



Markham Stouffville  
Hospital Foundation

# Community Event Fundraising Guidelines

Help bring a lifetime of care closer to home!



# What are Community Events?

Community events are fundraisers created and managed by businesses, organizations or individual volunteers. These fundraisers demonstrate that our community has a strong belief in the services and programs offered by the Hospital.

This is most encouraging for the many volunteers, physicians and staff at Oak Valley Health's Markham Stouffville Hospital (MSH) who are dedicated to serving our patients and community. Community events can be as simple as a bake sale or as intricate as a gala.



## Great Event Ideas

### Parties

- Galas
- Backyard BBQs
- Holiday Celebrations
- Theme Nights
- Costume Parties

### Sporting Events

- Tournaments
- Walks & Runs
- "A-thons" – Bike, Dance, Spin, etc.

### Shows and Sales

- Craft Shows
- Bake Sales
- Fashion Shows
- Live Theatre & Plays
- Concerts

## Getting Started

- Fill out a **Document of Understanding** (provided at the end of this package) to ensure your event will be accurately promoted in Markham Stouffville Hospital Foundation (the MSH Foundation) publications. Please also contact Corporate Sponsorship & Events.
- Submit a list of all potential sponsors, contributors and suppliers for clearance by the Foundation; this allows us to prevent duplication of requests for support from community organizations.



**The MSH Foundation is to be advertised as the beneficiary of proceeds, not as a presenter, host or sponsor of the event.**

## The MSH Foundation's Role

- MSH Foundation staff are available to offer advice and expertise on event planning.
- We may be able to provide staff or volunteers to attend your event or cheque presentation.
- We will provide a letter of support to validate the authenticity of your event, if requested.
- We request the opportunity to approve the use of our name and/or logo.
- We can provide you with a MSH Foundation Style Guide to direct you on usage of our promotion materials.
- We can provide templates of letters, donation & pledge forms, auction materials, etc.

## What the MSH Foundation Cannot Do:

- Share our mailing list.
- Offer funds for event expenses.
- Issue gift-in-kind receipts, charitable tax receipts or business acknowledgements letters to sponsors or suppliers.
- Solicit sponsorship or donations for your event.
- Guarantee staff or volunteers at your event.

**All event proceeds must be submitted to:**

**Joyce So**

Manager, Community Relations & Events  
Markham Stouffville Hospital Foundation

# 10 Keys to Running a Successful Community Event

## 1. Share Ideas

- Brainstorm with friends and family about great fundraising ideas that excite you. Ask each other how feasible the ideas are. Will people be interested in the event?

## 2. Form a Committee

- It takes a lot of time and energy to plan an event, no matter how big or small, so form an event committee of hard-working and dedicated volunteers.

## 3. Know your Audience

- Make sure the event you have chosen to execute will appeal to the audience you have in mind.

## 4. Set a Budget

- Set a realistic financial goal. Complete a budget, which includes projected revenue, expenses, and net funds. This will help your committee plan your fundraising event.

## 5. Set a Date

- Schedule your event on a date and time that people will be available. Remember, holidays can prevent people from attending your event.

## 6. Plan Your Event

- Planning an event is a very detail-oriented job. Make sure you and your committee work with a checklist or work-back schedule to identify all planning needs for your event.

## 7. Sign Your Document of Understanding

- Once your committee has decided to proceed with the event, submit the Document of Understanding to the MSH Foundation (included at the end of this package). Once the MSH Foundation receives it, we will include your event on our event calendar at [mshf.on.ca/calendar](http://mshf.on.ca/calendar).

