



**CARE.
NEVER.
STOPS.**



Community Champion Toolkit

Events & Fundraising

CARE. NEVER. STOPS.

We thank you for using our Community Champion Toolkit

Your time and talents help support Grand River Hospital to raise funds for 8 special areas of care plus medical equipment and technology, renovation projects; and local clinical and health research and education.

Thank you for choosing Grand River Hospital for your fundraising event. Your commitment to health care in our region ensures all of us in Waterloo Region and Guelph Wellington will have access to the best health care services close to home. That's why we think of you as our Grand Champion!

This fundraising toolkit will help you step-by-step in planning a successful event from beginning to end. We've made it easy for you and we're here to help.



8 Steps for a Great Event

1. Who Do You Want To Help?

What area or program of the hospital do you want to raise money for?

Grand River Kids

Cancer Care

Emergency Care

Continuum of Care

Kidney Care

Mental Health

Learning + Innovation

Patient Experience



2. Gather up a team, blue sky a cool event and set some goals

Bring together those key individuals who want to help with your goal, so that you can share tasks and reach your fund-raising dream.

- Set up an action plan to help keep you on track
- Stuck on what type of event to try? Give us a call, or try one of the 'Turn Key Fundraisers' we provided in this guide.



3. Create a budget, set a date and location

This will help you answer questions like how are you going to raise money, what type of expenses, if any will you incur? We've provided a Budget Plan included below.

Keeping costs low means more money you raise for Grand River Hospital!

All expenses need to be covered by the event organizer. Grand River Hospital will not be able to cover any event expenses.

Think about your event location that's convenient for you and your team.

Make sure your event doesn't overlap with another event on the same day or location.

Think about the weather, holidays and travel time.

4. Now it's time to tell us about your event

Before you proceed to getting your event off the ground, send us an email or give us a call. It only takes a few minutes, but could save you a lot of time as we can help with materials and answer questions you still might have.

How Grand River Hospital Foundation Can Help You

- Event Pageantry - At no cost, borrow banners, posters, flags, sun umbrellas
- We'll promote your event to our 27,000+ donors, and on social media
- We'll promote your event to our 4,000+ hospital staff
- Need a volunteer? We can help.

Ask for Paul M Amaral
Director of Community
Partnerships & Entertainment

Grand River Hospital Foundation
Call, text or email away
226-753-0458 / paul@grhf.ca.



5. Get the word out



Now it's time to promote your event in your neighbourhood, with family, friends, colleagues at work and of course...on social media.

Facebook, Twitter, LinkedIn or Instagram can get your message throughout Waterloo Region.

Make sure to tag us! Here are the Grand River Hospital Foundation Tags!

Facebook - @careneverstops

Twitter - @careneverstops

Instagram - @careneverstops

LinkedIn - <https://www.linkedin.com/company/3314960/admin/>

Download ⇒ Get The Most of Social Media guide

Set up a fundraising page that you can link up to your social network or we can set up a site for you. Ask us!

We recommend: [Just Giving www.justgiving.com](http://www.justgiving.com)

Canada Helps is also another popular site: www.canadahelps.org

On-line fundraising connects you quickly and easily with donors that go to your event and those that can't make it.

- Newspapers, tv and radio stations love good news stories, especially when Grand Champions like you are helping their local hospital. We can help with a media advisory to promote your event.
- If pictures or video are to be taken at the event, please be sure to post a sign at your event that indicates your photos may appear on the web.



6. For goodness sake...have fun at your event!

That's why it's called fun-draising. Don't stress out. Your intentions are very noble. You are raising money for your local hospital. And that should put a smile on your face!

P.s. It puts a smile on our faces.



7. Wrapping it up

All that work in planning and executing your event, now it's time to tidy up a few things and send your donation to Grand River Hospital Foundation.

Get all your invoices paid. Finalize your budget. And now the drum roll...how much money did you raise? Send this to Grand River Hospital Foundation within 60 days please.

