



HEADWATERS
Health Care Foundation



COMMUNITY EVENTS PARTNER TOOLKIT



36,374 EMERGENCY DEPARTMENT VISITS



18,606 OUTPATIENT VISITS | **819** INPATIENT SURGERIES | **4,862** DAY SURGERIES



1,481 ONCOLOGY CONSULTATIONS

69,489 DIAGNOSTIC IMAGING TESTS

979 INPATIENT SURGERIES

1,192 CHEMOTHERAPY TREATMENTS

4,254 DIALYSIS VISITS



322,767
LAB TESTS

900 BABIES
DELIVERED



198 PHYSICIANS

804 STAFF

22 MEDICAL STUDENTS

177 VOLUNTEERS

The government does not provide funding for the purchase of new equipment

Ensure the best health care for our community

Your donation makes us better

Everything we do for our patients is supported by our community

Close to home, but far from ordinary

We are always working to invest in new and expanded technologies

High-quality care close to home

Community support makes Headwaters an exceptional place



For over 100 years Headwaters Health Care Centre has provided exceptional health care to the residents of Dufferin County and the Town of Caledon and is a recognized leader in community health care. A mid-sized community hospital centred within a 640 square mile area, Headwaters Health Care Centre cares for a population of more than 135,000 full time residents.

Our region is one of the fastest growing communities in the province. The area attracts a mix of young families and seniors, and as a result the hospital must keep pace with the ever-increasing demand for programs and services, while balancing resource efficiency, effectiveness, safety, quality, patient satisfaction and stakeholder accountability.

The government does not provide funding for the purchase of new or replacement equipment, therefore Headwaters Health Care Foundation's dedicated staff and volunteers work within the community to raise money to fill this gap.

First Things First

- Brainstorm
- Create your committee
- Set a fundraising goal
- Set a date

Tell Us About It

- Complete our 'Host an Event' form

Create A Budget

- Consider items such as:
 - Attendance
 - Cost of decorating
 - Printing
- See the "Sample Budget" section for a template

Plan Your Logistics

- Create a plan for your event and lay out all the steps you need to complete it
- Confirm your venue
- Apply for necessary permits & additional insurance if required
- Plan and acquire all event supplies & equipment
- Recruit Volunteers for each role:
 - Photographer
 - MC
 - Set Up & Tear Down
 - Check-in
 - AV
 - Food & Beverage
 - Other

Promotional Ideas

- Promote in community or company using newsletters, website, email and word of mouth
- Promote through local media, social media, posters, flyer and don't forget to mention @MyHeadwaters (Instagram) and @HHCFoundation (Facebook)

- Invite the Media
- Make a list of people who may want to attend your event
- Send out invitations by email, mail, social media
- Send out donation requests by email, social media

Fundraising Ideas

- Ask your company or other companies to match every dollar you raise or to make a company donation
- Invite a special guest to join you in your fundraising efforts to provide an incentive to reach your goal
- Ask! Ask! Ask!
- See page 4 "Fundraise" for more information

Wrap Up and Thank You

- Send out thank you notes to sponsors, donors, volunteers and other organizers
- Collect outstanding pledges or donations
- Submit funds raised along with completed pledge forms for donations requiring receipts to **Headwaters Health Care Foundation at 100 Rolling Hills Drive, Orangeville, ON L9W 4X9**
- See page 4 "Fundraise" for more information regarding collecting funds and charitable tax receipts

Keys to Fundraising Success

1. Identify your WHY; why are you fundraising, why is it important to YOU?
2. Share your story! Use social media. Spread the word. Leverage your network. Tell everyone you know.
3. ASK! Many people do not give simply because they are not asked to.
4. Follow up...Follow up...Follow up! Your supporters may need a reminder.
5. Host a fundraising event! Dinner, sale, a-thon, games night
6. Say THANK YOU! Make sure your donors know they are appreciated.

