



WOMEN'S COLLEGE
HOSPITAL FOUNDATION
Health care for women | REVOLUTIONIZED

Community Events Toolkit

Champion women's health in your community!



Table of Contents

- Thank you from WCHF..... 2
- Our Gratitude in Action..... 3
- Getting Started!..... 5
- We Can Help!..... 6
- Sample Event Critical Path.....7
- Sample Event Budget..... 9
- Sample Sponsor Solicitation Letter.....10
- Sample Sponsorship Package.....11
- Sample Sponsorship Levels at a Glance.....13
- Sample Thank You Letter.....14
- Social Media Guide..... 15
- Sample Media Advisory.....17
- Tax Receipting Guide... ..18



Thank you!

On behalf of Women's College Hospital Foundation, thank you for hosting an event in support of Women's College Hospital (WCH). In so doing, you are joining a community of more than 33,000 donors who are contributing to the success of WCH in its mission to advance the health of women and improve healthcare options for all through groundbreaking research, care and education.

Historically, women have been underserved in healthcare and faced gaps that put their lives and well-being at risk – particularly those from marginalized or disadvantaged communities. This is what we call the Health Gap. For more than 100 years, Women's College Hospital has been at the forefront of research and innovation that has been helping to close these gaps.

WCH pioneers were involved in the development of the simplified Pap test to screen for cervical cancer; we were the first hospital in Ontario to use mammography as a tool to detect early signs of breast cancer; and WCH was the site of the first hospital-based sexual assault and domestic violence centre, to name just a few of the key ways in which this institution has helped drive forward a better future for the health of women and their families.

Today, Women's College Hospital is the only academic, ambulatory hospital in Canada devoted to improving healthcare for women and their loved ones. Our Sexual Assault and Domestic Violence Care Centre provides 24/7 care to victims and survivors of sexual assault and domestic violence. Our Women's Mental Health Program is the largest clinical and research program of its kind in Canada. Our researchers are breaking new ground in women's cancers research, identifying genes that put women at greater risk of cancer, and developing new models of care to help women decrease their risk. And the list goes on.

We are incredibly grateful to you for joining us in our mission to raise vital funds to advance life-changing and life-saving work. Thank you so much for your support.

Sincerely,

Cathy Carter,
Vice President, Chief Community Officer
Women's College Hospital Foundation

Our Gratitude in Action

Our thanks to you include...

	Up to \$999	\$1,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$149,999	\$150,000 and up
Welcome kit for all new donors and first-time event organizers	✓	✓	✓	✓	✓
Invitation to a hospital tour	✓	✓	✓	✓	✓
Customized stewardship report		✓	✓	✓	✓
Receive WCHF annual report to the community	✓	✓	✓	✓	✓
Receive annual president's update	✓	✓	✓	✓	✓
Receive Heart & Soul bi-annually	✓	✓	✓	✓	✓
Receive our monthly e-news	✓	✓	✓	✓	✓
Invitation to WCH/F engagement events as appropriate	✓	✓	✓	✓	✓
Invitation to our third party recognition celebration	✓	✓	✓	✓	✓
Announcement made in WCHF e-news	✓	✓	✓	✓	✓
Announcement made in WCH Connect		✓	✓	✓	✓
Pink Cube keychain		✓	✓	✓	✓

	Up to \$999	\$1,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$149,999	\$150,000 and up
Donor wall recognition			✓	✓	✓
Milestone event or gift for meeting set fundraising amount through year over year repeats of event			✓	✓	✓
Stewardship event highlighting program of interest					✓

Getting Started!

Do you want to host a community fundraising event in support of Women's College Hospital Foundation? You can either name Women's College Hospital Foundation as a beneficiary of an existing event, or you can create your own. Here are some quick tips to get you started!

