

# MEDICINE HAT & DISTRICT HEALTH FOUNDATION

## COMMUNITY EVENT TOOLKIT

Make an impact on healthcare  
in Medicine Hat by hosting  
a Community Event!



# MEDICINE HAT & DISTRICT HEALTH FOUNDATION

Thanks to the tremendous support of our community, the Medicine Hat & District Health Foundation has continued to enhance healthcare provided to Southeastern Alberta. Individuals and groups who organize events throughout the community and choose to donate the event proceeds to our foundation have an enormous impact on the care that patients and their families receive.

This Toolkit was created to support you in the planning and organizing of your event. In this document you will find ways to get started, helpful tips, and the necessary forms required for our partnership.

Get creative, have some fun, and host an event such as a golf tournament, bake sale, or community barbeque! No matter if your event is big or small, we are honoured and grateful to be your charity of choice.

We look forward to working with you!

## About The Organization

The Medicine Hat & District Health Foundation is a local registered charity dedicated to enhancing healthcare for residents of Medicine Hat and the surrounding area. We raise funds to support and improve the quality of healthcare in our community. The Medicine Hat & District Health Foundation is proud to say that 100% of your donated dollar goes to local healthcare initiatives. Thanks to donors like you, we fund new equipment, programming, and services that positively impact patient and family experiences!



# Steps to Plan your Event

1) Start by reading through this Community Event Toolkit package.

2) Fill out the required application form and send it into [health.foundation@ahs.ca](mailto:health.foundation@ahs.ca)

3) Our Annual Giving Coordinator will get in touch with you and arrange a meeting to make sure we have all the information we need to help make your event a success!

4) Once your initiative has been approved, you will have access to resources like poster templates, pledge forms, online opportunities, and more!

## DOWNLOAD FORMS AND RESOURCES HERE



Download Electronic Application + Resources

\*You will need adobe acrobat to use the interactive fillable forms

Download Printable Application + Resources

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## Toolkit Check List

### ○ Brainstorm and Set Goals

Gather a group of friends to develop an exciting idea for an event. Remember, no event is too small, every dollar raised makes a difference!

We have provided a list of ideas to get your brains storming:

- “A-thons” of any kind
- Auctions
- Bake Sale
- Barbeques
- Benefit Concert/Play
- Bottle Drives
- Carnivals
- Community Walk/Runs
- Dinner Parties
- Garage Sales
- Holiday Parties
- Raffles
- Sporting Events/Tournaments

### ○ Figure Out the Financials

Plan for financial success with your event! Use the **Event Budget Sheet** provided in this Toolkit to identify expected income and expenses. It’s important to remember that the lower your costs are, the larger your contribution will be.

### ○ Combine Forces

We want to ensure that your event will be a success. Once you know what kind of event you would like to host and have set your financial goals, notify us with an **Event Application Form** and email it to [health.foundation@ahs.ca](mailto:health.foundation@ahs.ca). After we have reviewed your event proposal form, we’ll arrange a meeting to go over the details of the event you have chosen and how we can best support you.

### ○ Form an Event Committee

Planning a successful event takes a lot of time and effort, don’t be afraid to ask for help. Recruit dedicated volunteers with a variety of skills and abilities to divide the tasks and help organize an efficient event.

### ○ **Event Logistics**

Paying attention to detail is crucial in any successful event. Start by working backward from the event kick off to now. Who are you inviting to the event? What food or entertainment needs to be booked? What day and time will the event be held? Do you need a ticket sales deadline? Where will the event be located? How many volunteers do you need? Please note that the Foundation team would be happy to review the logistics of your event.

### ○ **Promote Your Event**

Create a marketing plan that promotes your event to the public. Understand who will support and attend your event and craft your event message specifically for those supporters. Then think about how you can reach those people. Some marketing activities could include social media promotions, eye-catching posters, invitations, or other promotional materials.

### ○ **Collect Funds**

Think about how you will collect the funds raised. Make sure there are proper controls and procedures in place to account for the funds you are collecting and that there is someone responsible for managing this important area. To find out what types of tax receipts your event qualifies for, please **click here**.



### ○ **Thank Participants**

This is the most important step: let those who attended your event know how much money they helped raise and how it will impact health care in our community! Of course, we can assist you with that.

