



ST. JOSEPH'S FOUNDATION
OF THUNDER BAY

**Third Party
Fundraising Toolkit**



St. Joseph's Foundation
of Thunder Bay

63 Carrie St. Thunder Bay ON P7A 4J2
807-768-4440 WWW.SJFTB.NET



ST. JOSEPH'S FOUNDATION
OF THUNDER BAY

Thank you for your interest in hosting an event in support of St. Joseph's Foundation of Thunder Bay (SJF). Since its inception in 1983, SJF has proudly supported the purchase of essential client-needs, not otherwise funded by the Ministry of Health or other funding sources, to ensure the best quality of care to be provided to the clients of St. Joseph's Care Group (SJCG).

SJF could not provide the support it does without the support of our community. Thank you for choosing SJF as your charity of choice. **From golf tournaments to galas, raffles to teas, we're excited to work with you to raise funds to support the clients we serve.**

Inside this package you will find a complete overview of the third-party event planning process and an application. Completed applications should be submitted to St. Joseph's Foundation a minimum of 8 weeks prior to the event date.

How to submit application:

E-mail: sjftb@tbh.net

Mail: 63 Carrie St. Thunder Bay ON P7A 4J2

For any inquiries or additional information, please contact Gail Brescia, Executive Director at (807) 768-4402.

Sincerely,

Gail Brescia
Executive Director
St. Joseph's Foundation

Our Vision

Transform the healthcare experience through a culture of compassion and generosity in our community and our region.

Our Mission

Inspire generosity to acquire essential equipment, technology and infrastructure needed by St. Joseph's Care Group for the diverse healthcare needs of our community and our region.

Guidelines

Approval of Event

St. Joseph's Foundation requires that all events in support of SJF be subject to approval to ensure the event is compatible with its mission. All events must be approved by SJF prior to implementation. Please complete the Event Application Form on pages 8 & 9 of this document and submit to SJF a minimum of 8 weeks prior to the event date.

Name and Logo Usage

Any use of the name and logo of SJF and/or SJCG must be approved prior to distribution to ensure compliance with brand identity and standards.

License and Insurance

Liability Insurance

SJF must not be party to any liability coverage. SJF accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.

Lottery License

Gaming and Lottery licenses can only be obtained by a charitable organization. If your fundraiser requires a gaming and lottery license, St. Joseph's Foundation will obtain the license on your behalf. Fundraiser organizer(s) will be responsible for all costs involved in obtaining and running the lottery.

Liquor License

SJF cannot obtain liquor licenses on behalf of the fundraiser organizer(s).

Volunteers

It is the event organizer's responsibility to secure any necessary volunteers. SJF may be able to assist in providing volunteers upon request.

Right to Withdraw

SJF reserves the right to withdraw the use of its name at any time and will not assume any cost that may be involved in doing so.

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Cancellation of your event

If your fundraiser will be cancelled for any reason, please notify SJF prior to announcing cancellation to the general public.

Financials

Handling of Money

Organizers are responsible for the handling of all monetary transactions before, during & after the fundraiser.

Donation Receipts

St. Joseph's Foundation does not issue charitable donation receipts for event tickets. Charitable donation receipts may be issued for outright donations in cash or on our website. Our minimum donation for a receipt is \$25.00.

Online Donations

St. Joseph's Foundation can assist with online fundraisers, please contact Gail Brescia to discuss further.

Fundraising Expenses

SJF cannot provide funding, nor will it be responsible for any costs associated with the planning and/or execution of your fundraiser. All expenses can be deducted from the gross revenue generated from the fundraiser.

Donation of Proceeds

All proceeds must be turned over to SJF within **30 days** of the conclusion of the fundraiser.

Prizes or Awards

SJF cannot supply prizes or awards of any kind towards the fundraiser.

Recognition and Promotion

SJF will recognize the fundraiser and organizer(s) through various channels available at the time of the fundraiser. Recognition and promotion channels can include submissions to local media companies, SJF social media accounts, and internal news to SJCG staff.

Marketing Materials

SJF has a branded pop-up banners and can acquire pop-up banners from SJCG, subject to availability, for use at your fundraiser. Any items borrowed must be returned in the condition which they were received.



Representative from SJF

SJF would be happy to provide a representative to participate in your organizing committee and to attend your event. A representative from SJCG may be able to be scheduled based on availability.

Donor Lists

SJF cannot provide you with access to donor lists, however, where appropriate, SJF can reach out to donors/sponsors on organizers behalf.

Planning a Successful Fundraiser

Choose your fundraiser idea

- What type of fundraiser do you want to host?
- Where will the funds be designated? – a specific program, building, piece of equipment or general area of greatest need?
- Who is assisting with planning the event?

Complete the Fundraiser Application & submit to SJF

- The application is on pages 8 & 9 of this document.
- Mail: 63 Carrie St. Thunder Bay ON P7A 4J2
- E-mail: sjftb@tbh.net
- Fax: 768-8820
- For inquiries, stop by the Foundation office (located in St. Joseph's Heritage – 63 Carrie St.) or call 807-768-4404

Confirm & book the logistics of your fundraiser

- Pick a date & time: Do a quick google search for the date you are looking at. Ensure that there are no other large fundraisers or events happening on the same day that may impact the attendance at your fundraiser.
- Choose & book a venue

Create a budget

- Determine your fundraising goal and ensure that your fundraiser revenue vs expenses will support you meeting that goal.
- Discuss with St. Joseph's Foundation ways to increase your fundraising.

