event

Co-Presenting Sponsor \$10,000

- Significant recognition in all relevant signage, advertising, print materials, web, social media and email
- Podium reference during the Gala and Golf Classic event
- Logo on event web site, and on-site signage
- Opportunity to present your own marketing awareness at event

Platinum Sponsor \$5,000+

- Significant recognition in program
- Podium reference during event
- Sign on golf course
- Opportunity to present your own marketing awareness at event
- Logo on event web site, and on-site signage

Gold Sponsor \$3,000

- Opportunity to present your own marketing awareness at event
- Logo on event web site, and on-site signage

Silver Sponsor \$1,500

- Recognition in program
- Logo on event web site, and on site signage

Corporate Dedication \$500

- Tax Receipt issued by London Health Sciences Foundation

Cart Sponsor

- 36 carts for \$1,500 (Silver Level)
- 18 carts for \$750

Event Sponsor

- Gala Reception - \$5,000 (Platinum Level)
- Dinner Banquet - \$5,000 (Platinum Level)
- Live Auction - \$3,000 (Gold Level)
- Gala Cocktail Reception - \$2,000 (Silver Level)
- Game Day Breakfast - \$1,500 (Silver Level)
- Game Day Lunch - \$1,500 (Silver Level)
- Game Day Putt to Masters - \$1,500 (Silver Level)

In-kind Sponsor

- In-kind sponsorship is welcomed at all levels and can be customized.

Thank you to all our sponsors from 2016. You make hope possible.



LHSF.CA/COMMUNITYEVENTS

BACK

Partner Update Example



Funds raised will help advance mental health research that will look at new approaches to care and generate knowledge leading to further grant funding.

COUNTRY CLASSIC AUCTION: BY THE NUMBERS

- 13% increase in funds raised compared to 2015
- 1,240 Attendees; 60% new and 40% returning; 58% female and 42% male (based on web demographics)
- 549 3M Silent Auction items; raising the most was Bon Voyage on VIA Rail with \$2,772
- 828 Assigned bid numbers; 383 active bidders; 2,355 bids placed
- 17 Voyago Live Auction Items; raising West Coast Fishing – 2 at \$13,000
- \$161K Raised during the Make a Difference Appeal to support the Mental Health Program at LHSC
- 30 Sponsorship partners in total

THE HIGHLIGHT REEL

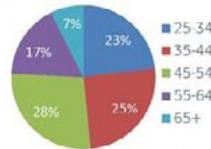
- **Theme:** introduced a new theme; "A Grand Old Night in Nashville"
- **Mobile Bidding:** New online platform that opened the auction one week before the event
- **Make a Difference Appeal:** Raised a CCA record-breaking amount – \$161K (118% increase!)
- **Surprise Entertainment:** Juno award-winning band Walk Off the Earth played to a diverse crowd

Nineka Allen, CFRE, Senior Development Officer, Corporate Sponsorship
519.685.8157 | nineka.allen@lhsc.on.ca

lhsc.ca

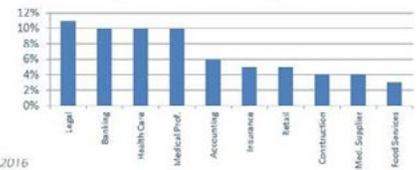


ATTENDEES AGE RANGE*



*Based on 2,290 new user website data – Jun – Nov. 2016

Attendee By Sector *Based on a sample size of 600 attendees.

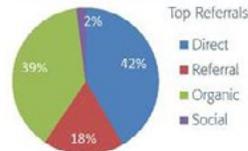


EMAIL COMMUNICATIONS

- Emails directed our audience to lhsc.ca/cca and provided general event information
- Tested subject lines, segmentation and sender names
- Highest open rate: message from John MacFarlane – this year it included the event details

Metrics	2016	2015	Dif.
Total Promo Emails	5	11	↓ 6
Avg. # Recipients	2,065	2,050	↑ 15
Avg. Open Rate	58%	45%	↑ 13%
Avg. Click Rate	27%	20%	↑ 7%

WEBSITE ANALYTICS



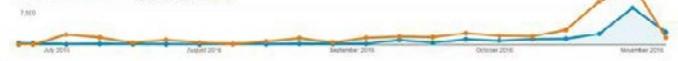
June 23 – Nov. 8	2016	2015	Dif.
Page Views	20,953	45,354	↓ 54%
Unique Page Views	15,400	30,743	↓ 50%
Avg. Time on Page	1:11	0:55	↑ 30%

Less web traffic due to less emails driving guests to the site as well as the push to use the new mobile bidding platform in order to view the silent auction section. We determine that although there is less traffic, the visits are more meaningful to guests.

Top Pages Visited:

1. Home
2. Event Details
3. Voyago Live Auction
4. Photos 2015
5. Photos 2016
6. Cause

WEB TRAFFIC 2016 vs. 2015



Nineka Allen, CFRE, Senior Development Officer, Corporate Sponsorship
519.685.8157 | nineka.allen@lhsc.on.ca

lhsc.ca