



## SPECIAL EVENTS GUIDELINE



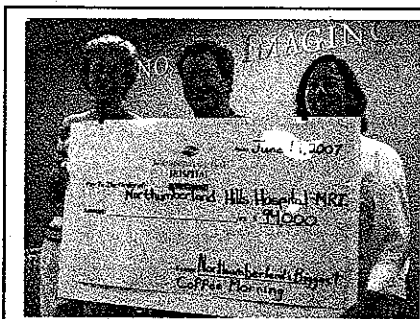
### A Guideline to Planning Your Special Event

A strong hospital is the cornerstone of any community and the Northumberland Hills Hospital Foundation is honoured to have the support of many generous donors, businesses and community organizations. We would be thrilled if your organization chose to support us through a special event or activity. Thank you for thinking of us! All proceeds raised will be used to support the ongoing capital equipment needs of the hospital.

Before you get started, we suggest you read this guideline thoroughly as a basis point for organizing and operating an effective special event.

Inside, you will find a series of simple steps to follow to keep you on track, as well as a registration form that will assist both you and the Northumberland Hills Hospital Foundation in achieving success.

As always, Foundation staff members are available to assist wherever possible. Whether it's a community barbeque, car wash, golf tournament or a bowl-a-thon, we're only a phone call away!



Alma Draper (left), the founder of Northumberland's Biggest Coffee Morning, presents Dr. Frank Marrocco and Charge Technologist Pamela Knott with a cheque for \$94,000.

#### **Contact:**

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# Seven Easy Steps to Success

## 1. Form an Organizing Committee to Help Plan the Event:

You should have a variety of specifically skilled members to share the work. Establish a realistic and measurable financial goal and brainstorm freely to get the best ideas.

## 2. Register the event:

It is great you are excited and positive about your event. It is important to check with the Foundation Office to ensure it does not conflict with other fundraising activities and that we are in a position to lend our support. Fill out the attached event Proposal Form and submit it to the Foundation Office as early as possible.

## 3. Schedule the Event:

Choose a date that is convenient and appropriate for those who will be attending. Check the community calendar to ensure you are not conflicting with other popular activities, particularly if this is a new or untried venture. Know your target audience and choose an event that is the right fit for both the organizers and attendees.

## 4. Establish a Budget:

Identify all possible sources of income and all expenses, including location costs, printing, advertising, prizes, etc. set a realistic goal.

## 5. Promotion and Publicity:

The Northumberland Hills Hospital Foundation is proud to be part of your event and, with approval, will provide as many promotional and publicity materials as you may require. Please identify your needs in the Event Proposal Form.

## 6. Event Conclusion:

Please forward all proceeds from your event to the Northumberland Hills Hospital Foundation within 30 days of your event. Please allow up to four weeks for tax receipts to be issued, if appropriate. Also, please indicate whether follow-up media coverage is expected (i.e., cheque presentation, equipment display, etc.)

## 7. Thank you, thank you, thank you:

This may be the most significant part of your fundraising effort. It is critical that everyone is acknowledged and thanked – regardless of the size of their contribution. Please acknowledge everyone who participated in, or supported your activity and let them know by telephone or letter, how much you appreciated their help.

Diana and John Joynt were able to raise \$35,000 in a variety of ways—including two square dances held at their property and an event they created called *"I Always Wanted To..."*. As a retiree of IBM, John was also able to apply for a partial match to his gifts. The end result of all their efforts was the purchase of a KCI vacuum.

Diana and John are pictured with occupational therapist, Kim Zoldy (centre), and the KCI wound care vacuum purchased with their gift to the Foundation.



# EVENT PROPOSAL FORM

## ORGANIZER'S DATA

Name of Group/Company Planning Event: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone No. \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Fax No. \_\_\_\_\_ Email address: \_\_\_\_\_

Name of Proposed Event: \_\_\_\_\_

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

Location of Event: \_\_\_\_\_

## EVENT DESCRIPTION

Briefly describe the nature of the event:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



### **Get involved!**

At left, Organizers of the fourth annual Meg's Ride—Joanne Bulsara (left), Meg Thorburn (centre) and Whitney Lake (right)—present Foundation Development Coordinator John Russell with a cheque for \$3,262, at the event held in Northumberland Forest.

At right, Players from one of 82 teams who participated in the 2007 Northumberland Street Hockey Festival pose for a photo between games. Presented by Canadian Tire on May 5, the event raised \$6,438 in support of the Hospital.



### Receipting Guidelines

- The Foundation can only issue donation receipts to those that make a donation without receiving any product or tangible item in return. Purchases of raffle tickets, admission tickets, green fees and auction items are not eligible for a receipt.
- If donation receipts are to be issued to participants, please include the Foundation's charitable number on all publicity materials.
- The Foundation Office will be pleased to assist with any questions regarding the issuance of donation receipts.

# Northumberland Hills Hospital Foundation

## Special Events Agreement

Thank you for offering to sponsor/organize an event in support of Northumberland Hills Hospital Foundation. Special Events provide much-needed funds, as well as important publicity to our fundraising campaign. This agreement outlines the responsibilities of both parties.

The Event Organizer agrees to:

- ❖ Plan and implement the event
- ❖ Print and sell tickets for the event
- ❖ Recruit volunteers for the event
- ❖ Promote the event through regular advertising
- ❖ Obtain approval from the Foundation for any printed materials using the Foundation's name.
- ❖ Accept financial responsibility for the event.

The Northumberland Hills Hospital Foundation agrees to:

- ❖ Promote the event through media releases
- ❖ Provide Foundation promotional items, as requested by the Event Organizer.
- ❖ Receive the proceeds from the event.
- ❖ Issue donation receipts, if appropriate.

Other specific terms of agreement:

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The Northumberland Hills Hospital Foundation and the \_\_\_\_\_  
(Sponsoring organization)

on \_\_\_\_\_ of \_\_\_\_\_ in \_\_\_\_\_  
(Day) (Month) (Year)

Agree to coordinate:

\_\_\_\_\_ with both parties observing the above listed conditions.  
(Event)

\_\_\_\_\_  
(Signature from Sponsoring Organization)

\_\_\_\_\_  
(Northumberland Hills Hospital Foundation representative)

### Privacy Statement

The Northumberland Hills Hospital Foundation respects your privacy. We protect your personal information and adhere to all legislative requirements with respect to protecting privacy. We do not rent, sell, or trade our mailing list. The information you provide will be used to keep you informed and up-to-date on the activities of the Northumberland Hills Hospital Foundation—including programs, services, special events, funding needs, and opportunities to volunteer or to give—through periodic contacts.

If at any time you wish to be removed from any of these contacts simply contact us by phone at (905) 377-7767 or via e-mail at [rcunningham@nhh.ca](mailto:rcunningham@nhh.ca) and we will be pleased to accommodate your request.