

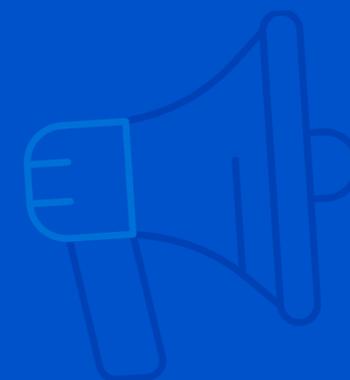


SickKids[®]

Fundraising

Toolkit

**Community
Events**





Thank you for making an impact with SickKids

A message from Jennifer Bernard

Thank you for fundraising for SickKids! This toolkit is a step-by-step guide that will help you plan and organize a successful event from start to finish.

When you support SickKids, you are joining a committed, passionate community of supporters who believe a healthier future for our children is possible. Every year, SickKids sees over 500,000 patient visits for everything from common childhood injuries to complex and serious illnesses. And through the discoveries made by our researchers, and by educating tomorrow's global leaders in child health care, we are ensuring children around the world live longer, healthier lives. The generous support of our donors makes this possible.

On behalf of all of us at SickKids, thank you very much for your dedication to child health.



A handwritten signature in black ink that reads "Jennifer Bernard". The signature is fluid and cursive.

Jennifer Bernard

President and Chief Executive Officer
SickKids Foundation

SickKids at a glance

Up to the
age of 18

SickKids provides a full spectrum
of child health services to patients



850+ babies

are admitted each year to our
Neonatal Intensive Care Unit (NICU),
one of the busiest in Canada



SickKids is ranked as

Canada's top

research-intensive children's hospital



293.6 beds

on average are occupied daily
at SickKids



75%

of children's liver
transplants in Canada
are performed at SickKids



60,000+
emergency visits

are seen at SickKids each year



Each year,
SickKids has

500,000+
patient visits



80%

of Ontario's complex
paediatric heart surgeries
are performed at SickKids



95%

of Ontario's paediatric organ
and bone marrow transplants
are performed at SickKids



10 steps to success

10 steps to success



Step 1 : Brainstorm and set goals

Questions to consider to get your brainstorm started:

- What type of event would you like to host?
Need an idea? Get inspired by some other [community events](#).
- What is your fundraising goal?
- How do you plan to go about fundraising?

For other things to consider please check out our [action plan](#).



Step 2 : Form an event committee

Many hands make light work! It will be helpful to bring together like-minded individuals to share tasks that have a variety of skills and experience to make your event a success!

10 steps to success



Step 3 : Set a date and venue

Set a date and time for your event. It's best to use a location that is convenient for you and your attendees. Do a scan of events happening in your area to make sure that your event doesn't conflict with another.

Be mindful of holidays, weather (time of year), transportation issues and the number of participants.



Step 4 : Make a budget

Brainstorm and identify your possible sources of income (ticket sales, sponsorship, promotional draw, etc.) and develop an estimate of all potential expenses, such as venue cost, decorations, food and entertainment. Remember, if you keep your costs down and under control it will enable you to raise a larger amount. You can use our [sample budget plan](#) as a reference to develop your own budget. Please note that all event expenses need to be covered by the event organizer. SickKids Foundation will not cover any event expenses.

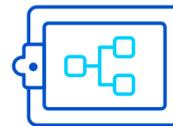
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Step 5 : Tell us about your event

Fill out our [event proposal form](#) online.

Once the form has been submitted, a SickKids Representative will contact you to help you get started. Your SickKids Representative will talk to you about your event plans, share any materials you need and answer any questions that you have.



Step 6 : Plan ahead

Here is an example of a planning checklist with accompanying resources that can help you plan your event. *Please choose only what is applicable for your event.*

- Identify a theme
- Choose a date
- Establish a team/committee
- Create a realistic budget
- Submit an [event proposal form](#)
- Develop an [action plan](#)
- Identify and solicit sponsors
- Source venues and services
- Set up online fundraising page
- Recruit volunteers
- Create/send out invitations
- Determine rental needs
- Determine food/beverage needs
- Determine entertainment needs
- Decide on décor
- Speak with your SickKids Representative about tax receipting rules and regulations
- Create "day of" agenda for your event
- Delegate tasks to your committee
- Secure permits and insurance
- [Promote your event/share your story](#)
- Remember to thank everyone!
- Be proud & celebrate your success!
- Wrap up your financials and submit them to your SickKids Representative
- Meet with your committee to discuss success and challenges to improve your event for next year
- Register your event with us again for next year so we can continue to support you

10 steps to success



Step 7 : Fundraise

You can fundraise online, offline or both! Choose whichever works best for you and your audience.

