



## Third Party Events Planning Guide

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**Thank you** for your interest in planning an event or program to benefit the Northumberland Hills Hospital Foundation. Benefit events can take many forms from golf tournaments to black tie galas and walk-a-thons. We are open to exploring these and other ideas with you.

The Foundation is fortunate to receive many inquiries and proposals from companies, individuals, families and staff groups that would like to support the Hospital and its departments.

\*\* If you would like to or are planning an event or program to benefit the Northumberland Hills Hospital submit a completed and signed Event Proposal form (see attached).\*\*

These documents must be submitted at least two months prior to the event or program date. Each proposal is carefully reviewed to see if it is feasible and fits with our organization's goals and objectives.

These are some of the criteria we will use to evaluate proposed events:

- Does the event support the mission and image of the Northumberland Hills Hospital & Foundation?
- Does the event have a realistic budget, timeline and plan?
- What are estimated proceeds from the event?
- Who will chair the event? Will there be other members of the committee?
- Does the event honour an individual or mark a special occasion?
- Will the event raise funds for areas of priority as determined by the Northumberland Hills Hospital leadership team or do you have a specific area in mind?

Please be aware of the following: The Northumberland Hills Hospital Foundation does not advance funds, provide donor lists or solicit sponsorship revenue for third party fundraising events. We can provide limited support. Our department's ability to provide services for your event is limited by staff size and internal fundraising obligations. (We state this information in advance so that there are no disappointments or misunderstandings with regards to our ability to participate in and support your fundraising event). The use of any Northumberland Hills Hospital and Foundation brand, logo or name will require written authorization from the Foundation Office prior to usage.

Once again, thank you for your interest in planning an event or program to benefit Northumberland Hills Hospital. We appreciate your support.

Please allow two weeks for the Foundation Office to review and respond to your proposal.

# **Northumberland Hills Hospital Foundation Policies & Procedures for Third Party Fundraising**

Third party fundraising programs must fit the Northumberland Hills Hospital Foundation mission statement.

## **Hospital Vision**

To excel as a community hospital.

## **Hospital Mission**

To provide excellent health care in an environment that promotes the dignity and well-being of everyone.

## **Foundation Mission**

The Northumberland Hills Hospital Foundation is a dedicated team of enthusiastic staff and volunteers who are passionately committed to improving health care and the quality of life in our communities by growing and maintaining donor support for key hospital capital needs.

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## **Permission**

The Northumberland Hills Hospital Foundation has a fiduciary responsibility to ensure that the Northumberland Hills Hospital name is being used properly, that funds are being handled and accounted for in a responsible manner, and that fundraising is being conducted in a manner that is consistent with our mission and public image.

- All fundraising events require written permission from the Northumberland Hills Hospital Foundation in advance. Do not make public announcements or promote the event until you have received written approval of your event proposal.
- Fundraising events must comply with all relevant provincial and federal laws.

## **Event Timing**

It is the policy of Northumberland Hills Hospital Foundation to maintain a list of all events and other fundraising efforts benefiting the hospital. This includes all activities of the Northumberland Hills Hospital Foundation office and events sponsored at-large by others in the community.

It is the responsibility of the event coordinator to approve the fundraising date with the Northumberland Hills Hospital Foundation Office to ensure no conflict exists between events. There must be sufficient time between events to maximize support, enthusiasm and attendance for your event.

## **Event Promotion & Logo Usage**

The Northumberland Hills Hospital Foundation must review all promotional materials (including without limitation press releases, public service announcements, scripts, posters, brochures) before they are used.

The logos of Northumberland Hills Hospital & Foundation cannot be reproduced without permission.

The Northumberland Hills Hospital Foundation will assist if requested by promoting the event, when appropriate, through:

- Northumberland Hills Hospital web site: As a link to the event or organization's web site can be requested
- Monday Report – an email newsletter to employees of the Northumberland Hills Hospital
- Foundation Forum Newsletter (published twice a year)

### **Event Language**

- ☐ Any promotional materials must expressly state that your event is raising funds to benefit the Northumberland Hills Hospital and/or Foundation.
- ☐ Any promotional materials must properly characterize the use for which the donation will be made. For example, *"Proceeds benefit the purchase of high priority medical equipment for the Northumberland Hills Hospital."*

### **Financial Guidelines**

- ☐ Event expenses must be less than fifty percent (50%) of the total amount raised, excluding in-kind donations.
- ☐ If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.
- ☐ Within 30 days after the last day of the event, please arrange for the presentation of a cheque made payable to *Northumberland Hills Hospital Foundation*.

