



PEACE ARCH
HOSPITAL
FOUNDATION
The heart of a healthy community

Community Events Fundraising Guide





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Thank you for choosing to fundraise on behalf of Peace Arch Hospital Foundation (PAHF)! Your commitment and generosity directly impact our ability to provide exceptional healthcare services for the local community.

Peace Arch Hospital Foundation

The mission of Peace Arch Hospital Foundation is to raise funds, advocate, and support initiatives to enhance the hospital campus and the health and wellness of our community. Since 1988 we have raised more than \$250 million for capital projects, medical equipment, and community health programs. Our passionate and caring team's number one priority is the prudent stewardship of your gifts and the resulting positive impact on patients and medical staff at Peace Arch Hospital and the entire White Rock / South Surrey community.

Fund Designation

Funds raised through your event can be directed to either:

- I. Area of greatest need — Our most urgent needs fund advances patient care; purchases urgently needed equipment, and funds innovative new research**
- II. A specific area of patient care**

This guide is designed to help you plan and host a successful Community fundraising event. From getting started to promoting your event, we have provided tools and tips to support your journey at every step. Together, we can enhance healthcare in our community and create meaningful change for those who rely on Peace Arch Hospital.

Overview of Community Events

Independent Community Events are fundraising initiatives that are organized by caring individuals, community groups, service clubs, or businesses. Proceeds benefit Peace Arch Hospital Foundation. Fundraising can be a great way to turn passion and creative ideas into a charitable event. Independent community events can be anything from school fundraisers to receptions/concerts. The fundraising possibilities are endless!

How You Will Be Supporting Peace Arch Hospital Foundation

The Peace Arch Hospital Foundation plays a vital role in funding essential healthcare services, equipment, and programs that benefit the entire community. With your support, we are able to:

Enhance healthcare infrastructure:

Support major renovations and expansions at Peace Arch Hospital.



Fund essential medical equipment:

Provide cutting-edge tools that improve patient care.



Support specialized community programs:

Deliver resources for seniors, newborns, and patients requiring specialized care.



Every dollar raised through your fundraising efforts goes directly towards improving the lives of patients and families in our community.

Fundraiser Ideas

Cause Marketing

Own a business? Create a plan where a portion of your revenue is donated to Peace Arch Hospital Foundation. For example, you could donate \$1 for every coffee sold at your store during a particular time frame.

Craft Sale

Get creative and crafty with items the public can purchase online or in person. Use platforms like Facebook Marketplace or share through your personal network to sell your creations and raise funds.

Birthdays/Weddings/Celebrations

Make your event more meaningful by asking family and friends to donate to Peace Arch Hospital Foundation instead of giving gifts. It's a simple yet impactful way to celebrate while giving back to the community.

Recycle Day

Encourage your network to collect recyclable goods for a charity drive. Designate a drop-off location where recyclables can be stored, then take them to a depot and donate the proceeds.

Bake Sale

Turn your passion for baking into a fun fundraising opportunity! Partner with your school, community center, or workplace to sell baked goods and donate the proceeds.

Run/Walk

Organize a virtual or in-person run/walk event with your friends, family, or coworkers. Encourage participants to raise funds through donations (e.g., \$10 per person). Make it a themed event to add excitement and share photos for extra motivation.

Car Wash

A car wash is an easy and effective fundraiser. Rally friends and family to volunteer and host the event in a busy, high-traffic area.

Garage Sale

Declutter your home and organize a garage sale to turn unwanted items into donations for Peace Arch Hospital Foundation.



Whether you organize a walkathon, host a garage sale, or plan a recycling day, your creativity makes a difference! Thank you for supporting Peace Arch Hospital Foundation and helping us make a lasting impact in our community.

Steps To Plan A Community Event

Brainstorm and set your goal

What type of event would you like to host? Your event can be a garage sale, golf tournament, raffle, silent auction, dinner and dance, seasonal party, sporting event, multicultural event, pub night, shopping sales event, bake sale, barbeque, company event, kids' event, cause marketing, marathon pledging — the list goes on. When planning your event, think about the audience you're looking to reach and what they have capacity for.

Create a budget

From the moment you start to plan your event, it's always important to think about your budget.

- Identify your possible sources of income either from ticket sales or sponsorship and make an estimate of all potential expenses of your event.
- Ask individuals and/or local companies if they can donate supplies or offer discounts for your event materials.
- Set a fundraising goal that you feel is attainable given your budget and expenses.

*Please note that the Foundation is not able to assist you with obtaining sponsors and sponsorships and not able to issue tax receipts for sponsorship donations as companies are receiving exposure for their funds.

Financial accountability:

Please familiarize yourself with the Canada Revenue Agency tax receipting guidelines: **Canada Revenue Agency (CRA) — [canada.ca](https://www.canada.ca)**

Peace Arch Hospital Foundation will not reimburse any event costs (such as insurance or licensing) so please factor this in when paying for out-of-pocket expenses.