### ○ **Evaluate**

You can learn a lot from the success of your event. If you plan to rerun the event, schedule debriefs with your committee within a week of the event and pinpoint opportunities for growth. Use the provided **Post-Event Report** to guide your evaluation and submit your answers to [health.foundation@ahs.ca](mailto:health.foundation@ahs.ca).



# How We Can Help

## Providing Professional Consulting

- Sit down with a professional fundraiser to receive guidance on your event's, fundraising strategy, and vision. Contact [health.foundation@ahs.ca](mailto:health.foundation@ahs.ca)
- Promoting your event through our social media channels
- Advise you on permits and gaming licenses that may be required

## Donations Processing Assistance

- Help you obtain a raffle license on your behalf to ensure you are in compliance with Alberta Gaming regulations
- Provide charitable tax receipts to participants. (Subject to receipt guidelines of the Canada Revenue Agency [click here](#))
- Provide debit/credit card machines day of the event to maximize fundraising. We are only equipped to do this if we are available to attend the event



## Additional Benefits

- Post your event on our website and use our website for registration, pledges, and creation of personal fundraising pages
- Support your event through our social media outlets
- Provide you with a customized letter of appreciation to acknowledge your sponsors and supporters
- Assist with planning and advising you on silent and live auctions

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## Other Guide Lines

- It is your responsibility as the event organizer to communicate to volunteers, sponsors, and participants that Medicine Hat & District Health Foundation is the beneficiary of the event and not conducting the event
- All publicity for the event should be shared with the Medicine Hat & District Health Foundation
- Medicine Hat & District Health Foundation will not assume any financial or legal liability along with any damages that may incur at the event
- The event organizer will acquire all essential insurance, permits, and licenses

## Unfortunately We Are Not Able To:

- Reimburse any event expenses
- Guarantee attendance or volunteers at the event
- Issue tax receipts for community events, with the exception of monetary donations made to Medicine Hat & District Health Foundation
- Share our mailing list
- Solicit our corporate partners for sponsorship or any other in kind or monetary gifts

# FAQs

## Can you mail information about my event to the Medicine Hat & District Health Foundation donors?

We cannot email or mail information about your events to our donors, as this list is confidential. However, we are happy to list your event on our online calendar and share them on social media.

## Can you help me find sponsors for my event?

We can work with you to help brainstorm and come up with a list of appropriate sponsors for your event, but we cannot approach corporations or individuals on your behalf. The Foundation event team has information available for you on how to secure sponsorships, including sample sponsorship packages and ask letters.

## Can you help me get media for my event? Can you send out a press release for me?

We cannot promise media will attend or promote your event without you paying them to do so. We do have resources available to you on how to generate media interest for your event as well as a sample press release template you can customize for your event. We can also work together to promote your event on social media platforms.

## I just completed my event. When do I need to send in the funds from my event?

We kindly ask all event organizers send in the funds within 60 days of the event taking place to ensure proper stewardship of your supporters. Additionally, under Canada Revenue Agency (CRA) guidelines, for funds to be eligible for income tax receipting in any given calendar year, *The Medicine Hat & District Health Foundation must either have received the gift by the last business day of December or the gift must be postmarked prior to December 31st.*

## I would like to run a raffle at my event. Do I need a license?

Gaming and lotteries including bingos, 50/50 draws, gambling, raffles or games of chance often have special considerations that require permits. Please visit [here](#) for more information.



AGLC has strict terms and conditions that must be followed, so please ensure that you follow them closely if you are going to hold a raffle.



To obtain your AGLC ID, please [click here](#) and fill out the "Eligibility for Raffle License" as well as the "Internet Account Request." You can email or fax your completed form back to AGLC. This process takes between 3-5 business days.

Once your eligibility has been approved, you will be sent a username and password which will allow you to apply for a raffle license online free of charge.

The Medicine Hat & District Health Foundation will not endorse/support or accept donations from events that are not able to be licensed, specifically, gaming events such as poker.

## Can I register to raise funds online?

Yes, the Health Foundation can provide an online link that will accept donations, provide a receipt, and collect all raised funds together in one fund. Please note that these funds would not be accessible to pay for event expenses.

# Thank You

for choosing us as your  
charity of choice!

