



REGIONAL HOSPITAL FOUNDATION

Third Party Event Handbook and Registration Form

Introduction

Thank you for your interest in organizing a third party event in support of the Cape Breton Regional Hospital Foundation (the Foundation).

The Foundation relies on support from our community to fund priority healthcare needs for all Cape Bretoners.

Thanks to your support, Cape Bretoners are able to get world-class care, right here at home!

Each year, the Foundation is very fortunate to receive many inquiries from groups, businesses and individuals wishing to organize third party events in support of the Regional Hospital. The Foundation is grateful to have been the beneficiary of many diverse events, including motorcycle rallies, curling tournaments, fishing derbies, car shows, and much more.

A third party event is a fundraiser that supports the Foundation, but is coordinated by volunteers, groups, organizations and businesses. The Foundation provides advice and support when possible, but doesn't play an active role in organizing or planning the fundraiser.

The Third Party Event Handbook was created to assist you in planning a successful event.

This handbook includes:

- The Third Party Event Policy
- Foundation Guidelines
- Fundraising tips
- A registration form, which must be submitted to the Foundation prior to your event.*

*This form helps us keep accurate records and improves how we communicate with you.

Thank you again for your interest in supporting healthcare in Cape Breton. For more information or to answer any questions you may have, please contact the Foundation Office at 902-567-7752 or email foundation.cb@nshealth.ca.

Third Party Event Policy

A third party event is a fundraiser that supports the Foundation, but is coordinated by volunteers, groups, organizations and businesses. The Foundation provides advice and support when possible, but doesn't play an active role in organizing or planning the fundraiser.

The Foundation shall strive to ensure that third party events support the vision, mission and values of the Foundation and the Nova Scotia Health Authority.

The primary intent of a third party event should be to raise money for the Foundation to strengthen healthcare for Cape Bretoners.

The Foundation shall be advised of any third party events prior to advertising an event. Once the event is approved based on this policy, the Foundation will notify the event organizer in writing, through mail or email.

The Foundation must grant approval for third party events to use the Foundation logo, name or trademarks, prior to the event being advertised. This also includes logos for Foundation-run events, like the Radio Day and Festival of the Greens.

When a foundation team member receives a request for a third party event, name and phone number for organizer must immediately be passed Development Team for review and approval.

The Foundation will not provide any financial resources. The event organizer shall assume responsibility for financing third party events.

The Foundation will not be responsible for any debts or liabilities incurred as a result of any third party event.

The organizers of third party event must take proper precautions with regards to insurance coverage, permits, and licenses. The Foundation will not be responsible for damages, accidents, or injury to persons or property as result of event.

The Foundation will not be responsible for marketing third party events, selling tickets or securing sponsorship.

The Foundation will not be responsible for providing staff, administrative or volunteer support for third party events.

As per the gift acceptance policy, the Foundation reserves the right to refuse proceeds for any third party event and to instruct the event organizer that the Foundation will not be the benefactor of said event.

Proceeds and back up documentation (such as pledge sheets) should be submitted to the Foundation within one month of event completion. All donations that need tax receipts must have proper name and address for donor. All in-kind donations must have proper backup documentation that properly states cost of in-kind item. If in-kind item is worth over \$1000, third party event organizer is responsible for getting item appraised by an outside source.

If proceeds are not submitted within one month of event completion, event will be review for future support from foundation office.

Foundation Guidelines

We are thrilled that you want to host a fundraiser in support of the Foundation! To avoid any confusion on how we can support your event, we set out the following event criteria and guidelines.

The Foundation reviews third party events based on the following criteria:

- The event is in agreement with the Foundation's Third Party Event Policy
- Consistency with the Foundation's mission, vision and values
- Positive public awareness/exposure
- No potential for conflict with existing Foundation events or promotions

The Foundation can support your event by:

- Provide a letter of support to validate the authenticity of the event
- Promote your event on the Upcoming Community Events page of the Foundation website
- When possible, promote your event on our hospital televisions
- Provide and approve use of our logo, when appropriate
- Providing Foundation materials, including newsletters, donation cards and pledge sheets
- Offer advice on event planning
- Inviting you to announce the amount you raised through media related recognition.
- Recognizing your contribution through social media
- Listing your fundraiser on our Upcoming Community Events webpage, Facebook and Twitter accounts
- Accepting a cheque at your event or at a later date, when possible.
- Issuing tax receipts if applicable, as per Canada Revenue Agency policies

The Foundation cannot support your event by:

- Fund or reimburse any of the event expenses
- Share our mailing list of donors or volunteers
- Insurance or liability coverage
- Create a website for your event
- Guarantee staff or volunteer support and/or attendance at your event
- Provide applications for permits, insurance
- Provide prizes, auction items, awards
- Assistance with corporate sponsorships
- Assistance with ticket sales for your event
- Guarantee any Publicity (e.g. newspaper, radio, television)

Fundraising Tips

There are many different ways to can raise funds for the Regional Hospital, including BBQs, pledged-based events, rallies, auctions, etc... We want your event to be as successful and stress-free as possible. Here are some tips for how to properly plan.

Before Your Event:

- Brainstorm fundraising ideas
- Research any safety or legal issues and determine if any permits are needed (example: lottery licenses, alcohol permits)
- Create a realistic timeline
- Set realistic goals (example: attendance and revenue goals)
- Set a budget and create a tracking form for revenue and expenses
- Recruit reliable volunteers
- Find a location
- Fill out the Foundation Registration Form and return to the Foundation
- Promote your event through social media .Many local media outlets allow you to publicize your event for free through community events calendars and public service announcements.

During Your Event:

- Assign someone to be responsible for handling donations
- Ensure you fill-out pledge forms to properly record information on donors requiring a tax receipt(Full name and full address)
- Thank your sponsors, donors, volunteers and participants
- Have fun!

After Your Event:

- Send thanks you notes
- Collect any outstanding donations
- Contact Foundation Office at 902.567.7752 to arrange for a cheque presentation, your RadioDay interview and to drop-off your donation.

Third Party Event Registration Form

If you, your family, organization or business would like to plan a event or a program to help the Cape Breton Regional Hospital Foundation, we would love to know more.

Please submit the following application for approval. Application must be approved prior to advertising or hosting an event. Once submitted, a Foundation Office Staff member will contact you in 1-2 business days.

Your name: _____

If your organization or business is putting on the fundraising event:, please let us know the name of the Organization or Business: _____

Relationship to organization or Business(if applicable)

Email: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____

About the Event

Name of Event: _____

Date of event: _____

Estimated # of Participants: _____

Is this event: One time Annual Ongoing

Location of event: _____

Describe your event:

Will other organizations benefit from the event other than CB Regional Hospital Foundation:

Yes No

Is another organization is benefiting from Event, please list them below:

What area of the Regional Hospital or Fund will this event support?

Source of Revenue: Ticket Sales Live/Silent Auction Cash Donatio Other _____

What is your projected income from the event? _____

What are your projected expenses / costs from the event? _____

How and where will the Foundation's name and logo be used, and where will the event be promoted? _____

As event organizer, I agree to abide by the policies and procedures set forth in this 3rd party event policy.

Event Organizer / Applicant

Date

We do not sell, trade, lease or share our donor lists with anyone.

Cape Breton Regional Hospital Foundation

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