- Form a volunteer event committee – recruit friends, relatives, and colleagues to work on your event.
- Select your event and theme – decide on the kind of event you want to have, how many people you would like to attend and time of year to have it.
- Budget and fundraising goal – once you have formulated your concept, put together a realistic budget with expenses and revenue. Take a look at expenses, and determine what items or services you might be able to have donated or receive as in-kind support.
- Contact Women's College Hospital Foundation to let us know. We're so grateful to hear from you! We will provide you with tools and resources to help make your event a success.
- Timelines – develop a schedule of when components of your event need to be completed and who is responsible for completing each task.
- Promotion – decide how you will inform the community about your event – i.e., e-mail, Facebook, Twitter, posters, community newspaper, media outreach, etc.
- Conclusion/analysis – please submit funds collected to Women's College Hospital Foundation within 60 days of the event. Hold a debrief with event volunteers and take a look at what worked and what could be changed.
- Ensure all supporters, i.e. volunteers, donors and sponsors, are thanked and acknowledged for their contributions. This will encourage ongoing support for future events.
- Contact WCHF anytime for advice!

For more information and help to get you started, contact:

Randi MacQueen

Development Officer, Events
Women's College Hospital Foundation
76 Grenville Street | Toronto, ON M5S 1B2

Direct Phone: 416-323-6323 ext 5985

Email: randi.macqueen@wchospital.ca

We Can Help!

Thank you for considering Women's College Hospital Foundation as a beneficiary of your event – we're always so grateful when community members come forward to help us fundraise! We want your event to be as successful as possible and look forward to supporting your efforts.

Depending on the size and scope of your event, here are some ways we can support you:

- Help you find an event idea that is a right fit for you. Everyone has different strengths and networks – we can help you take advantage of these benefits to make your event as effortless as possible.
- Provide a letter of acknowledgment from WCHF confirming that your event will be held in support of the Foundation. This helps with ticket sales and marketing.
- Provide use of the *In Support of Women's College Hospital Foundation* logo. Please note, all materials using this logo must be approved by WCHF.
- Provide resources and working templates that will help you during the planning and implementation stages.
- Promote your event via
 - WCHF Facebook and Twitter platforms
 - The events section of the WCHF website
 - WCHF e-newsletter
- Provide a speaker at your event where applicable
- Set up a website for ticket sales

Unfortunately, there are some things that we just cannot do. These include:

- Licensing and insurance, including gaming and liquor licenses
- Funding event-related expenses
- Sharing the information of WCHF donors and sponsors
- Graphic design of print materials
- Event administrative support
- Publicity support

SAMPLE

Event Critical Path

This is a sample critical path that you may find useful. Timelines and actions below are suggestions and can be adjusted to meet the needs of your event.

6 months prior to the event:

Action	Responsible	Date Complete
Decide on what kind of event you want to hold and choose a date		
Research competing events during that time		
Develop fundraising goals and event budget, including expenses		
Connect with Women's College Hospital Foundation to register your event		
Form a volunteer committee <i>Committee members can chair event tasks and are a great resource to promote ticket sales and fundraising activity</i>		
Assign committee tasks		
Book a venue		
Book speakers/entertainment		
Develop promotion strategy <i>Social media, community newspaper, invitations, posters, marketing collateral, website, etc.</i>		
Setup a website for ticket sales and share		
Develop a communications plan		
Develop a sponsorship package		
Solicit sponsors to support your event		
Develop marketing collateral		
Apply for appropriate licenses and permits		
Develop theme and décor		
Develop list of invitees <i>If you are inviting VIP and dignitaries, it is best to invite at least 4 months in advance to accommodate busy schedules</i>		
Learn about tax receipting <i>We can help!</i>		

3 months prior to the event:

Action	Responsible	Date Complete
Develop a roster of volunteer needs; volunteer recruitment		
Determine rental needs		
Book rentals 6 weeks in advance of event		
Brief speakers/entertainment on their role and the direction you would like them to take		
Design and send invitations		
Book photographer		
Develop run of show		
Determine staffing needs; book staff		
Book caterer		
Create day of critical path		
Design and print collateral		
Apply for a Special Occasion Permit 8 weeks in advance		
Book decorator		
Implement communication/promotion strategy		

1 week prior to the event:

Action	Responsible	Date Complete
Connect with volunteers to disseminate roles and event details		
Confirm vendor and delivery details		
A/V check		
Send media release 5 days before your event (optional)		

Event day!

Action	Responsible	Date Complete
Arrive at the venue early to setup		
Final A/V check		
Have fun and enjoy your event!		