## 8. Promote Your Event

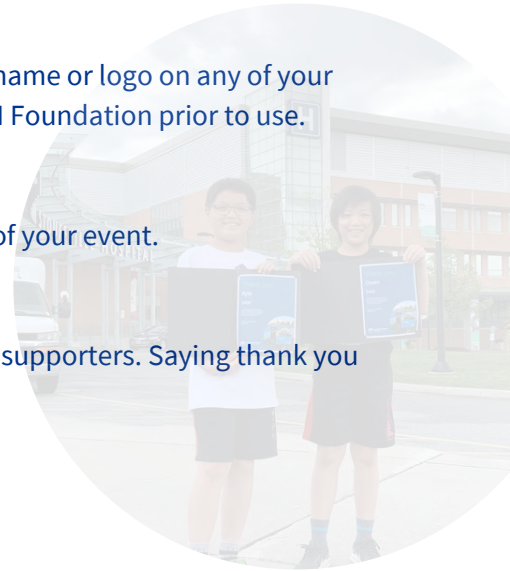
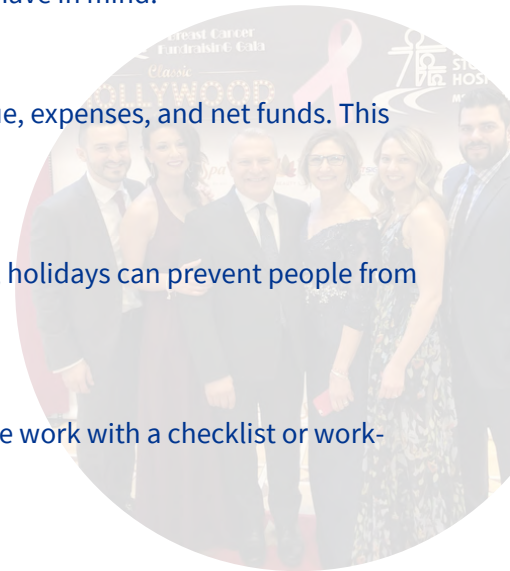
- Promotion is the key to success. Please remember, use of the MSH Foundation's name or logo on any of your materials, including print, advertising and website, must be approved by the MSH Foundation prior to use.

## 9. Collect the Funds

- Please collect and submit all funds raised to the MSH Foundation within 30 days of your event.

## 10. Say Thank You

- You cannot say thank you enough to your volunteers, sponsors, guests and other supporters. Saying thank you opens the doors of opportunity for your next fundraiser.





# 10 Tips to Help Secure Sponsorship

**Remember, before soliciting sponsorship you must clear this list with the MSH Foundation.**

## 1. Review Your Budget

- Determine how much money you will need to raise in sponsorship dollars.

## 2. What Can You Offer Sponsors?

- For example, their logo in the program, banners, links on your website to theirs, promotion in event advertisements, recognition at the event, etc.

## 3. Calculate Exposure

- How much exposure will sponsors receive from each marketing opportunity? How many people will see the logo? How many will attend the event?

## 4. Levels of Sponsorship

- What are the levels of sponsorship available and what recognition will each level receive? Ensure each level is distinct from each other.

## 5. Determine Value of Each Sponsorship Level

- Determine the sponsorship level in dollar amounts. Keep costs reasonable, but competitive.

## 6. Who Will You Approach?

- Make a list of who you are going to approach for sponsorship. Personal and local contacts are always a good start.

## 7. Approach Sponsors Early

- Send a personalized letter and sponsorship package (if needed) and follow up with a meeting in person if possible.

## 8. Create a Sponsorship Package

- When creating a sponsorship package, be sure to include the following elements:
  - A cover letter introducing yourself, your committee, and the event
  - A proposal including the event background, the cause and how the sponsor will fit into it all; and
  - A list of benefits including how much money you are asking the sponsor to consider.

## 9. Confirm Sponsorship

- Once a company has agreed to sponsor your event, we recommend having the sponsor complete and sign a confirmation form. Also ask if they require an invoice.

## 10. Say Thank You

- It is important before, during and after the event to say thank you and get feedback from the sponsor about the event and their recognition. Provide sponsors with pictures from the event, programs and other collateral materials.



**Be sure to invite your sponsors to the event!**

# Markham Stouffville Hospital Foundation Logo and Naming Guidelines



## About Us

Established in 1989, the MSH Foundation has continuously raised funds to support healthcare for more than 330,000 residents of the Markham and Whitchurch-Stouffville communities.

To meet the growing needs of the community, the MSH Foundation successfully completed a \$50 million expansion campaign in 2014, having raised \$56 million. Through the tremendous support of generous donors, the Foundation has been able to fund capital expenditures for equipment, IT infrastructure, and the major expansion and renovation project for Markham Stouffville Hospital.

We are embarking on a new era of how we deliver healthcare for our patients. As the capacity of our hospital grows, so do our ongoing needs. Government can't fund all equipment and other urgent needs at our hospital, which is why your support is so vital.

The MSH Foundation is a registered charitable organization that abides by the Association of Fundraising Professional's (formerly NSFRE) Code of Ethics and Standards of Practice and those of Canada Revenue Agency.

**Registered charitable number 13064 3620 RR0001**

## General Information

The purpose of these guidelines is to ensure that the MSH Foundation brand remains consistent when referred to by community members. To ensure that our brand remains consistent, please abide by our logo and naming rules when associating your event with the MSH Foundation.

## Foundation Name

Please ensure that you list the **Markham Stouffville Hospital Foundation** as the beneficiary of your event **not Markham Stouffville Hospital**. As the fundraising arm for the Hospital, the MSH Foundation must legally receive all funds raised and transfer them to the Hospital's account.

