Community Programs & Events

Fundraising Toolkit 2026









Help prevent the most devastating consequences of mental illness.

Ontario Shores
Foundation for Mental Health

A SPECIAL MESSAGE FROM OUR CEO

Thank you for choosing to raise funds in support of Ontario Shores Foundation for Mental Health. By organizing a fundraising event, you are helping enable possibilities that will keep Ontario Shores on the path to advance care for people and families managing the impact of mental illness.

Your efforts will provide critical funding to enhance care, services, research, and access for those who need it most. Your generosity will have a positive impact on patient recovery and the overall well-being of our community.

The Ontario Shores Foundation is committed to championing bold ideas that strengthen mental health care and support patients on their recovery journey, both today and into the future. Thanks to dedicated community champions like you, we will shape a tomorrow where stigma is met with strength and where mental illness is met with treatment, not tragedy.

Thank you for standing with Ontario Shores. Together, we can help prevent the most devastating consequences of mental illness.



Tracy Clegg CEO,
Ontario Shores Foundation For Mental Health

What is Ontario Shores?

Ontario Shores Centre for Mental Health Sciences (Ontario Shores) is one of only four specialty mental health hospitals in Ontario and is located in Whitby, just 45 minutes east of Toronto. As a public teaching hospital, Ontario Shores provides a comprehensive range of specialized assessment and treatment services for individuals living with complex and serious mental illness.



Exemplary patient care is delivered through safe, evidence-based approaches, with successful outcomes achieved by applying best clinical practices and the latest advances in research.

Patients benefit from a recovery-oriented environment rooted in compassion, inspiration, and hope, supporting individuals on their journey toward healing and improved quality of life.

About the Foundation

Ontario Shores Foundation, founded in 2009, supports mental health and recovery at Ontario Shores. In partnership with our donors, staff, patients, and community, we inspire change through fundraising initiatives that enable life-changing programs and research not funded by the government. Creating a sense of hope is one of the greatest gifts we can give to people and families living with complex mental health challenges. Together, we can help prevent the most devastating consequences of mental illness.

Help Make an Impact for Ontario Shores and Beyond

Thank you for your interest in fundraising to benefit Ontario Shores Foundation. We are deeply grateful for your support as we work together to break down stigma and transform mental health care across Ontario.

The need for mental health care is greater than ever, with individuals of all ages seeking the support and treatment they need. Those living with mental illness are among the most vulnerable in our communities, from children and youth to seniors. With the strength of our community behind us, we can change the face of mental health and ensure equitable access to care for everyone.

At the heart of everything we do, creating a sense of hope is one of the greatest gifts we can give to people and families living with complex mental health challenges. Your generous support can help prevent the most devastating consequences of mental illness. Together, we can build a future where hope leads the way and meaningful change is within reach.

Getting Started

Thank you for choosing to host a third-party fundraising event in support of Ontario Shores Foundation. Community-led events play a vital role in advancing mental health care, and your time, creativity, and generosity help create real change for individuals and families.

This kit is here to support you, every step of the way, by offering guidance, inspiration, and resources to help bring your idea to life.

Whether your event is big or small, every dollar raised helps support hope, recovery, and innovation for patients, now and in the future

Event Inspiration

Your event can be as unique as your community. Here are a few ideas to get you started:

- Walks, runs, or fitness challenges
- Community dinners, trivia nights, or social gatherings
- Workplace or school initiatives (casual days, team challenges)
- Online fundraisers or peer-to-peer campaigns
- Creative events like art shows, concerts, or auctions

Have an idea that's not listed here? We'd love to explore it with you.











Host Your Event

Answering the questions below will help shape your event plan:



WHO

Whom will you invite to be part of your event?
What's the impact you hope to make?

- Friends, family, colleagues, or community members
- Will you require a planning committee or volunteers?
- Who is your target audience and how will you engage them?
- How will you invite guests and track registrations or attendance?



WHAT

What kind of experience do you want to create?

- What will your event look and feel like?
- Will there be entertainment, activities, or interactive elements?
- Are you providing food and beverages? If so, what type?
- Will you have a Master of Ceremonies, guest speaker, or lived-experience voice?



WHEN

Choose a date that gives you time to plan, promote, and invite others to join in.