Online fundraising

Online fundraising is an effective and efficient way to engage your supporters and create an easy vehicle to make a contribution to your event. You can [register your fundraiser on our DIY platform here](#). You'll gain access to a fundraising hub to ask for donations, track your donors, and send thank-you emails. If you're looking for a more customized experience, connect with your SickKids representative: they're here to support you!

Offline fundraising

You can also collect pledges, cash or cheques, in person at your event or leading up to it. Please ensure cheques are payable to SickKids Foundation.

Please make sure to record the donations and donor information accurately. Your SickKids Representative will make sure you have the tools and resources to do so. Collect all of your donations and send these along with your donation form to your SickKids Representative within 60 days of the event.

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Step 8 : Promote your event

Promote your event as much as possible to get the most out of your fundraiser. Your SickKids representative can help you find ways to promote your event. Think of the type of audience you want to participate and what is the best way to engage them. Here are a few things to consider:

Promote your event on our [Calendar of Events](#).

Social Media

Get your message out to the community by promoting your event on social media! You can also set up an online fundraising page with us and link to it from your posts. Download the [Social Media Kit](#) to get started.

Media Relations

Media Relations: Your local newspaper or news station may be interested in featuring your event. Use our [media advisory template](#) to give media advance notice of 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. Please include the following text at the bottom of your sign:

SickKids Foundation may use photographs or video or both (the "Images") taken of the participants at this event. By participating in this event, participants are deemed to grant the event organizers and SickKids Foundation irrevocable right and unrestricted permission to use and publish the Images of them, on a royalty free and unrestricted basis for any purpose authorized by SickKids Foundation, including website use and fundraising use. This grant includes a waiver of moral rights and the rights to modify and/or retouch the Images. Participants fully and without limitation release SickKids Foundation from any liability that may arise from the use of the Images. I agree and acknowledge that the Images are also subject to the [Terms of Use](#) in the SickKids Foundation website.

10 steps to success



Step 9 : Enjoy your event

Your event day has finally arrived! With your well-thought out planning in advance, make sure you take time to enjoy your event – you deserve it!



Step 10 : Post-event management

Now that your event is over it's time to start wrapping up loose ends, pay outstanding invoices and submit the proceeds to SickKids Foundation. Here are some items we suggest thinking about during your wrap up:

- Invoices/payments
- Final budget – the fun part, how much did you end up raising?
- Submit proceeds to SickKids Foundation within 60 days
- Tax receipts if applicable – speak with your SickKids Representative about this in advance of your event
- Evaluate your event with your committee
- Thank your committee
- Thank those who participated in or supported your event. Let them know how much your event raised, and how much you appreciate your support! They'll feel part of your achievement and feel good they helped support SickKids. You can also provide information on next year's event.
- Start planning for next year!

Thank You

SickKids Foundation truly appreciates that you share our goal:
Healthier Children. A Better World.

We move closer to this goal when we act as a community, and there's no better expression of community than an event. An event brings a great number of people together, and together is the best way to make a difference in the lives of children and their families in Toronto, Canada and around the world.

We look forward to working with you.

Additional Resources

It is important for you to know our Policies and Guidelines when planning for your event. Learn more about tax receipting and licenses and insurances by speaking to your SickKids Representative.

We want to make sure you enjoy your fundraising event experience and want to help you along the way. We have included some sample letters/packages for your reference. Please feel free to use these templates to create your own letters/packages for your specific event. If you have any questions, please feel free to ask your SickKids Representative for advice and guidance and they will be happy to assist you.

Need more tips on how to fundraise? Ask your SickKids Representative.

Below is a list of all our available sample templates and packages:

- [Sponsorship Package](#)
- [Press Release](#)
- [Thank You Letter](#)
- [Action Plan](#)
- [Budget Plan](#)
- [Social Media Kit](#)
- [Media Advisory](#)



Still have more questions?

Check out our [FAQ page](#).

