

# Community Events

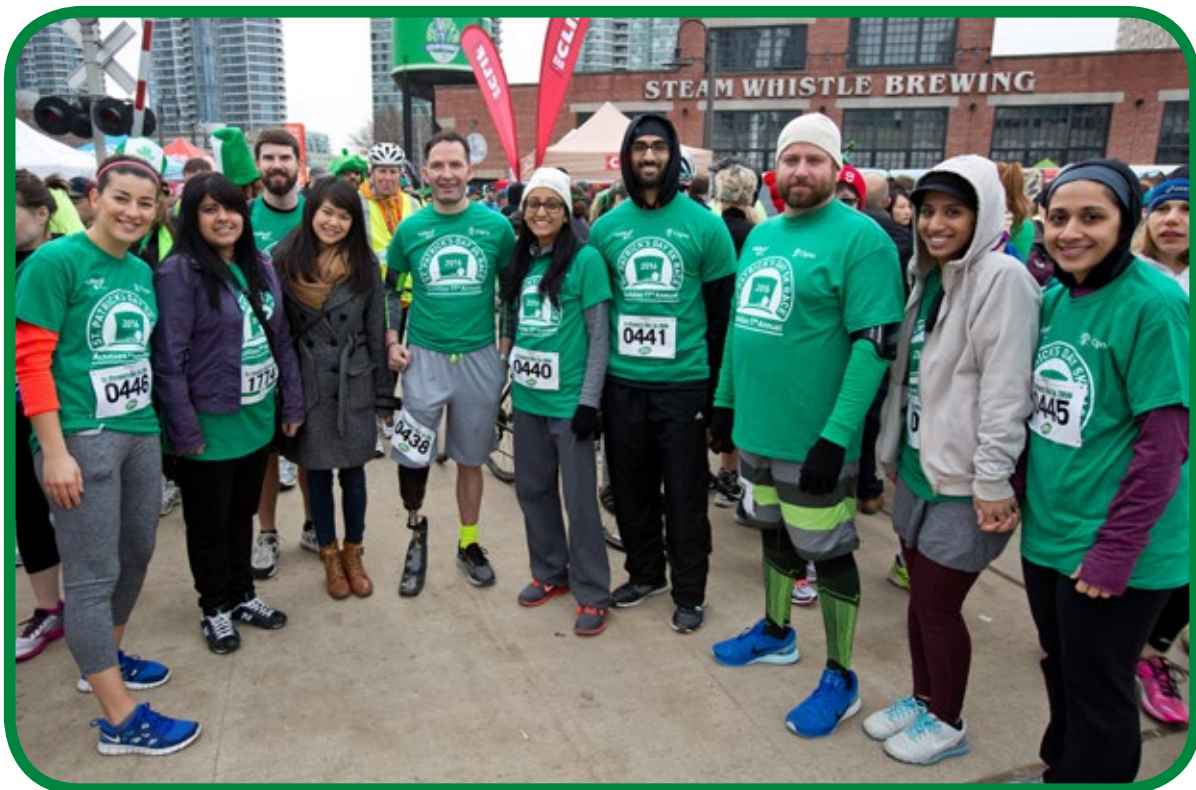
Your guide to hosting your own successful fundraising event

In support of



Thank you for supporting West Park Foundation.  
You help patients on the Road to Recovery.

Charitable Business No. 11929 5350 RR0001



# Thank You!

Thank you for choosing to become involved with West Park Healthcare Centre. By hosting your own event with proceeds going to West Park, you will be helping individuals whose lives have been deeply affected by illness, aging, injury or disability. The goal is for patients to overcome the challenges they face and get back on the road to recovery.

West Park provides specialized rehabilitation, complex continuing and long-term care services, helping individuals manage difficult health challenges like lung disease, diabetes, stroke, amputation and musculoskeletal issues.

Whether it is a golf tournament or a bake sale – no event is too big or too small. We appreciate your support and efforts to deliver the West Park message to the community. We would like to assist you as much as we can however, it is important to note that as the organizers, you will assume the responsibility of creating and executing the event without the expectation of financial, in kind assistance, and human resource assistance from West Park Foundation and its members.

Where we can, we will provide support to you to help ensure your event will be a successful one. We can:

- Post your upcoming event on our website, Facebook and Twitter
- Send a West Park representative to your event, when requested and when available
- Provide incentive gifts if available
- Provide charitable receipts for approved donations and thank you letters to participants

Before filling out the Community Event Application, please review the following guidelines.



