

Community Partnerships Special Events Guidebook

Established in 1984, the Royal Alexandra Hospital Foundation provides a way for thousands of individuals and organizations to support the Royal Alexandra Hospital and its number one priority: improving the health of Albertans.

The Foundation funds advanced education, cutting-edge research, next-generation technologies and facility enhancements. It also supports a growing number of specialized centres of health care excellence located at the Royal Alexandra Hospital campus, including the Lois Hole Hospital for Women, the CK Hui Heart Centre, the Orthopedic Surgery Centre and the Regional Eye Centre.

Our Mission

The Royal Alexandra Hospital Foundation inspires community support for the Royal Alexandra Hospital and its medical centres of excellence, including the Lois Hole Hospital for Women, the CK Hui Heart Centre, the Eye Institute of Alberta and the Orthopedic Surgery Centre.

Our Values

We believe in the value of Excellence.

Therefore, we will never use the words “good enough” and we’re not afraid to start over if it means a superior outcome.

We believe in the value of Innovation.

While we appreciate the value of tried and true methods, we’re also comfortable turning current thinking upside down.

We believe in the value of Integrity.

Therefore doing the right thing in the right way is the norm, not the exception. This means the little things, when no one is watching, and the big things, when no one can look away.

We believe in the value of Respect.

Therefore, we give it freely and equally to all people whom our organization touches.

We believe in the value of Strong Relationships.

As such, we are always transparent about our goals and objectives when working with others.

We believe in the value of Stewardship.

Therefore we say “thank you” often, and in many ways. We know that donors can choose to support any charity – and if they’ve chosen this hospital they should feel good about doing so.

What is a Third Party Event?

A Third Party Event is a special event created and run by an individual, community group or business in an effort to raise money for the Royal Alexandra Hospital Foundation. The event is organized and hosted by the third party's planning committee, with general support from the Foundation offered.

Community support builds great hospitals, and your help ensures that our patients receive the very best of compassionate care and will facilitate continual medical breakthroughs.

There are always ways that donations can make a real difference for the patients of our hospitals and the general well-being of our community. The Royal Alexandra Hospital Foundation third party events program gives you an opportunity to continue to enhance care, treatment, and the patient experience each and every day within our medical centres of excellence. Every dollar makes a difference, and no event is too small.

How Can Third Party Events Help?

- Contributions to new surgical technologies that shorten hospital stays, allows for faster recovery times, less scarring, and less discomfort for patients.
- Contributions to outpatient equipment which lets patients monitor their health and well-being at home, allowing them to feel less stress and worry in between visits to the hospital.
- Support of clinics that provide unique and innovative services to the community.
- Support of research funding that has a direct effect on excellence in patient care and contributes to attracting and keeping top medical talent at our centres of excellence.
- Support for special programs such as Reproductive Mental Health, the Allard Hereditary Breast and Ovarian Cancer Clinic, or our Inner City Health and Wellness Program are hugely beneficial and impact thousands of people.

Things to Consider

When choosing to run a third party event there are many questions you can ask yourself to help identify what type of an event you would like to host.

- What is your objective for the event? Do you want to raise money, build relationships, and raise awareness or maybe all of the above
- Do you have a committee to help you plan?
- How much time do you and/or the members of your committee plan to dedicate to running the event?

- What are the talents and skills of the people you have recruited to be on your planning committee? Take advantage of the skill sets you have available to you?
- In addition to a planning committee do you have other volunteers who are willing to donate their time to helping you run a successful event?
- How much lead time do you have to prepare for your event?
- Can you think of any celebrities or entertainment that you could include to help draw attention to your event?
- What will make your event unique that will make people want to attend?

Types of Events

A-THONS

Walk Dance, Bowl, Skip Rope, Exercise, Sit, Skate

SALES

Point-of-Purchase Donations (pin-up campaigns)

Garage sales

Bake sales

Auctions - Live or Silent

Arts and Crafts

Services (car wash, yard work, snow shoveling, etc.)

TOURNAMENTS

Golf or other sports where the entry fee is donated

Pool

Board or card games

ENTERTAINMENT

Talent / Variety Show

Benefit Concert

Battle of the bands

Workshops

Guided Tours / Backstage tours

PARTY / FESTIVAL

Gala
Picnic
Dinner/Dance
Theme party (costume, red carpet, era)
Carnivals

OTHER / ADD-ONS

Silent Auction Show
Called Auction Benefit
Drives (bottles, loose change, clothing swap)
Photo opps or celebrity autograph sessions
Dress down or dress up day at a workplace
Raise to Shave – Have people donate money to see someone have to shave their head
Dunk Tank – Have people donate money for the chance to dunk others in a dunk tank (dunk the boss, dunk the board)
Host a party and in lieu of gifts have people make a donation to the guest of honour's favourite charity
Find a corporate sponsor to match the donations that you raise

Successful Event Planning Strategies

Though we can't plan your event for you we want to ensure you get off on the right foot! Here are some tips and ideas to get you started on your way to planning a successful fundraising event!