- What is the planned date and time of the event?
- Is the event rain or shine, or will there be a backup plan?



WHERE

Will your event be in person, online, or a mix of both?

- Is the event indoors or outdoors?
- Will your event require permits, licenses, or applications?
- How many attendees do you anticipate, and does the space accommodate them comfortably?

How We Can Support You

While third-party events are led by our community partners, Ontario Shores Foundation is here to cheer you on and provide guidance along the way.

What we Can Provide

- Official endorsement and confirmation that your event supports Ontario Shores Foundation
- Promotion of your event through Ontario Shores Foundation communication channels
- Guidance and expertise in event planning
- Access to approved Ontario Shores Foundation logos and brand assets
- Issuance of charitable tax receipts, where applicable, in accordance with Canada Revenue Agency guidelines

For Discussion & Additional Support

Supplemental support options depend on availability and should be discussed in advance:

- Applications for gaming or liquor licences
- Support with sourcing prizes or auction items
- Mailing lists (e.g., donor or hospital staff lists)
- Assistance with ticket sales or sponsorship opportunities
- Participation of an Ontario Shores Foundation representative










Style, Branding, & Social Media Guide

Ontario Shores Foundation exists to raise and steward funds in support of Ontario Shores Centre for Mental Health Sciences. Funding provided by the Foundation supports hospital programs and services, specialized equipment, patient care initiatives, and other priority needs.

While the Foundation's sole purpose is to support the hospital, it is a separate legal entity operating under a different name. When referring to the Foundation, or listing it as the beneficiary of your event, please use our full legal name, **Ontario Shores Foundation for Mental Health**, to avoid confusion with the hospital, **Ontario Shores Centre for Mental Health Sciences.**

When referencing our organization in written materials, please use **Ontario Shores Foundation for Mental Health** on first mention. You may then use **Ontario Shores Foundation or the Foundation** for subsequent references.

For financial and charitable receipting purposes, any cheques intended to support the hospital must be made payable to **Ontario Shores Foundation for Mental Health** (full name), rather than to the hospital.

An Example

Proper use in an introduction:

"**Ontario Shores Foundation for Mental Health (Ontario Shores Foundation)** is committed to changing the face of mental health in Ontario. **The Foundation** was created in 2009 to support the revolutionary care provided at Ontario Shores."

Logo Guidelines

Correct Use



Logo is an appropriate size with no distortion (colour on white background only)



White logo on a dark background



Black logo on light background

Incorrect Use



Logo is pixilated, and distorted



Colours have been changed



Colour logo is to be used only on a white background

Examples of Use

Appropriate:

- "Proudly supporting Ontario Shores Foundation."
- Logo displayed alongside other community supporters

Not Appropriate:

- Modified or stretched logos
- Messaging that suggests Ontario Shores Foundation is hosting the event

Social Media

The Foundation has official accounts on Facebook, Instagram, and LinkedIn. To ensure you are tagging, mentioning, and interacting with the correct official accounts, please refer to the list below

