

Fundraising Tool Kit & Agreement Guide

A Guide to Plan a Successful Event in Support of the Brightshores Owen Sound Foundation

Creating life-changing health care serving close to home in Grey Bruce

Every Donation Makes a Difference

Imagine you or your loved one experiencing a life-changing medical crisis where seconds make the difference between living and dying. Does the responding medical care team have the critical tools, space, and knowledge needed to provide you with the best care possible?

Established in 1982, the Brightshores Owen Sound Foundation raises vital funds for medical equipment, facility improvements, and staff training. As the Ministry of Health and Long Term Care provides little funding to Ontario Hospitals, our Foundation relies upon our community partners, supporters, AND Community Care Allies – people just like YOU!

Our Foundation is grateful to the individuals and organizations across our community that are interested in fundraising on behalf of our organization. From bake sales to car washes, birthday parties to wedding favours, in-store promotions to special event days - our FUN-Raisers play a key role in creating memorable community events and experiences.

This guide is designed to help get you started in creating a successful community event, and set out best practices in working with the Foundation. All official Brightshores Owen Sound Foundation community events must be registered with the office using the process outlined in this guide, and accordance with our [Third-Party Event Policy](#). Thank you for your cooperation and support!

Guide to Event Planning

Planning a successful event takes considerable time, energy, and resources. The Foundation is here to help and provide you with the tools to help make your event a great experience for you, your event team, and attendees!

Once your event is registered with the Foundation, we can provide you with the following resources:

- Event planning advice and collaboration opportunities
- Donation tracking templates and charitable tax receipting guidelines (if applicable)
- Marketing and communications support including approved logo use, social media images, request for support letters, and press release templates
- Annual letter of endorsement validating the authenticity of the event
- Post-event support including cheque presentation attendance and thank you letter templates
- While the Foundation would love to attend all fundraising events, as a small team we can only attend Community Care Allies' events when available

The Foundation does not provide the following:

- Gaming and liquor licenses
- Insurance
- Sponsorships, prizes, and/or auction items
- Provide tax receipts for cash or in-kind items not directly received by the Owen Sound Regional Hospital Foundation

How to hold an Owen Sound Regional Hospital FUN-Raiser Event

1. Create your Event Plan

- Brainstorm a fundraising event that would be fun and easy for people to get involved
- Set a goal and draft your working budget
- Develop a list of event materials and promotional items you will need to help make your event a great experience for your audience
- Run through your donation process to ensure ease of registration and fundraising for your attendees

2. Register your Event with the Owen Sound Hospital Foundation

Contact our Foundation Associate, Taralyn Golbeck at tgolbeck@brightshores.ca, 519-372-3925, or fill out the following event-form to register your event with the Foundation.

3. Promote your Event

Share your event on social channels (Facebook, Instagram, Twitter, and YouTube) and tell the community how they can get involved. Don't forget to tag us at @brightshores_foundation! We ask that you share any media releases with our Foundation office first for approval before contacting media sources.

4. Host your Event and Collect Donations

Have fun and watch all of your hard work pay off! You and your attendees are making a difference for everyone across the community – enjoy and celebrate!!

5. Submit your Funds Raised

We ask that you wrap up the event financials and remit donations to the Foundation 60 days post-event or before December 31st, whichever comes first.

6. Celebrate!

Be sure to thank your volunteers, attendees, and sponsors. The Foundation is happy to provide templates for thank you letters and social media shout-outs, and would love to hear about your experience!

Event Agreement Form

Thank you for choosing to support the Owen Sound Regional Hospital Foundation. Please note the Foundation requested that this application and use of the OSH Foundation Logo be approved before promoting and publicizing your event. All event costs are assumed by the event organizer, and as such, are referred to as a third party.

Event Information:

Organization:

Primary Contact:

Address:

Email:

Telephone:

Event Name:

Start and end Date(s):

Start and end Time(s):

Event Location:

Website/Social Media URL:

Brief description of the event:

Financial description of the event (% of proceeds/benefit):

Brightshores Owen Sound Foundation event materials/supports requested (if available):

Additional comments:

Receipt of Funds and Liability

Please be advised that by publicly naming the Brightshores Owen Sound Foundation as the beneficiary of your initiative, you are required to donate the full percentage stated in your promotional materials. Brightshores Owen Sound Foundation will not be held liable for any financial losses incurred by the event.

The Third Party will indemnify, defend and hold Brightshores Owen Sound Foundation harmless from all claims, causes of action, and damages of any kind arising out of or in connection with the event,

including but not limited to property damage or personal injury or other cause of action of any kind arising out of or in connection with the event. This event in no way represents a joint venture or partnership. All proposals for cause marketing must be accompanied by a full business plan.

Below portion for in office use.

Authorization:

Brightshores Owen Sound Foundation Representative:

Title:

Date:

Thank you for your support!