# Guidelines

## Terms and Conditions

As an independent event coordinator, the event I am hosting will direct proceeds to West Park Foundation. I agree to be in alignment with the vision, mission and values of West Park and adhere to the rules and regulations outlined by the Canada Revenue Agency, the Association of Fundraising Professionals (AFP) Donor Bill of Rights, the West Park Foundation Privacy Policy and the following terms and conditions:

### Approval:

- Approval is required on any community/third party event from a West Park Foundation Event Staff Member prior to the execution of the event.
- Pre-approval must be obtained by an Event Staff Member for any information and/or logo from West Park Healthcare Centre and/or Foundation used.

### Finances & Insurance:

- West Park Healthcare Centre and Foundation shall not incur any expenses nor be expected to provide funds for the event.
- Community event organizers must take the proper precautions with regards to insurance, permits, licenses and liability. West Park Foundation will not be responsible for any actions, damages or injuries (including legal fees) as a result of a community event.
- West Park Healthcare Centre and Foundation is not responsible for any financial loss and may withdraw support of the event at any time.

### Sponsorship & Promotion:

- It is the responsibility of the organizers to promote the event.
- West Park Foundation will not solicit participation from any of our stakeholders.
- Other than posting your event on our website, Facebook and Twitter, we are not able to promote your event in any other way, including contacting the media.



### **Tax Receipts & Funds Raised:**

- Any questions about tax receipting should be directed to West Park Foundation. If you intend on offering tax receipts, this must be approved by West Park Foundation first.
- Net funds raised from community events shall be received and made payable to West Park Foundation no later than 30 days after the event.

### **Request a West Park Representative:**

- If you should require a West Park Healthcare Centre representative at your event, please include this in your event request to allow ample time for scheduling. We will do our best to have either a volunteer or staff member attend if required.

### **Please note West Park Foundation does not support the following activities or events:**

- Any activities or events related to tobacco
- Door-to-door campaigns
- Product endorsement – West Park Healthcare Centre and Foundation does not endorse products or services
- If you will be holding a lottery, bingo, raffle or any game of chance you must obtain a lottery license.

Please visit [www.agco.on.ca](http://www.agco.on.ca) for more information. West Park Foundation does not support or lend its name to lottery licenses run by independent event organizers as it poses a threat to West Park Foundation's charitable status.

Thank you again for your interest and we look forward to hearing about your Community Event in support of West Park.

Please contact Haley Thompson with any questions or concerns at [events@westpark.org](mailto:events@westpark.org) or at 416-243-3663.



# Community Event Ideas

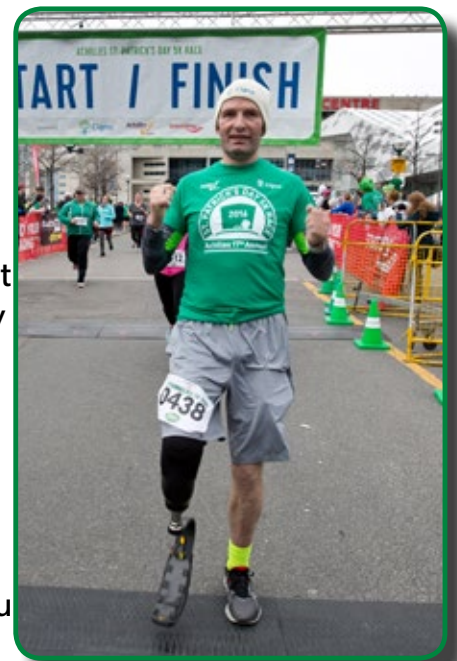
- Ask clients to donate or round up their bills
- In lieu of host, birthday or holiday gifts
- Dress down days
- Bake sale
- Raffles, auctions or 50/50 draws
- Car wash
- Cards or board game tournament
- Pizza day
- Flower sale
- Garage sale
- Lemonade stand
- Dinner & Dance
- Fitness fundraiser
- Art sale
- Gold party
- Bingo
- Sporting event eg. golf tournament, cycling event, marathon