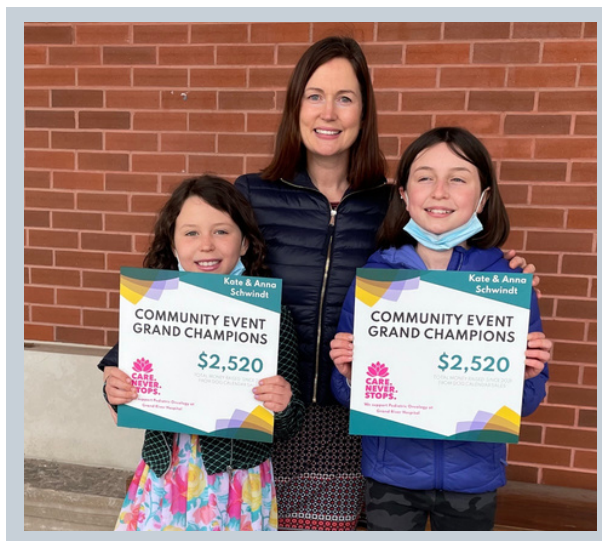
Tax receipts? Speak to Paul Amaral in advance of your event. Ask us about providing you, your own unique Community Event QR Code for direct donations and tax receipts for your participants.

It's time for you to say thank you. To your volunteers, donors and sponsors. A simple text message, a post on their social media, a phone call, or mail a card. Thank you never gets tired. Let them know much money was raised too!

Diarize to help Grand River Hospital next year!

8. It's time for us to say thank you to YOU!

After your event, we'll connect with you to show our appreciation and share your story. We also want to learn from you and your team what worked well and what you'd do differently next time.



Turn-Key Fundraisers



Stuck on trying to figure out what type of fundraising event you want to hold? Why not try one of these easy turn key online solutions. This is not chocolate bar sales, or gathering up beer bottles for the LCBO. All you need to do is promote awareness to the social and professional channels you have. They have access to cool products, you have access to easy fundraising.

truLOCAL

CONNECTING YOU TO THE SOURCE.

truLOCAL - is a high-quality, local, premium meat delivery service - to the members of your community through their fundraising program. People are looking for high-quality, locally sourced meat and fish products now more than ever. truLOCAL handles everything online and since they deliver across Ontario, Alberta and British Columbia, it allows participants to raise money without being restricted by distance.

Fundraising Program Breakdown

truLOCAL offers curated boxes filled with the best quality, locally sourced meat and fish for you to choose from. They have found most success by running the fundraiser for one month at a time and can re-run the fundraiser at other times throughout the year.

There are five different curated box options to choose:

Mix It Up Box - \$115, \$159 & \$249 options to choose from

Staples Box - \$115, \$159 & \$249 options to choose from

Surf & Turf Box - \$115, \$159 & \$249 options to choose from

BBQ Box - \$115, \$159 & \$249 options to choose from

Poultry Box - \$115, \$159 & \$249 options to choose from



Each box has three different price points available (\$115, \$159, \$249) so there's a box to suit every budget and family size. The bigger the box, the bigger the donation to the fundraising cause.

Box Donation Breakdown

\$115 box - \$10 donation/order

\$159 box - \$25 donation/order

\$249 box - \$50 donation/order

Orders are placed directly through our fundraising page online and are delivered directly to the supporters' home on dry ice so that everything remains frozen until they get home.

D'Angelo Thomas - Regional Manager

Office | 1 800 680 1512 Email | dangelo@trulocal.ca www.trulocal.ca

Turn-Key Fundraisers

The Best Name Labels for School, Daycare, Home and More!

Avoid mix-ups and lost items with our custom name labels



Mabel's Labels Fundraising Program

Quick and easy online fundraising for Grand River Hospital.

How it works:

- 1. SIGN UP**
Just fill in our quick form to sign up your school, team or organization
- 2. SHARE**
Let the families in your organization know that you're fundraising with Mabel's Labels

20% of purchases are donated back to Grand River Hospital. Make sure your donors fill in Grand River Hospital Foundation in the 'Support a Fundraiser' on-line field when checking out.

CONTACT US

www.mabelslabels.ca/en_CA/fundraising/support/

Live Chat

Mon - Fri, 9am - 8pm EST

Call Us

1-866-306-2235

Email Us

info@mabelslabels.com





Community Event Budget

Our Fundraising Goal For Grand River Hospital Is... \$

REVENUE

	#	REVENUE	AMOUNT
Personal Donations including cash, coins, cheques			\$
Event Ticket Sales			\$
Silent & Live Auction			\$
Sponsorships			\$
Donations from businesses			\$
Online donations			\$
Grand River Hospital 'Grand Venture Store Sales'			\$
Other Revenue			\$
		REVENUE SUBTOTAL	\$

EXPENSE

	#	EXPENSE	AMOUNT
Food & Beverage			\$
Printing (tickets, posters, banners, thank you cards)			\$
On-site rental fees			\$
Advertising (print, on-line, media)			\$
Prizes & Gifts			\$
Other Expenses			\$
		EXPENSE SUBTOTAL	\$

Total Net Dotion Raised for Grand River Hospital is... \$



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