Form a Planning Committee

Unless the event is very small in scale don't try to do everything yourself. It's more fun to plan an event with friends and certainly less work for you if you have helpers. People are always looking for ways to give back to their community you just need to reach out and ask!

Pull together a dream team that can help you execute your event. Do you have a friend who is great with numbers and budgeting? Put them in charge of all money related tasks like funds collection and counting, vendor payments, budgeting, etc. Have a friend who is experienced in event planning? Sign them up to choose a venue, book the entertainment, purchase party supplies, etc.

No matter whom you ask to help ensure that they are enthusiastic and interested in supporting our Foundation. The more invested they feel in the cause you are working toward the more likely they are to enjoy helping, and they will do a great job naturally!

Our final committee planning advice is to make sure that the tasks you assign to each person are very specific. Attach timelines to tasks to ensure that your planning and event execution stays on track and no deadlines are missed.

Brainstorm

Now that you have your team in place take some time to brainstorm about ideas that will make your event a success. With an initial idea in mind you can guide your team through a brainstorming session that is sure to bring out great ideas you may not have even thought of that can make your event soar!

Set Fundraising Goals

By defining your fundraising goals you have an objective to work toward and everyone will feel motivated to meet the goal. Make sure that the goals that you set are specific, measurable and attainable (your best guess anyway), so that your team can work together to achieve the results you are looking for!

Budget

A good rule of thumb when planning a fundraising event is not to allow the costs of the event exceed 50% of the revenue you hope it will generate.

Who will want to come? Determine Your Audience

Understanding who will want to attend your event is key to its success. People will want to attend for different reasons so be sure to identify each. Friends and family who want to support you and will do it just for you no matter the cause, friends of family or friends of friends who may be interested in supporting our Foundation for their own reasons, local community groups who have a vested interest in health care. You might be surprised how vast the support for your event and the Royal Alexandra Hospital Foundation will be.

Submit a Third Party Event Request

Now that you've laid the groundwork for your event, send us an Event Request. One of our Foundation staff will contact you to answer questions, discuss any concerns or issues you may be having, and help you understand how we can help make your event a success.

Solicit Sponsors

It is definitely worthwhile to look for sponsors to support your event. Many local businesses support local causes. Start your search by thinking who would align well with the reason for your event. For instance, an event to support a program at the Lois Hole Hospital for Women would be a natural fit for a salon or women's clothing boutique since the vast majority of their patrons are women.

Sponsorship can also come in the form of 'Gift in Kind' donations which is the donation of an item in place of a financial contribution of support. If you are soliciting 'Gift in Kind' donations you must account for the value of the gift through one of the following ways:

- An appraisal form from an independent third party
- A price list for the item from a recognized commercial enterprise separate from the business making the donation
- Proof of Purchase

Where and When

Choose a time and place that allows you enough lead time to organize the event. Keep in mind other events that are happening in the area at the same time that could impact your event. Hosting your event on the same night as another large fundraiser in the city could hurt your chances for attendance.

Permits, Insurance, Safety and Other Legalities

Take time to look into whether or not your event requires permits to be issued and obtain them if needed.. Hosting large events in public spaces often requires a permit so you'll want to ensure you have what you need to stay within the city regulations. Safety considerations and insurance requirements should also be investigated to ensure you are covered from a liability perspective.

How to Collect Funds

Planning for how you will collect funds is imperative to your event's success. All money you collect related to your event must be submitted to the Royal Alexandra Hospital Foundation within 30 days of your event. The Foundation can issue charitable receipts to your participants or guests if applicable. Receipts will be issued following delivery of proceeds from the event plus the names and addresses of those entitled to a receipt. Keep in mind that not everything is receiptable. Please contact our Foundation office for more specific details on receipts prior to making any commitments to your sponsors and contributors. The Canada Revenue Agency also has specific guidelines that must be followed where charitable receipting is concerned.

Enlist Volunteers

Having a team to work with you will be imperative to the success of your event. The more promotion the better and the larger your network the easier that promotion will be. Start by including your volunteers in promotional activities to get the word out and then continue to engage them with preparation and execution of the event itself. On the day of your event make sure that your volunteers are thanked publicly and try to make sure that they also get to enjoy themselves. Their hard work should be rewarded.

Build a Promotion Plan

Promotion is the most important factor when it comes to the success of your event. Developing a promotional plan will ensure that you take advantage of all forms of communication available to you.

Promote Your Event

All promotional materials developed containing the Foundation logo or any of our medical centres of excellence logos MUST be approved by a member of our Foundation staff prior to printing or sharing of any kind.

Some ideas on areas to promote your event are:

- Phone calls
- Email blasts
- Social media promotion – Facebook, Twitter and Instagram
- Community bulletin boards
- Local media outlets

Create Checklists

In order to maintain control of everything that needs to happen on your event day checklists are an absolute necessity. Creating checklists for yourself and your volunteers to use will ensure everyone knows what is required to make the event a success. Don't forget to plan for what needs to happen at the end of the event for example tear down of event setup, returning of borrowed materials, etc.

SAY THANK YOU!!