Submit your idea to Peace Arch Hospital Foundation

Once you have an idea for your event, please fill out the application form online. Please include all relevant information on your form and as much detail as possible. If your event involves the consumption of alcohol, please provide this information on the application form as well. A Foundation representative will contact you within 72 hours of receiving your application.

Set a date and venue

- Set a date and time for your event.
- Review other events happening in your area at the same time to make sure it doesn't conflict with another one.
- Ask your friends and coworkers to help plan your event and assign them with specific roles.

Plan ahead

Here are some examples of what to plan for while organizing your event.

- Choose a theme
- Book a venue and date
- Establish a team or committee to help plan
- Recruit volunteers to help on event day
- Create a budget
- Develop a critical path to your goal
- Find sponsors for your event
- Send out invitations (if necessary)
- Sell tickets to event
- Determine your rental needs and schedule
- Determine food and beverage needs
- Find entertainment for your guests
- Understand tax receipting rules and regulations and pass it along to event organizers and guests
- Create a day-of to-do list for the event
- Delegate tasks to volunteers and committee
- Secure insurance and needed permits
- Promote your event
- Submit your application for a gaming license (The BC Government's Gaming Branch requires you to apply for a license if you are including a raffle or 50/50 at your event. For further details, please visit the BC Gaming Policy and Enforcement Branch online at www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising.)
- Thank you's
- Wrap up financials and submit them to Peace Arch Hospital Foundation
- Celebrate your success!

Fundraise

You can also collect cash and cheques leading up to and at your event. All cheques should be made payable to Peace Arch Hospital Foundation. To ensure tax receipts are issued to those eligible remember to carefully record and track all donations and donor information. For more information on tax receipting please consult with our Community & Campus Engagement Officer.

Promote your event

Promote your event as much as you can. Consider your audience and think of the best way to engage them. Peace Arch Hospital Foundation is unable to contact the media on your behalf.

Enjoy your event

Have fun! You are making a difference in the lives of everyone in the community.

- Take pictures (your Foundation representatives would love to see them).
- Display Peace Arch Hospital Foundation's promotional materials at the event.
- Keep track of donor names and contact details on a pledge form so participants who make charitable gifts of \$25 or more receive an official tax receipt from Peace Arch Hospital Foundation.

Wrapping up your event

Submit your event proceeds to your Foundation representative within 30 days of the event by:

- Sending a personal cheque or money order (please include a note about your event) to:
ATTENTION: Community & Campus Engagement Officer
Peace Arch Hospital Foundation
15521 Russell Ave, White Rock, BC V4B 2R4
- Calling or emailing the Community & Campus Engagement Officer and organizing a time to drop off the funds in person.

Don't forget to thank your event participants by sending them an email or card.

How the Peace Arch Foundation Could Support Your Event

Pre-Event

- Provide advice and guidance via phone or email to assist with any questions
- Supply Donation Forms
- Provide an introduction paragraph about our Foundation to add to marketing/promotional material
- Provide our name and logo for promotional purposes — once approved by the Community & Campus Engagement Officer (Please let us know before you print and allow three business days for approval)
- Provide an official letter of endorsement for your event if you require this for potential sponsors, venues, etc.
- Provide a letter of acknowledgment for Gaming license applications, soliciting prizes and sponsors (if needed)
- Opportunity for your sponsors to donate/purchase tickets online through a landing page on the PAHF website.
- Supply sponsor and auction donation request templates
- Promotional post(s) on PAHF social channels

Event Day

- Pick up/Delivery of promotional materials (Please let us know what is needed 2 weeks in advance)
 - Donation Box
 - Donation Forms
 - Brochures
 - Scrim
 - SWAG
- Provide Thank You letter from the Foundation that can be read to participants
- Volunteer Support

Post-Event

- Process event donations and designate your funds to your chosen area
- Provide tax receipts (donations only) sent to your donors for gifts over \$25
- Thank you letter, provided from Peace Arch Hospital Foundation
- Provide recognition of your incredible efforts in accordance with the Foundation's donor recognition policies
- A thank you template (letter/email) template for you to use with sponsors, etc.
- Celebration post of your event on social channels
- Any guest who purchased tickets via website are provided a tax receipt for the charitable portion of the ticket price

Support for your event will be determined based on your registration details, and we will follow up with the available options.

Logo Use and Guidelines

To ensure the visual impact and integrity of our logo, it is important these guidelines are followed to maintain consistency:

Approved:

- Use of logo on event promotion and materials
- Use of logo with either a white or transparent background
- Submit materials to the Community & Campus Engagement Officer prior to printing, publishing, or posting any materials with the PAHF logo on it for approval

Not Approved:

- Do not use any logo found via Google search or Foundation website. Once approved, the Community & Campus Engagement Officer will provide a high-quality, electronic version.
- Do not change the color of our logo
- Do not add graphic effects to our logo
- Do not stretch or distort our logo

Once approved by the Community & Campus Engagement Officer, we would be happy to provide you with an electronic version of the following PAHF Logos:

HORIZONTAL LOGO



VERTICAL LOGO



Acceptable Wording To Use In Advertising Your Event

What's going to the Foundation?	Wording to use in advertising
If all the money collected is going to Peace Arch Hospital Foundation...	Proceeds benefit Peace Arch Hospital Foundation
If all the money minus your expenses is going to the Foundation...	A portion of the proceeds benefit Peace Arch Hospital Foundation OR Net proceeds to benefit Peace Arch Hospital Foundation
If a specific dollar amount in the purchase of a product is going to the Foundation...	You must state the dollar amount. For example: For every painting we sell on Sunday, \$100 goes to Peace Arch Hospital Foundation
If a percentage of the proceeds are going to benefit the Foundation...	You must state what percentage. For example: 50% of the proceeds to benefit Peace Arch Hospital Foundation

Tax Receipting

Peace Arch Hospital Foundation strictly follows the tax receipting rules and regulations of the Canada Revenue Agency (CRA).