HOW TO RAISE

\$500 IN 7 DAYS



IN SUPPORT OF
HEADWATERS HEALTH CARE FOUNDATION

Day 1: Donate to yourself	\$25
Day 2: Ask 3 family members to support you \$25	\$75
Day 3: Ask 5 co-workers to donate \$20 each	\$100
Day 4: Ask 5 friends to donate \$20 each	\$100
Day 5: Ask your boss for a company contribution	\$100
Day 6: Ask 5 neighbours to donate \$10 each	\$50
Day 7: Ask 2 businesses that you support to support you for \$25	\$50

TOTAL: \$500

Collecting Funds

Cheque donations must be made out to Headwaters Health Care Foundation. Cash donations should be sorted and counted and coins rolled. (Even better, keep the cash and submit a cheque for the amount donated).

We ask that all revenue collected be submitted to the Foundation office within 30 days of your event.

Donations of \$20 or more are eligible for a charitable tax receipt but you **MUST** submit a list of all donors requiring one including:

1. Full name
2. Full street address (with postal code)
3. Email address
4. Amount Contributed

See included "Donation Form" for more information

*funds collected through raffles, draws or 50/50 contests are not tax receiptable, nor are prize, silent and live auction or product donations or purchases. If you are hosting an event that collects sponsors, their donations are not tax receiptable if they are receiving sponsor benefits in return.

Corporate

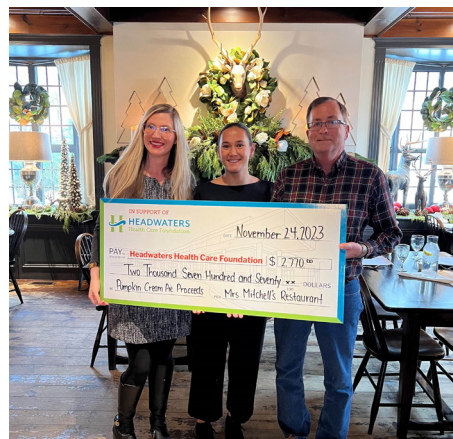
- Dress-down days
- Proceeds from Holiday parties, birthdays, anniversaries
- In Honour donations for special occasions
- Designation of a certain percentage of company sales or services – for a week, month, or another appropriate time frame – to Headwaters Health Care Foundation
- Grand Openings
- Gala/Silent Auctions

Community

- Barbecues
- Fashion shows
- Talent shows
- Car washes
- Garage sales
- Theatre/concert events
- Book sale
- Craft show
- Art auction
- Sporting events – tournaments, game nights, walk/run/biking events, polo/horse races
- Bottle drives

School

- A-Thons – Run/walk, dance, skate
- Bake and yard sales
- Carnival
- Dress up days
- Theatre shows
- Sport days
- Battle of the bands
- Cook offs
- School garage sale
- Polar plunge
- Head shaving
- Create a cook book



How can we help?

- Advice and expertise on event planning and fundraising
- Letter of support to validate the authenticity of an event
- A listing of your event on Headwaters Health Care Foundation events calendar on our website
- An approved “In Support of Headwaters Health Care Foundation” logo, with usage guidelines for your materials
- Create social media graphics for online promotion of event
- Arrange for staff and/or volunteers to attend and speak at events and cheque presentations – if appropriate
- Allow use of Headwaters Health Care Foundation promotional materials including signage, posters or banners - where available
- Promotion for your event, logo and photos on social media and website
- Charitable tax receipts, if applicable - See “Collecting Funds” section
- Donor recognition within the hospital (dependent on amount of funds raised)

What we can't do

- Provide donor information from donations that are received directly by the Foundation
- Fund or reimburse expenses
- Share or provide personal information of donors, prospects, or patients
- Solicit donations, sponsorships, tickets or prizes for community events
- Apply for applications for gaming licenses
- Provide access to celebrities or other community or Hospital leaders
- Fund the purchase of tables, tickets or sponsorships
- Tax receipts for items or services donated, cash draws, auction purchases or on behalf of another organization

