



Community Hosted Events Guide

Thank you for choosing to host a community event in support of St. Boniface Hospital Foundation! If you have any questions after reading through this package, please contact us at events@stbhf.org or call (204) 237-2067.

STEPS TO SUCCESS:

1. Brainstorm

Chat with friends and colleagues to develop an idea for an event that excites you. Need a bit of inspiration? You can host:

Tournaments (golf, softball etc)	Rummage Sales	Holiday Celebrations
Auctions	Parties	Celebrity Appearances
Barbecues	Sporting Events	"A-thons" of any kind
Carnivals	Dinners	Socials

2. Set Goals

Map your path to financial success! The enclosed budget form will help you identify expected income as well as expenses. Remember: the lower your costs, the larger your contribution.

3. Introduce Yourself

The Foundation wants to know more about you, your goals and ideas. Once you have decided on an event concept, please complete the enclosed event proposal and budget forms and submit them to us for approval.

4. Come Meet Us

We want to help make your event a success! Arrange to meet with us to discuss the details of your event and how we can best support your fundraising endeavour.

5. Form an Event Committee

It takes a lot of time and energy to plan a successful event. Recruit enthusiastic and dedicated volunteers with a variety of skills to divide the tasks and help organize your event. This is one of the most important elements to the success of your special event!

6. Who is your Audience?

Understanding who will support and attend your event is crucial to its success. Identifying your target audience is important for promotion and ticket sales.

7. Set the Schedule

Schedule your event for a time of day and in a location convenient for those who will be attending. Also do your best to check that your event doesn't conflict with other major events in your area that target the same market you are hoping to reach.

8. Promotion

Eye-catching posters, tickets and other promotional materials will help make your event a success. We would be proud to have your event materials display our logo and name; however, we must ensure that our visual identity is used within our brand standards. Therefore, we ask that all promotional and publicity material be approved by St. Boniface Hospital Foundation (please allow 5 business days for approval).

This must be done before the promotional material is printed.

9. Collection of Funds

We ask that you collect and submit all funds raised to the St. Boniface Hospital Foundation. Individual donations of \$15 or more that meet CRA guidelines may be eligible for a charitable tax receipt. Charitable tax receipts will only be issued to the individual donors, and not to the organizer for the total raised. If you would like your supporters to receive a tax receipt, please ensure you record and track the full name, address, and donation amount for each donation. Please note, charitable tax receipts cannot be issued for event ticket purchases (for example, a dinner or fashion show.) For more information on eligibility for charitable receipts, please visit <http://www.cra-arc.gc.ca>.

10. Thank You

This is the most important step: please let those who attended, helped and sponsored your event know how much you appreciate their support. Tell them how much money they helped to raise and what that means to advance excellence in patient care and health research in Manitoba.

COMMON EVENT COMMITTEE POSITIONS:

<u>Position</u>	<u>Responsibilities</u>
Chair	Oversee all event operations and management; call and conduct meetings; facilitate communications among committee members; prepare budget; help to secure sponsorship; liaise with the Foundation Staff.
Treasurer	Management of all financial resources including budgeting, establish a record keeping system, record keeping, maintain up to date records; present during event to oversee handling of money and post-event financial report.
Registration/ Ticket Sales	Distribution and collection of entry forms/tickets; formulate data base of registrants (if appropriate); determine event volunteer needs and relay this information to the volunteer coordinator.

**Publicity/
Promotion** Develop a publicity/promotion strategy; distribution of information as required; liaise with media before, during and after the event; prepare and distribute all public serve announcements; coordinate media conference; distribution of posters/flyers.

**Sponsorship/
Prizes** Contact businesses regarding financial sponsorship of the event; ensure that all promised benefits of sponsorship are carried out; approach businesses for donation of items to be used as prizes; create database of all sponsors including contact names and addresses. Remember to plan to say 'thank you' to sponsors.

**Food/
Beverages or
Venue Liaison** Determine all refreshment/food needs for the event; establish a budget as required; secure donation/sponsorship of supplies, pick-up storage & distribution of supplies.

If working with a venue, be the liaison between the committee and the venue. Work with venue on menu choices, layout of event, and any miscellaneous items that may be needed. Determine your volunteer needs and relay this information to the volunteer coordinator.

**Volunteer
Coordinator** Liaise with all committee members to help determine their volunteer needs for the event; recruit volunteers; train volunteers, coordinate volunteers the day of event; throughout the event stay in touch with volunteers and keep them serviced e.g. beverages, food, bathroom breaks etc..; create a database of all volunteers including name, full address and phone number. Remember to include volunteers in event 'thank you' efforts.

PROPOSED BUDGET:

This portion of the application is a planning tool intended to provide you with the best preparation for your event's success. It is not intended to be a formal financial statement but rather as a projection of your event's budget.

REVENUE		EXPENSES	
Sponsorship	\$	Venue Rental Fees	\$
Registration Fees	\$	Food/Beverage	\$
Ticket Sales # _____ @ \$ _____	\$	Promotional Items (tickets, posters, etc.)	\$
Donations	\$	Security	\$
Ancillary Fundraising (Silent auction, raffle, etc)	\$	Advertising	\$
Other (please specify):	\$	*License Fees	\$
Other:	\$	Prizes	\$
Other:	\$	Other (please specify):	\$
Other:	\$	Other:	\$
Total Revenue	\$	Total Expenses	\$
TOTAL EXPECTED PROFIT (revenue minus expenses)			\$

EVENT HOSTING FORM *
***please fill out and return to the Foundation**

CONTACT INFORMATION:

Name of organization/individual(s) planning the event: _____

If organization, please define:

- Corporation
- School
- Service Group
- Community Group
- Other: _____

Name of Primary Contact: _____

Mailing address: _____

City: _____ Province: _____ Postal Code: _____

Preferred Phone (including area code): _____

Email: _____

EVENT INFORMATION:

Name of event: _____

Type of event: One-time Annual Ongoing

Event date: _____ Event time: _____

Location & address of event: _____

Please tell us about your event:

Who is the target audience for your event?

- Family/friends
- Employees
- Members
- Customers
- General public
- Other: _____

How funds will be raised? (select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Ticket sales | <input type="checkbox"/> Raffle/50-50 (requires gaming license) |
| <input type="checkbox"/> Merchandise sales | <input type="checkbox"/> Live/Silent auction (requires gaming license) |
| <input type="checkbox"/> Cash donations | <input type="checkbox"/> Event sponsorship |
| <input type="checkbox"/> Pledges | <input type="checkbox"/> Other: _____ |

What inspired you to hold this event/what is your connection to St. Boniface Hospital?

DISTRIBUTION OF PROCEEDS

What is your fundraising goal? \$ _____

- Proceeds are to be directed to the area of greatest need at St. Boniface Hospital.
- Proceeds are to be directed to a specific unit or initiative at St. Boniface Hospital. Please specify: _____
- I/We agree to submit the total amount of proceeds from my event to St. Boniface Hospital Foundation within 30 business days of the event end date.

PROMOTIONAL MATERIALS

St. Boniface Hospital Foundation is happy to provide you with promotional materials to support your event. Please indicate below what kind of materials you will need.

- Foundation banner
- Donation boxes (#____)
- Foundation logo (electronic copy)

Please mail, fax or email your completed form(s) to:

St. Boniface Hospital Foundation
Third Party Events Representative
C1026 – 409 Taché Avenue
Winnipeg, MB R2H 2A6

Fax: (204) 231-0041
Email: events@stbhf.org