Tax receipts will only be issued by PAHF in accordance with Canada Revenue Agency guidelines and the Income Tax Act. The Foundation reserves the right to make a final decision as to whether a tax receipt will be issued or not and the amount.

The Foundation can only issue a tax receipt for “true” donations meaning that the donor does not receive any benefit from making the donation.

Monies raised through the following means may be accepted, however, because of the nature of the fundraising method, the Foundation is unable to issue a tax receipt:

- Ticket purchase or entrance fee
- Raffle/lottery/draw ticket purchase
- Auction or silent auction items purchased
- Sponsorships (a contribution made by a business for recognition and promotional purposes)
- Donated services

Example of a “true” donation: If a donor was to buy a ticket to a dinner event they would not receive a tax receipt for the purchase of the ticket since they will receive a meal in return for their payment. However, if at the dinner they decided to donate \$100, they would receive a tax receipt since they are not receiving anything in return for their donation.

For more detailed information, visit **Canada Revenue Agency (CRA) - [canada.ca](https://www.canada.ca)**

Information required for tax receipt

The Foundation will issue tax receipts for donations of \$25 or more, once the following information is provided:

A complete list of those who made a donation, including:

- Full name
- Mailing address with postal code
- Phone number
- Amount of donation

Donations can be given by:

- **Cash**
- **Donation form:** writing down the donors credit card information that will later be charged by a Foundation staff
- **Foundation’s website:** The Foundation accepts Visa, MasterCard, and American Express credit cards on the website. A tax receipt is automatically generated and emailed to the donor.
- **Cheque:** The cheque needs to be made payable to “Peace Arch Hospital Foundation”
- **Square:** Speak to the Community & Campus Engagement Officer regarding use of this payment option

Facts And Questions

Who can host a Community Fundraiser Event?

Anyone, from individuals to organizations or businesses, can host a fundraising event to support the Peace Arch Hospital Foundation.

What types of fundraisers are allowed?

We encourage creativity! Birthday fundraisers, game nights, car washes, and more are all welcome. However, the Foundation will not support fundraising initiatives that:

- Endorse a political party or candidate.
- Discriminate against any individual or group based on gender, race, ethnicity, religion, sexual orientation, age, disability, or socioeconomic status.
- Promote the use of alcohol or tobacco.

The Foundation reserves the right to decline support for any fundraising activity that doesn't align with our mission and values.

Will the Foundation help organize or take responsibility for my fundraiser?

The organizer is fully responsible for all aspects of the fundraiser, including planning, logistics, securing sponsorships, recruiting volunteers, creating promotional materials, and obtaining necessary permits and insurance (e.g., for raffles).

Can I use the Foundation's name and logo to promote my fundraiser?

To use the name of Peace Arch Hospital Foundation or Peace Arch Hospital in your fundraising efforts, you'll need approval from the Community & Campus Engagement Officer. Once approved, you can use our logo for event purposes according to brand guidelines.

How do I send the proceeds of my fundraiser to PAHF?

You can send the proceeds of your fundraiser to the Peace Arch Hospital Foundation in the following ways:

- By cheque made payable to "Peace Arch Hospital Foundation"
- By cash, delivered to the Peace Arch Hospital Foundation office
- Using the Foundation's online donation form with a credit card

How Much Notice does PAHF Need Before A Community Fundraiser?

Please allow two weeks prior to the desired event date to allow Peace Arch Hospital Foundation with enough time to review and discuss your Community Event.

How can I Apply for a Licence?

Liquor License: Liquor licences and permits — Province of British Columbia

Gaming License: Gambling event licence fundraising — Province of British Columbia

The Peace Arch Hospital foundation is unable to apply for any insurance, permits, or licenses for your event. Any necessary insurance, permit, or license are the responsibility of the event organizer.

Peace Arch Hospital Foundation Does Not...

As much as we would like to help with as many aspects of your event as possible, there are some things we can't assist with, due to limited resources and time. They include:

- Organize events within the hospital campus
- Provide access to donor or staff lists
- Reimburse expenses, or administer the finances of the event
- Provide insurance coverage for your event

Further Questions?

Please contact the Community & Campus Engagement Officer directly:

Ed Laverock — Community & Campus Engagement Officer

Email: ed@pahfoundation.ca or communityevents@pahfoundation.ca

Phone Number: 604.535.4520