Post-event:

Action	Responsible	Date Complete
Guest, sponsor and volunteer stewardship <i>A thank you letter, email or phone call is a great way to thank your guests, sponsors and volunteers for attending and contributing to your event</i>		
Debrief with volunteer committee to discuss successful aspects of your event and areas of improvement moving forward		
Pay all outstanding invoices		
Once your event is complete and expenses are paid, please submit proceeds within 60 days post-event to Women’s College Hospital Foundation. Thank you!		

SAMPLE

Event Budget

A working copy of this template is available upon request.

Revenue	
Sponsorships	\$
Ticket Sales	\$
Registration	\$
Silent Auction	\$
Live Auction	\$
Promotional Draw	\$
Donations	\$
Other	\$
Total Revenue	\$

Expenses	
Venue	\$
Food & Beverage	\$
Printing (tickets, posters, signage)	\$
Advertising	\$
License Fee	\$
Staffing	\$
Décor	\$
Other	\$
Total Expenses	\$

Net Income	
Total Net Income	\$

SAMPLE

Sponsor Solicitation Letter

Date

Name

Title

Company

Address

City, Province, Postal Code

Dear **[insert name here]**,

I hope this letter finds you well. I'm writing today to inquire about the possibility of **[company name]** partnering with **[organization name]** for **[event name]**, an event held in support of Women's College Hospital Foundation (WCHF).

By partnering with us in our **[inaugural year/XX year]**, you will be helping advance healthcare for women through the power of philanthropy. With approximately **[XX]** guests in attendance, this event offers a unique opportunity to raise funds for the crucial research, care and health system solutions taking place at Women's College Hospital (WCH), Canada's leader in advancing healthcare for women. A sample of these programs and services at WCH include: women-specific cardiac rehabilitation programs; the Sexual Assault and Domestic Violence Care Centre; world-leading women's mental health programs; and The Peter Gilgan Centre for Women's Cancers, a centre providing every woman every chance when experiencing cancer. Our goal is to raise **[amount]** in support of WCH and a better future for the health of women and their families.

[Event name] will be held on **[date]** at **[location]** from **[start time to end time]**. The **[morning/afternoon/evening]** includes **[provide the most important event details here such as keynote speaker, theme, entertainment, dining experience, etc.]**

We respectfully ask that you consider supporting **[event name]** with a corporate partnership as a **[insert sponsorship level here]**. The enclosed sponsorship package details the range of benefits available for this opportunity. Please do not hesitate to contact me directly with any questions you may have.

To learn more about WCH and WCHF, please visit www.womenscollegehospital.ca or www.wchf.ca.

Thank you so much for your consideration! We look forward to partnering with you.

With warm regards,

[Signature]

Name

Title

Email

Phone

SAMPLE

Sponsorship Package

Event name

Sponsorship opportunities

Join us on **[date]** for the **[inaugural/XX annual event name]** in support of Women’s College Hospital Foundation.

If the event has occurred before, include information pertaining to how many people have attended and how much has been raised. If you are holding the event for the first time, include anticipated attendance and revenue. Include the highlights of your event, i.e. event attractions and special guests.

Proceeds from the event will support Women’s College Hospital Foundation (WCHF). WCHF contributes to the success of Women’s College Hospital (WCH) – Canada’s leading academic, ambulatory hospital and a world leader in the health of women. By sponsoring this event, your company, including clients and stakeholders, can become leading champions for women’s health. Your generous support will change lives and advance women's health by funding vital programs and initiatives that are pioneers in filling gaps in healthcare for women – gaps that put the wellbeing of women at risk.

For over 100 years, WCH has been developing and delivering programs to improve women's health across Ontario and beyond, building a brighter, stronger future for women. We would be so grateful for your support to help us close the gaps in women’s health by becoming a sponsor of **Oj YbhbUa YQ**

There are several sponsorship opportunities available for this event:

Examples are provided with amount and benefits to use as a guide only. Opportunities should be catered specific to your event and benefits should reflect the level of giving.