Important information to know

- We request that event proceeds are sent to Headwaters Health Care Foundation within 30 days of the event
- In order for a tax receipt to be issued - if eligible, required information must be received in the preferred format within 30 days. See “Fundraise” section and attached “Donation Form” for more information
- Event organizers are responsible for ensuring adequate insurance, obtaining all necessary permits and licenses for the event; Headwaters Health Care Foundation is not responsible for any damage, accidents to persons or property and will not assume any legal or financial liability

Use of Headwaters Health Care Foundation Name

Fundraising groups or organizations may use the name, Headwaters Health Care Foundation in email and print correspondence, on their website and on promotional items such as posters or tickets. The following examples demonstrate how our name may be used:

1. *Proceeds from this event will be donated to Headwaters Health Care Foundation.*
2. *NAME OF FUNDRAISING INITIATIVE in support of Headwaters Health Care Foundation.*
3. *NAME OF FUNDRAISING INITIATIVE, supporting the Headwaters Health Care Foundation.*

Use of “In Support of Headwaters Health Care Foundation” Logo

In order to use the “In Support of Headwaters Health Care Foundation” logo, a community, corporate or school group partner, event or initiative must raise money for the foundation. The use of the logo, must be approved by a member of the Events team at Headwaters Health Care Foundation who will at that time provide a copy of our logo and ‘*Style Guide*’ outlining use of colour, buffer space and tag lines. Fundraising groups and organizations may not use the name, Headwaters Health Care Centre, or its logo.

For More Information

If you have more questions regarding hosting your own event in support of Headwaters Health Care Foundation, please contact us:

Shauna Santarossa
Development Officer, Communications & Donor Relations
T: 519-941-2702 ext. 2821
E: ssantarossa@headwatershealth.ca

Community hosted events are a rewarding and effective way to give back and they are critical to the ability of Headwaters Health Care Foundation to support the priority needs of your hospital.

THANK YOU for your commitment to host an event on our behalf!

Please complete the form below to tell us about your Event and we will contact you with materials and see how we can help.

NAME OF EVENT: _____

NAME OF GROUP/BUSINESS PLANNING THE EVENT: _____

FUNDRAISING GOAL: \$ _____

CONTACT PERSON: _____

STREET ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

E-MAIL: _____ PHONE NUMBER: _____

PLEASE TELL US WHAT TYPE OF EVENT YOU ARE PLANNING - SALE, RAFFLE, 'A-THON', SPORTING EVENT, PARTY - SOME OF THE DETAILS AND WHAT INSPIRED YOUR TO GET INVOLVED.

WILL YOU NEED A LETTER OF SUPPORT? YES NO

SAMPLE BUDGET

Expenses			
Category	Projected \$	Actual \$	Notes
VENUE			
Rental			
Equipment Rentals			
Security			
Audio/Visual			
Prizes			
DECOR			
Linens			
Lighting			
Signage			
Decorative Items			
Printing			
FOOD AND BEVERAGE			
Food			
Beverage			
Bar			
	TOTAL:	\$	
Revenue			
Category	Projected \$	Actual \$	Notes
SPONSORSHIP			
Cash			
In-Kind			
TICKET SALES			
DONATIONS			
	TOTAL:	\$	



IN SUPPORT OF
HEADWATERS HEALTH CARE FOUNDATION

DONATION FORM

Event Name: *i.e. Pink in the Rink* Location of event: _____ Date of Event: _____

You may photocopy additional forms as needed: Page ____ of ____

Participant Name: _____ Telephone: _____

Address: _____ Email Address: _____

City: _____ Prov.: _____ Postal Code: _____

Donor First Name	Donor Last Name	Address	City	Postal Code	Phone Number	Email	Amount Donated	Receipt Y/N
Total Amount Collected								

If you wish to receive a charitable tax receipt, please CLEARLY PRINT your name, address and postal code. Only amounts of \$20 or more will be receipted.

We are committed to protecting the privacy of your personal information. We keep a record of your information for tax receipting and donor communication purposes. Occasionally, we may contact you with information about the impact of your donation. If you do not wish to receive these communications or have any questions or concerns regarding the privacy of your personal information, please email foundation@headwatershealth.ca. Canadian Charitable Business #888697794RR0001