### **Sponsorship**

- ☐ Northumberland Hills Hospital Foundation cannot solicit sponsors for your fundraising event and will not provide any donor or patient family contact information.
- ☐ Printed materials and other information should state, *"Proceeds will benefit the Northumberland Hills Hospital and/or Foundation."*

### **In-Kind Sponsorship**

- ☐ In-kind sponsorship is defined as a donation of a product or service such as food, beverage, printing or silent auction items.
- ☐ The Northumberland Hills Hospital Foundation will not solicit in-kind sponsors for your fundraising event.
- ☐ In-kind sponsors should be acknowledged at the event or in follow-up.
- ☐ The value of in-kind donations from sponsors should not be included in your total event revenue.

### **Liability, Changes & Cancellation**

#### **Liability :**

- You agree to indemnify and hold harmless Northumberland Hills Hospital and Foundation and all its officers, directors, and employees from any and all claims and liabilities in any way related to the event.
- Fundraising events and program must comply with all relevant provincial and Federal laws.
- Event organizers must discuss liability insurance coverage and waivers with the Northumberland Hills Hospital Foundation prior to signing the Event Planning Form.

#### **Changes:**

- ☐ You must immediately advise Northumberland Hills Hospital Foundation of any changes in your fundraising event.

#### **Cancellation:**

- There may be times when a fundraising event must be canceled. Northumberland Hills Hospital and Foundation, through any of its directors, officers and senior administrators retains the right to cancel the fundraising event. You hereby agree to cancel the event, if so directed, and further agree to release Northumberland Hills Hospital and Foundation and its officers, directors, and employees from any and all liability in connection with such action.

### **What the Northumberland Hills Hospital Foundation Can Do For You**

- Offer event planning expertise and advice.
- Acknowledge your direct contributions to Northumberland Hills Hospital Foundation.
- Approve the use of the Northumberland Hills Hospital and/or Foundation name and/or logos for your event.
- Provide a letter of support to validate the authenticity of the event and its organizers.
- Provide limited existing materials for your event such as flyers, brochures, and a Foundation banner.
- Acknowledge your event by publishing the details, such as event name, event description, locations and contact information.

### **Things to Remember**

- Complete and sign the event proposal form, then return it to the Northumberland Hills Hospital Foundation at least 2 months prior to the date of your event.
- Establish goals that are realistic and measurable.
- Identify your audience/people who you think will be interested in attending.
- Plan a budget. Identify sources of income and all expenses. If you keep costs down, you may generate a larger donation – something everyone will feel good about.
- All promotional and publicity materials must be approved by the Northumberland Hills Hospital Foundation to ensure that you are using the Hospital and Foundation name, logo and charitable language correctly.
- Collect the funds and submit the proceeds. We ask that all funds be forwarded to Northumberland Hills Hospital within 30 days of the conclusion of the event. The list of event donors and their information must also be included.
- **Until permission is received, the name of Northumberland Hills Hospital and Foundation cannot be used for any purpose and contributions cannot be solicited.**
- The forms you submit for the event are only valid for that event. You must submit a separate form for each event.

Thank you again for your interest in planning an event to benefit Northumberland Hills Hospital. Philanthropic contributions such as yours are instrumental and help us to meet the health needs of members of our community.

A Northumberland Hills Hospital Foundation representative is always available to answer your questions or for guidance. Thank you!

### **For more information, please contact:**

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## **FORM A - DONATION RECORDS**

The event coordinator should create a spreadsheet that contains this information for sponsors, donors and in-kind sponsors. This spreadsheet must be turned in to Northumberland Hills Hospital Foundation within 30 days after the event.

### **SPONSORS & DONORS:**

- ☐ First and Last Name (Company or Organization Contact Name)
- ☐ Company or Organization
- ☐ Address
- ☐ City
- ☐ Province
- ☐ Postal Code
- ☐ Phone Number
- ☐ Donation Amount

### **IN-KIND SPONSORS:**

- ☐ First and Last Name (Company or Organization Contact Name)
- ☐ Company or Organization
- ☐ Address
- ☐ City
- ☐ Province
- ☐ Postal Code
- ☐ Phone Number
- ☐ Item Donated
- ☐ Value of Item Donated

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