Platinum Sponsor (Exclusive) \$2,000	Benefits include: <ul style="list-style-type: none">• Company logo on event collateral• Special recognition on event website• Opportunity to include branded “swag” in giveaway bags• Employee engagement opportunity• Verbal recognition from podium• On-site activation• Two stage-side tables
--	--

<p>Gold Sponsor \$1,500</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Company logo on event collateral • Special recognition on event website • Opportunity to include branded “swag” in giveaway bags • Employee engagement opportunity • Verbal recognition from podium • On-site activation • One stage-side table
--	--

<p>Silver Sponsor \$1,000</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Company logo on event collateral • Special recognition on event website • Verbal recognition from podium • One stage-side table
--	---

<p>Bronze Sponsor \$500</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Company name on event collateral • Special recognition on event website • 4 tickets
--	--

SAMPLE

Sponsorship Levels at a Glance

	Platinum Sponsor ~&\$\$\$	Gold Sponsor \$%\$	Silver Sponsor ~%\$\$\$	Bronze Sponsor \$)\$\$
Company logo on event collateral	✓	✓	✓	
Company name on event collateral				✓
Special recognition on event website	✓	✓	✓	✓
Opportunity to include branded "swag" in giveaway bags	✓	✓		
Employee engagement opportunity	✓	✓		
Verbal recognition from podium	✓	✓	✓	
On-site activation	✓	✓		
Table(s)/tickets	2 tables (20 tickets)	1 table (10 tickets)	1 table (10 tickets)	4 tickets

SAMPLE

Thank You Letter

A thank you letter can be used to thank donors, sponsors, guests and other supporters of your event.

Date

Name

Address

City, Province, Postal Code

Dear **[insert name here]**,

Thank you so much for your generous support of **[event name]** on **[date]**! Your contribution and support helped raise **[\$XX]** for Women's College Hospital Foundation (WCHF). On behalf of everyone involved in **[event name]**, I would like to extend my deepest gratitude for your **[gift/ sponsorship]**.

By advancing groundbreaking research, care and health system innovation taking place at Women's College Hospital (WCH), your generosity will help change and save countless lives. As Canada's leading and only fully ambulatory, academic hospital dedicated to revolutionizing the health of women, WCH is where the future of healthcare begins.

I am so grateful to you for being part of an incredible donor community that's working together to achieve a brighter future for the health of women and their families.

For more information about WCH and WCHF, please visit www.womenscollegehospital.ca or www.wchf.ca.

If you have any questions or would like to discuss the impact of your donation further, please do not hesitate to contact Women's College Hospital Foundation at 416-323-6323. For event-related questions or to discuss how you can host an event in support of WCHF, please contact todd.perry@wchospital.ca or 416-323-6323 ext. 5985.

Thank you once again!

Warmest regards,

[Signature]

Name

Title

Email

Phone

Social Media Guide

Social media provides an effective and inexpensive way to broaden the promotion of your event and communicate with members of your community. Tweet, talk, share and engage – let’s get social together!

GETTING STARTED IS EASY!

Connect with Women’s College Hospital Foundation online! This will allow us to identify you as a member of our community and when we can, help promote your event.

Twitter: www.twitter.com/wchf

Facebook: www.facebook.com/wchfdn

YouTube: www.youtube.com/user/wchfoundation



FACEBOOK

Facebook is a social media platform that allows you to connect with others, share content, and promote events. It's a great way to reach a large audience and engage with your community. You can create a Facebook page for your organization, post updates, and interact with your followers. Facebook also offers various advertising options to help you reach your target audience.

- Create an open **event** on Facebook and invite your social community to attend. By creating an open event, your attendees can invite their friends and peers.
- For larger or recurring events, consider creating an open Facebook **group**. This gives you the opportunity to stay in touch with members of your group by providing regular event updates throughout the year.
- If your event budget includes social media advertising, consider **boosting** your event page to increase awareness or creating an event **ad** to drive ticket sales.
- Leading up to the event, regularly post to get people excited. Give updates, share photos and videos and post-event, thank attendees for their support.
- Tag **@wchfdn** in your posts so that we can engage with your content and where appropriate, repost to our audience.



TWITTER

A useful tool to circulate event promotions and information and easily communicate with your community in 140 characters or less. Use Twitter to drive traffic to your event page and broaden the reach of your event communications.

- Visit the [Twitter Help Centre](#) to learn how to get started with Twitter.
- Create a personal [Twitter](#) account or an account specific to your event.
- Follow members, influencers (Twitter users with a strong following), organizations and companies that may be interested in your event and the content you'll be sharing.
- Post content regularly to increase engagement; content can include general event promotions and updates as well as information about what your event is supporting at WCH.
- Use Twitter to drive traffic to your event page.
- Tag our Foundation handle [@wchf](#) and use the hashtag [#WCHFCommunity](#) so that we can engage with your posts and share with our Foundation community.