**Please note that the Markham Stouffville Hospital Foundation is spelled without a hyphen.**  
**"Markham-Stouffville Hospital Foundation" is incorrect.**

The Markham Stouffville Hospital Foundation must always be referred to as THE Markham Stouffville Hospital Foundation in a sentence (not Markham Stouffville Hospital Foundation), or "the Foundation" (Foundation must always be capitalized). When using the short form, the full name must be spelled out followed by the short form in brackets during the initial mention.

i.e. The Markham Stouffville Hospital Foundation (the MSH Foundation) operates exclusively for the benefit and support of Markham Stouffville Hospital. The MSH Foundation's mission is to raise funds for the equipment, education and expansion needs of our Hospital.

**Exception: when listing the MSH Foundation name; for example, within a staff title.**

i.e. John Smith, General Manager, Markham Stouffville Hospital Foundation

## Foundation Logo

Should you require a MSH Foundation logo for event materials, please contact:



**Joyce So**

Manager, Community Relations & Events  
Markham Stouffville Hospital Foundation  
905-472-7373 ext. 6229  
[joso@mshf.on.ca](mailto:joso@mshf.on.ca)

The MSH Foundation has recently refreshed its brand. Please do not use any former Markham Stouffville Hospital or Markham Stouffville Hospital Foundation logos you may have on file.



### Logo Size

Never distort or skew the logo. Size must not be smaller than 1" wide as its legibility will be compromised.

### Logo Colours

#### Pantone Colours

- **Blue:** PMS 2146C
- **Green:** PMS 2414C

#### CMYK Breakdown

- **Blue:** C - 100, M - 81, Y - 0, K - 17
- **Green:** C - 74, M - 0, Y - 68, K - 0

#### RGB Breakdown

- **Blue:** R0, G53, B142
- **Green:** R0, G187, B126

#### Hex (web) Colours

- **Blue:** #00358E
- **Green:** #00BB7E



# Logo Usage Guidelines

## Acceptable Use of Official Logos

Official **Markham Stouffville Hospital Foundation** Logo, minimum size 1" wide



Benefiting  
**Markham  
Stouffville  
Hospital  
Foundation**



Benefiting  
**Markham Stouffville  
Hospital Foundation**

All-black logo on light coloured background or all-white or white/green logo on dark coloured background



Benefiting  
**Markham  
Stouffville  
Hospital  
Foundation**



Benefiting  
**Markham  
Stouffville  
Hospital  
Foundation**

## Unacceptable Use of Official Logos

Distorted/stretched from original proportions



Benefiting  
**Markham  
Stouffville  
Hospital  
Foundation**



Benefiting  
**Markham Stouffville  
Hospital Foundation**

Colours adjusted from original official colours



**Markham  
Stouffville  
Hospital  
Foundation**



Benefiting  
**Markham  
Stouffville  
Hospital  
Foundation**



Benefiting  
**Markham Stouffville  
Hospital Foundation**

Less than 1" wide



# Charitable Tax Receipts

The MSH Foundation (the MSH Foundation) is accountable to its donors and as such adheres to Canada Revenue Agency rules and regulations to protect its donors and charitable status, and to continue its support of MSH.

The MSH Foundation will issue tax receipts provided certain conditions, set by the Canada Revenue Agency, are met and the MSH Foundation agrees to issue tax receipts prior to your event.

## Some specific guidelines

The MSH Foundation issues charitable tax receipts to individual donors, and business acknowledgement letters to organizations that make a cash donation to your event.

Receipts cannot be issued to the organizer for proceeds from an event; receipts are only issued for direct donations where the donor receives no benefits for their contribution; for example, no advertising, promotion, etc.

You must provide documentation to support tax receipting for donations within **30 days of the event**. Tax receipts are issued immediately upon receipt of all required information. In order to issue receipts for the current year, all donor and revenue information must be received by December 31 of the current year.

- Sale of raffle tickets, admission tickets, green fees, auction items and other goods that provide a benefit to donors are not eligible for a tax receipt.
- **The MSH Foundation cannot issue tax receipts for gift-in-kind donations, ticket sales, auction items or event sponsorship.**
- Receiptable portions can be issued. This must be discussed well in advance of your event date, and appropriate back-up outlining expenses must be provided.

**If you have any questions about receipting rules and regulations, please contact the Corporate Sponsorship & Events team during the planning stages of your fundraiser.**



# Markham Stouffville Hospital

## Privacy Practices & Agreement

The MSH Foundation is committed to protecting the privacy of our donors, employees and other stakeholders. We value the trust of those with whom we deal and are accountable to our donors. We thereby commit to adhering to the principles of the Personal Information Protection and Electronic Documents Act (PIPEDA) to ensure the appropriate protection of all personal information shared with us.

