



**SickKids<sup>®</sup>**

# **Community Events Fundraising Toolkit**

# Thank You

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## For making an impact with SickKids

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Thank you for raising money for SickKids. Since you've chosen us, we want to make it easy for you.

This fundraising toolkit is a step-by-step guide that will help you plan and organize from start to finish so that your event is a big success.

When you support SickKids, you are joining a committed, passionate community of supporters who believe a healthier future for our children is possible. Each year, we provide world-class, family-centred care to over 100,000 children and families who seek our help for everything from common childhood injuries to the most 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.

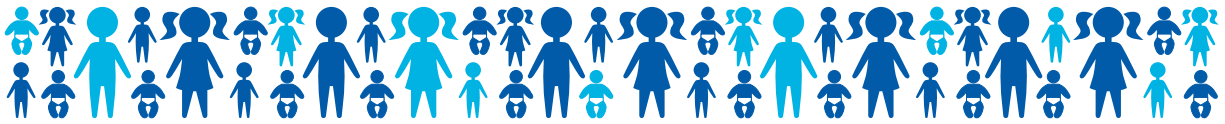
On behalf of all of us at SickKids, thank you very much for your dedication to child health.



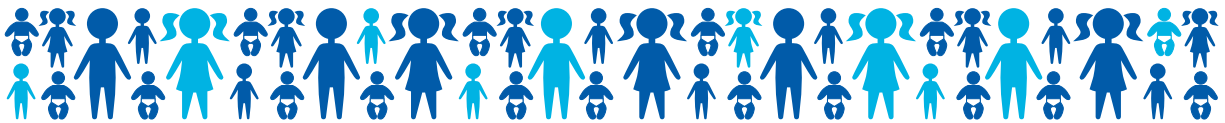
**Jennifer Bernard**  
President and CEO  
SickKids Foundation

# SickKids by the Numbers

## 100,000+ CHILDREN



Each year, more than 100,000 children rely on the lifesaving care provided at SickKids.



SickKids provides a full spectrum of child health services for infants to youth up to the age of 18.

A child is registered in the Emergency Department at SickKids every nine minutes.



# 63,679

Last year, SickKids saw 63,679 emergency visits.



Last year, there were 1,880 grant-funded research projects taking place and 2,904 clinical protocols underway.



# 10 Steps to Success

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## Step One – 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 Two – 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!



## Step Three – 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 Four – 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. These would include venue costs, decoration, food, 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.



## Step Five – 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 may need and answer any questions that you may have.



## Step Six – Plan ahead

Here is an example of a planning check list with accompanying resources that can help you plan your event. Note: 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
- Read about our [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



## Step Seven – Fundraise

You can either 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. Your SickKids Representative will help you create your own personal or group fundraising page. They will discuss options with you to set up your own personal fundraising page and help you every step of the way.

### 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.



## Step Eight – Promote your event

Promote your event as much as possible to get the most out of your fundraiser. 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- promote your event via Facebook, Twitter or Instagram as they can help you get your message out to the community. It's also a great idea to set up an online fundraising page with us that you can link to your social network sites. Download the [Social Media Kit](#) to get started.



Media Relations- There is the potential that 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.*



## Step Nine – 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 Ten – Post-event management

### Collect your funds and wrap up

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 and acknowledge those who participated in or supported your event, let them know how much you appreciate their support. It's also a good idea to let them know how much your event raised. It's important to make your donors and volunteers feel part of your achievement. Your guests will appreciate knowing how their support helped SickKids Foundation. You can also provide more information on next year's event at the same time!
- ✓ Start planning for next year!

***Still have more questions? Check out our [FAQs page](#).***



# Additional Resources

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It is important for you to know our Policies and Guidelines when planning for your event. Learn more about [tax receipting](#), [in-kind donations](#), [sponsorships](#) and [licenses and insurances](#).

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.

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 Guide](#)

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

# 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.

**SickKids<sup>®</sup>**