# Quick Tips

## to a successful fundraiser

1. *Form a Committee* or group of people who will help you with the logistics of the event.
2. *Decide what type of event is right for you!* Pick one that you will enjoy and that you know you will succeed at. Think of your resources and who will attend your event.
3. *Pick a date for the event and your venue* - Make sure it doesn't conflict with any other major event in your area. If this is an outdoor event, you may want to pick a "rain date" or ask if they have a room indoors in case of inclement weather.
4. *Call West Park Foundation* and submit your Community Event Application Form. We will then start promoting your event as appropriate.
5. *Create a check list* - Write down all the things you want to do, by who and by when.
6. *Advertise your event* in advance and have signage for the day.
7. *Enlist volunteers* to help on the day and assign them duties.
8. *Manage your event* - On the day of the event, make sure all volunteers are at their stations and know what to do. Make sure you are available for questions and to troubleshoot. You will want to mix and mingle with your guests as well to make sure that they are having a good time and thank them for supporting a great cause. Tell them why you are fundraising for West Park!
9. *Once the event is completed*, tally up the funds raised and congratulate yourself and your team on a job well done! Thank everyone that helped you or attended the event. Evaluate the event so that you know how you can improve the next fundraiser.
10. *Call West Park Foundation* and let them know how your event went and make arrangements for the donation to be presented. Submit any pictures you have too, we would love to show off your event!



# Community Event Application Form

Please fill out and submit this Community Event Application Form at least 60 days prior to the event. West Park Foundation requires that all community events be registered. The Foundation will review and respond back to you within 7-10 business days.

If you have any questions please contact Haley Thompson at 416-243-3663 or at [events@westpark.org](mailto:events@westpark.org).

Fields marked with an asterisk are required.

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## Contact Information

Are you organizing this event as\*:  an individual or  an Organization/Group/Company

Organization/Group/Company Name\*: \_\_\_\_\_

Organizer Name(s)\*: \_\_\_\_\_

Address\*: \_\_\_\_\_

City\*: \_\_\_\_\_ Province\*: \_\_\_\_\_ Postal Code\*: \_\_\_\_\_

Day Time Phone #\*: \_\_\_\_\_ Alternative Phone #: \_\_\_\_\_

Fax #: \_\_\_\_\_ Email: \_\_\_\_\_

# Your Event Information

Name of Event (how you would like to be recognized)\*: \_\_\_\_\_

\_\_\_\_\_

Date(s) of the Event\*: \_\_\_\_\_

Event Venue/Address\*: \_\_\_\_\_

\_\_\_\_\_

Event City\*: \_\_\_\_\_ Event Province\*: \_\_\_\_\_

Event Postal Code\*: \_\_\_\_\_ Approximate Start and End Time\*: \_\_\_\_\_

Event Details\* (describe the event and how you will raise the funds):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is this a new event?\*  Yes  No

Is this an annual event?\*  Yes  No If yes, how many years with West Park? \_\_\_\_\_

What is your estimated number of attendees?\* \_\_\_\_\_

What is your estimated total revenue for this event?\*: \_\_\_\_\_

What percentage of the proceeds will be directed to West Park Foundation?\*: \_\_\_\_\_



# Your Event Information

Is there a particular area of support that you would like to direct your funds?: \_\_\_\_\_

Does your event require tax receipts?  Yes  No

(Please note: if yes, a member of the Foundation will contact you to confirm your request for tax receipts)

Promotion of Your Event:

How will you promote your event (ie. poster, flyer, Facebook, website, etc.)?\*: \_\_\_\_\_

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I require a Letter of Support:  Yes  No

Would you like your event listed on our:

Web site:  Yes  No      Newsletter:  Yes  No

Facebook:  Yes  No      Twitter:  Yes  No

Do you plan on using the West Park Foundation name and/or logo in your promotions?\*: \_\_\_\_\_

Yes  No

If yes, please describe, in detail, how the West Park Foundation name and/or logo will be used\*:

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# Your Event Information

Do you plan to contact any individuals or companies for sponsorship?\*  Yes  No

If yes, please list them below\*:

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Other Comments:

Is there anything else we should know about your event? Please advise.

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Why did you choose to host an event with proceeds directed to West Park Healthcare Centre?

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Check here if you would like to be added to our mailing list to receive information and updates from West Park Foundation/

By submitting this event application, I have read, understand and agree to the West Park Foundation Community Event Terms and Conditions.

Organizer(s) signature\*: \_\_\_\_\_ Date submitted\*: \_\_\_\_\_

Thank you for your help and support on behalf of West Park Healthcare Centre patients. \*Please complete this form and return to the attention of Haley Thompson

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Toronto, ON M6M 2J5

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Fax: 416-243-8523  
Email: [events@westpark.org](mailto:events@westpark.org)

 **West Park**  
FOUNDATION **get your life back**