YOUTUBE

YouTube is a great platform for sharing original video content.

- [Create](#) a YouTube channel to support your event promotional efforts.
- Create a professional or amateur video and upload it to your YouTube channel. Smartphones offer video recording capabilities. There are also simple movie editing programs such as iMovie or Windows Movie Maker.
- Share your YouTube video across your other social media platforms (i.e. Facebook and Twitter) for really engaging posts!
- Capture some video footage on event day for inclusion in next year's promotional video or highlights reel!

SAMPLE

Media Advisory

A media advisory is used to send an advanced invitation to media to cover or attend your event. It is generally sent several days before your event and should contain pertinent information to create media interest in covering your event. The advisory should be brief and clearly expressed.

Attention - Include who you want to reach with your media advisory. For example:

Photo and Assignment Editors/City Desk

Main Headline - Instantly relays the most important information about the event. For example:

BMW Toronto and Saturns Drives present Supercar Sunday in support of Women's College Hospital

CITY, PROVINCE, DATE – Use this section to concisely review the most newsworthy items of the day. Details should include event highlights, VIP guests and dignitaries, how many years the event has been operating, what the event is supporting, total number of guests and total amount of funds raised in previous years.

- **When:** Relay the date of your event
- **Time:** Include the start and end time of your event
- **Where:** Add the location including any special parking instructions for media
- **Photo opportunities:** List main attractions that will make for captivating and engaging photos
- **Interview opportunities:** List key players and stakeholders who are available for interviews. Event founders and those with a personal stake in the event make for interesting and compelling interviews
- **Rain date:** (If applicable)

-30-

(This number indicates the end of the advisory)

For more information, contact:

Name

Title

Email

Phone

Tax Receipting Guide

It is the responsibility of the event organizer to make sure accurate tax receipting guidelines are followed for your event. To do so, it is important to understand the rules and regulations of tax receipting set by the Canada Revenue Agency (CRA) before hosting your event. Women's College Hospital Foundation (WCHF) is here to advise on the issuance of official charitable tax receipts following CRA guidelines and provide information to help you better understand these rules and regulations. Please prioritize speaking with WCHF well before your event so you can accurately disseminate information about tax receipting to your supporters.

Some tax receipting guidelines are listed below. Please reference the CRA website for a more fulsome picture of guidelines, rules and regulations or contact WCHF.

Women's College Hospital Foundation will provide appropriate tax receipts to event participants when the following criteria are met:

- Tax receipts are in accordance with CRA regulations
- A donation of \$20.00 or more has been issued to WCHF
- No goods, services or benefits have been exchanged for the donation. Event admission, registration fees and draw tickets are examples of purchased goods and services that are not eligible for a charitable tax receipt
- Appropriate and accurate information is given such as:
 - full name of the participant
 - donation amount
 - complete address as per Canada Revenue Agency guidelines
- The event organizers have complied with the accountability requirements noted in the Third Party Event Application

WCHF will provide appropriate tax receipts to event participants when the following criteria are met:

9 [X [Ž] [V /9;=fiSd/Wa` Sf[a` e aXYaaVeS` V eWh[UW Se abbaeW fa S _ a` WSck Va` Sf[a` žI 5: 8 i [^ af [eegWS fsj dWUof XadS 9;=ž;` ea_ WUldg_ efS` UW S Tge[We dWUof XadS 9;= _ Sk TW ShS[ST VZ;XdWgWef[Yt b WSeWebVS] i [fZ kagdI 5: 8 dWdW fSf[hWfa eW[Xkag cgS[Xž

8adS Tge[We dWUof fa TW[eegWf fZWXS[d_ Sd] W hS'gW8? HfiaXfZW9;= _ gef TWSeWeWzFa SeeWe fZW8? Hf b WSeWegT_ [f,

- An invoice or proof of purchase of the item from the company from which it was donated
- If an invoice is not available, an appraisal from an independent third-party appraiser

Eba` ead SdW af WY[T WadS fsj dWUofž