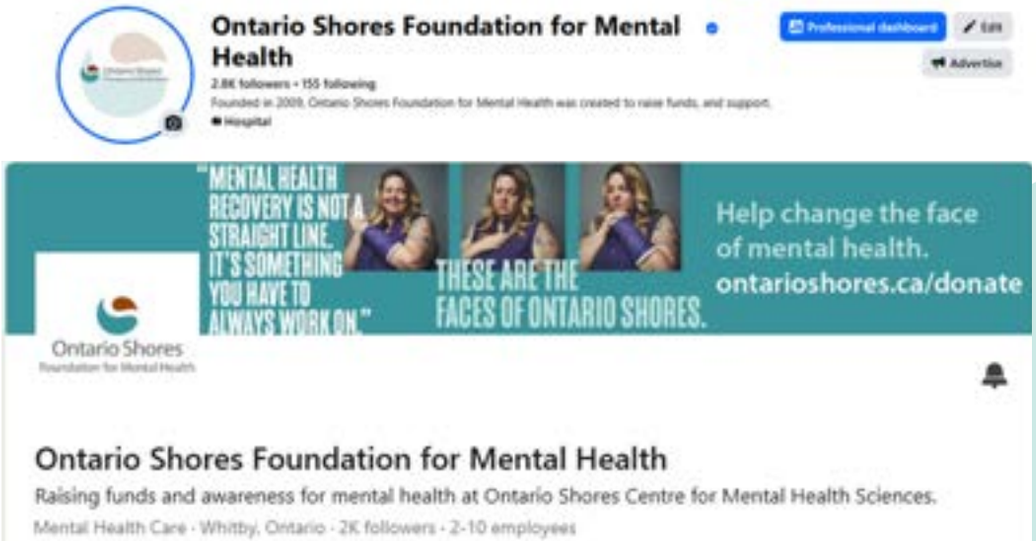
Social Media Tips

- Tag Ontario Shores Foundation when sharing your event
- Use positive, respectful language when discussing mental health

Instagram: ontshoresfdn
Facebook: Ontario Shores Foundation for Mental Health
LinkedIn: Ontario Shores Foundation for Mental Health







Budget Planning

A simple budget can help your event run smoothly. Consider:

- Expected revenue (donations, ticket sales, sponsorships)
- Event expenses (venue, food, permits, marketing)
- Estimated net proceeds to be donated

Please note: Ontario Shores Foundation is unable to cover event expenses.

REVENUE	DOLLAR AMOUNT	EXPENSES	DOLLAR AMOUNT
Sponsorship	$	Venue	$
Ticket Sales	$	Food & Beverage	$
Donations	$	Printing	$
Corporate Donations	$	Advertising	$
Promotional Income (auction, draw, etc.)	$	Prizes	$
Other	$	Other	$
TOTAL	**$**		**$**

Post Event Wrap-Up

We can't wait to hear about your event, and we would love to see photos and videos! Be sure to post them to social media and tag @OntShoresFdn. We would be happy to share them!

Once your event wraps up, you are kindly asked to:

Submit funds within 20 days. Funds can be dropped off at the Foundation Office, located inside the main entrance (Building 5) to the left, at the hospital located at 700 Gordon Street, Whitby, ON. When you visit us, we can also arrange for a cheque presentation with a photo opportunity, and if you are interested, a tour of our beautiful facility!









Tax Receipting

The Foundation is accountable to its donors and therefore adheres to Canada Revenue Agency rules and regulations. This process protects Foundation donors and charitable status in order to continue supporting Ontario Shores Centre for Mental Health Sciences.

The Foundation will issue tax receipts where the requirements are met of certain conditions set by the Canada Revenue Agency. Please see the guidelines below.

Tax Receipting Guide

- The Foundation issues charitable tax receipts to individual donors, and business acknowledgment 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 Foundation cannot issue tax receipts for gift-in-kind donations, tickets, auction items, or event sponsorship.
- Receipts can only be issued by a charitable organization and in accordance with Canada Revenue Agency guidelines. Please inquire with the Foundation before offering tax receipts for your fundraising activity.

Third Party Event Agreement

All event organizers are required to complete and sign a third-party event agreement. This agreement outlines roles, responsibilities, and the appropriate use of the Ontario Shores Foundation name and brand.

As the individual responsible for coordinating the proposed event, I understand and agree that all publicity for the event must receive approval from the Ontario Shores Foundation for Mental Health (Ontario Shores Foundation) prior to its release.

I/We, as the Third Party, acknowledge that the responsibility for the Third-Party Event lies solely with us. The Ontario Shores Foundation will not be held liable for any expenses or actions related to the Third-Party Event. Additionally, Ontario Shores Foundation is not responsible for any accidents or damage to persons or property that may occur during the event. The Third Party agrees to arrange suitable insurance coverage before the event takes place.

I/We hereby certify that we have read, understood, and agree to abide by all policies and guidelines set by the Ontario Shores Foundation for Third Party, Community Fundraising, and Events as outlined in this agreement.

Print name

Phone number

Email

Street Address

City and postal code

Signature

Date

Print name

Signature for Ontario Shores Foundation

Date

Thank you!

Thank you for being part of our community of supporters. Your efforts help reduce stigma, expand access to care, and create brighter futures.

If you have questions or would like support along the way, please contact:

Ontario Shores Foundation for Mental Health

700 Gordon Street
Whitby, Ontario L1N 5S9

905-430-4055 ext. 6622
foundation@ontarioshores.ca
ontarioshores.ca/foundation

Charitable Business No. 83555 9824 RR0001

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