As a result, we must ensure that all associated community event organizers themselves are knowledgeable and compliant with the principles of PIPEDA; and acceptance of the attached agreement is therefore an endorsement of this compliance. As a community event organizer you must also ensure that all associated volunteers or other stakeholders associated with your event are aware of; and are working in compliance with PIPEDA.

The information that you share with the MSH Foundation will be held in the strictest of confidence and will only be used for the purposes for which you disclose the information to us. The MSH Foundation must have consent to collect, use or disclose personal information we receive. Therefore, we ask that the community event organizer obtain the appropriate consent from individuals if the information will be disclosed to us.

The MSH Foundation respects your privacy and will never sell, trade, or loan your information to any other organization. We will use your information for administrative purposes and to keep our supporters informed of the activities of Markham Stouffville Hospital and the Foundation.

For more information on the MSH Foundation's privacy policy and practices, please visit [www.mshf.on.ca/promise](http://www.mshf.on.ca/promise)



# Contact us

For more information on community event planning, please contact a member of our events team:

## Joyce So

Manager, Community Relations & Events

T: 905-472-7373 ext. 6229

C: 416-388-8181

E: [joso@mshf.on.ca](mailto:joso@mshf.on.ca)

## Catherine Ortiz

Senior Coordinator, Corporate Partnerships & Events

T: 905-472-7373 ext. 6606

C: 647-261-8597

E: [cortiz@mshf.on.ca](mailto:cortiz@mshf.on.ca)

## Matteo Paolucci

Coordinator, Community Relations & Events

T: 905-472-7373 ext. 6855

C: 416-526-0014

E: [mpaolucci@mshf.on.ca](mailto:mpaolucci@mshf.on.ca)

## Allan Bell

Vice President, Community Relations & Corporate Partnerships

T: 905-472-7395

C: 416-720-5851

E: [abell@mshf.on.ca](mailto:abell@mshf.on.ca)



**Markham Stouffville  
Hospital Foundation**

T: 905-472-7059

F: 905-472-7018

## Mailing, Courier or Office Location

379 Church Street, Suite 303

Markham, Ontario

L6B 0T1

## Hours of Operation

Monday to Friday 8:30 a.m. to 4:30 p.m.

Website, events calendar, and general information:

[www.mshf.on.ca](http://www.mshf.on.ca)

@supportmsh



# Community Events Guidelines

## DOCUMENT OF UNDERSTANDING

Please submit this form to the Corporate Sponsorship & Events team prior to your event

EVENT CONTACT INFORMATION	First Name		Last Name	
	Address Home      Work		Apt/Suite/PO Box	
	City		Province	Postal Code
	Primary Phone Home      Cell      Work		Secondary Phone Home      Cell      Work	
	E-mail			
	Secondary Contact Information			
EVENT INFORMATION	Event Name (to be used for recognition purposes)		Event Date(s) & Time(s)	
	Event Location (please notify if location changes)		Estimated # of Attendees	
	Event Address			
	City		Province	Postal Code
	Event Description			
	Estimated Proceeds \$		Proceeds Designation      Priority Equipment Needs      Other:	

I have read and understand the Community Events Guidelines, with specific reference to the following:

### Marketing

- The Foundation will provide a letter of support to validate the authenticity of your event if requested.
- The Foundation requests the opportunity to approve the use of our name and/or logo on advertising materials, print and electronic.
- The Foundation must always be advertised as the beneficiary of proceeds and not as the presenter, host or sponsor of the event.

### Tax Receipting

- The Foundation can issue tax receipts for donations in support of the event in accordance with Canada Revenue Agency guidelines. Charitable tax receipts will be issued to individual donors and business acknowledgement letters will be issued to organizations/corporations.
- Tax receipts will be issued immediately upon receipt of all required information. In order to issue receipts, all donor and revenue information must be received by December 31 of the current year.
- The Foundation cannot issue receipts for in-kind or service donations for community events, ticket sales, auction items or event sponsorship.

### Privacy

- The Foundation is committed to adhering to the requirements of the Federal privacy legislation (PIPEDA) and expects that these requirements be adhered to by the community event organizers and associated volunteers.
- All information obtained and used by the Foundation will be treated with the utmost confidentiality and security.

### Liability

- The Foundation assumes no legal or financial liability associated with the community event. Foundation representatives reserve the right to attend an event to ensure the agreed upon practices are followed.

Organizer Name

Organizer Signature

Date (mm/dd/yy)

Staff, Corporate Sponsorship & Events

Staff Signature

Date (mm/dd/yy)