This most likely goes without saying but we will say it anyway, SAY THANK YOU!!!! Anyone who supports a worthy cause and donates their time and/or money to an event deserves to be recognized for their contributions. Thanking volunteers and supporters at the event in a public way is of course appreciated and necessary, but don't forget to also thank those who supported you and couldn't be there on the day of the actual event. Following up with all supporters to let them know the results of the event is an absolute must and will play a key role in being able to build on or replicate your success in the future.

Event Evaluation

Once the event is complete don't forget to review and evaluate your success, as well as the challenges you faced for future reference. Taking notice of any missteps or missed opportunities now will lead to even more successful events in the future. Take a moment to pat yourself and your volunteers on the back for a job well done. Any fundraising event will have its ups and downs and you deserve to be congratulated for everything that you did right and for the things you learned to do better the next time.

Policies and Guidelines

1. The logos of the Royal Alexandra Hospital Foundation (RAHF) and the Lois Hole Hospital for Women (LHHW) have standards governing their use. The use of these logos in conjunction with any fundraising initiative will be reviewed in accordance with Foundation policies. Where permission is given by the Foundation to use the logo(s) and/or the name(s) in conjunction with a fundraising initiative, any promotional materials must be approved by the Foundation prior to production and distribution.
2. The RAHF cannot provide any public relations support outside of Foundation promotional materials, unless formally agreed to during the application process.
3. Where a fundraising event is publicized, the portion of the event that will raise money for the RAHF needs to be clearly stated, either in dollar or percentage amounts, eg. "all proceeds benefit the RAHF" or "50% of the ticket price will be donated to the RAHF."
4. Please be advised that by publicly naming the RAHF as a beneficiary of your event you are required by law to donate the proceeds you raised on our behalf. Once your fundraising initiative is approved, the Foundation relies on your donation to meet our funding commitments.
5. The community organization or group hosting an event agrees to handle all monetary transactions for the event and to present the proceeds to the RAHF within 30 days of the event, or as agreed to in writing at the time of event approval.
6. It is essential that community fundraising initiatives provide a minimum of 50% of gross proceeds to the Royal Alexandra Hospital Foundation unless other arrangements have been approved by Foundation staff as part of the event application process.
7. The RAHF is not responsible for any financial losses incurred in conjunction with this fundraising initiative. No costs shall be incurred by the RAHF unless otherwise agreed to in writing at the time of application.
8. The RAHF will not be party to any liability associated with this fundraising initiative. The RAHF accepts no legal responsibility and cannot be held liable for any risk or injury or other damages in conjunction with the fundraising initiative.
9. Donor and sponsor recognition for the fundraising event will be provided in accordance with RAHF recognition policy.
10. The RAHF does not trade, sell or exchange in any way, databases or lists of biographical donor information. Further, the sponsoring organization or group will adhere to the RAHF donor privacy policy in putting on this event.
11. The RAHF cannot provide media support, nor can it guarantee media attendance at your event.
12. The resources of the Royal Alexandra Hospital or Foundation volunteers are never guaranteed. However, when feasible, they will be notified of events that may require assistance and individuals on the volunteer team may or may not volunteer to assist, each according to their own decision.

13. The Royal Alexandra Hospital Foundation will not endorse any fundraising initiative on its behalf that involves a fundraiser, professional or otherwise, with an agreement to raise funds on a commission, bonus or percentage basis.

Please note: *It is essential that you check with Foundation staff before you approach any individuals or companies or organizations for sponsorship or donations for your event. The Royal Alexandra Hospital Foundation may have already approached that individual or company for a sponsorship or donation, or another community group may also be approaching them for a similar sponsorship. The RAHF needs to ensure that potential sponsors or donors do not receive multiple requests for sponsorship of events on our behalf. Thank you for your understanding and for agreeing to this requirement.*

14. Guests at events such as galas, concerts or golf tournaments can, at times, receive income tax receipts for a portion of the fee paid, if it is clear that a gift was made. Official tax receipts will only be issued in accordance with Canada Revenue Agency guidelines. The final decision to issue official tax receipts rests with the Royal Alexandra Hospital Foundation. The Royal Alexandra Hospital Foundation reserves the right to audit the records of any event if necessary to ensure compliance with Revenue Canada regulations.

15. If at all possible a staff member and/or board member of the Royal Alexandra Hospital Foundation will be available to attend your event if required. However, this cannot be guaranteed.

Receipting

Guests at events such as galas, concerts or golf tournaments may be eligible to receive official income tax receipts. The RAHF follows Canada Revenue Agency rules.

Ready, Set Go!

Now that we have walked you through what it takes to plan and execute a community partnership event with the RAHF we are excited to hear your ideas.

When you are ready to get started please contact Paula Woodman at pwoodman@royalalex.org or 780-735-4621.

The Royal Alexandra Hospital Foundation is grateful for your time and commitment in hosting an event, and for receiving your donation of proceeds to support patient care initiatives at the Royal Alexandra Hospital, Lois Hole Hospital for Women, and other areas of medical excellence.