Create a timeline

- To stay organized and on-track, create a detailed timeline outlining all the tasks to be completed with deadlines



- Delegate tasks on the timeline to people on your team! Many hands make light work.

Promote your fundraiser

- Contact local media outlets (Dougall Media, Acadia Broadcasting, The Chronicle Journal, etc.) and ask for coverage of your fundraiser in exchange for recognition at your fundraiser
- Use social media platforms (Facebook, Instagram & Twitter) to promote your fundraiser.
- Post posters on community bulletin boards and at businesses. (Ask permission to post posters.)

Thank yous & Fundraiser wrap-up

- It is important to let your attendees, sponsors and supporters know your success!
- Announce the funds raised via local media outlets, social media, an announcement at your fundraiser if possible.
- A cheque presentation and media release about your fundraiser can be arranged with St. Joseph's Foundation.

Checklist

Planning

- Create an overview of your event. This is a complete description of all aspects you want to include in your fundraiser.
- Create a timeline.
 - Walk your way through your event, starting from when you walk in the door for setup, until you leave the fundraiser after tear down. What supplies do you need? What vendors do you need scheduled? How many volunteers? Etc. Jot down each aspect you need to plan, what communication and organization it will take to complete that task and schedule it into months or weeks before the fundraiser.
 - Create a day of timeline including volunteer duties and expectations
- Create your budget.
- Find a venue and book; make any deposits to secure your date.
- Develop and order posters, tickets and other marketing materials (Tip: include print deadlines in your timeline)
- Develop a marketing and promotion strategy including Facebook event page, mail out, e-mail last, online fundraising portal, posters and ticket distribution
- Recruit volunteers and assign them specific tasks they will be responsible for (if need be hold a special training session for them to be briefed on their duties)
- Secure any licenses and permits required
- Secure all bookings – venue, catering, music, decorations, etc. – with a deposit – confirm deadlines
- Hold regular meeting with those designated with responsibilities for updates and communication.



Fundraiser Day

- Ensure all volunteers know their jobs and task
- Ensure that someone is designated as the person to deal with any questions or problems if they arise
- If there is money on site (floats, etc.) make sure that someone is designated to count and watch all funds in a secure place.
- Make an announcement thanking everyone for attending and announcing your projected donation amount (if applicable)

Following the Fundraiser

- Count all proceeds raised, finalizing the net donation amount
- Send a thank you to your volunteers, sponsors and donors.
- Arrange for a donation photo op with St. Joseph's Foundation.

Event Ideas

Art Sales	Work with a local artist or school to produce art and sell it at a live show
Auction	Host a silent, live, or penny auction! Collect donated items from businesses and host a social with to auction off the items. Some ideas for auction themes would be collectibles, sports and experiences!
Bake Sale	Host a bake sale at your work, church or other community location.
Birthday or anniversary with a cause	For your next birthday or anniversary, ask guests to donate to SJF in-lieu of giving you a gift
Breakfast with _____	Put together a breakfast with Santa, the Easter Bunny, etc. Work with a local restaurant to cater the breakfast. Have someone in costume and sell tickets.
Bingo	Set up a bingo at a community hall.
Bowling Night	Book a bowling alley and sell tickets for people to bowl!
Barbecue	Host a summer BBQ! Sell food and drinks and have some quick activities!
Car Wash	Host a carwash "by donation"
Cabaret Night	Get out those flapper dresses and big band records and host a cabaret themed evening!
Christmas party	Play carols, decorate and serve Christmas baking. Decorate a tree, have pictures with Santa, etc. You can charge an admission or hve everything make donations
Comedy Club	Partner with a local comedy club, or host an open mic night for comedians.



Concession Stand	Set up a concession stand or booth at a community or sporting event
Cut-a-thon	Partner with a salon and have \$1-\$5 from every cut during a defined period of time support SJF
Decorating Service	Do you have great decorating skills? If so, offer your services to the community during the holiday season. Donate proceeds you make to SJF.
Donut Day	Great for students! Get donuts donated and sell them to your classmates.
E-mail	Directly e-mail to ask your friends, family, colleagues, etc. to help you support SJF
Fashion Show	Work with clothing stores to host a fashion show. Charge an admission to the show and see if you can get local business to donate food and refreshments for after the event.
50/50 Draw	Host a 50/50 draw at your workplace. This is a great quick and simple fundraiser.
Game Night	Have a game night. Everyone comes to your house or choice of venue to play boards games, charades, etc. Charge an entrance fee or sell concessions
Garage Sale	Reach out to your friends, neighbours, co-workers, etc. and collect all their unwanted items. Host a garage sale and donate the proceeds.
Haunted House	Tap into your creative side and put together a haunted house. Charge admission or by donation to enter.
Ice Cream Social	Plan an ice cream sundae social! Ask that participants donate in order to attend. This is an easy and yummy idea.
Lawn Services & Snow Removal	Mow a lawn or shovel snow around your neighbourhood and beyond. Donate proceeds to SJF.
Money Jars	Work with your workplace or other willing businesses to place donation boxes. Check on and collect frequently.
Movie Night	Host a movie night at your host or other venue. Provide popcorn, candy and refreshments for purchase.
Open Gardens	Open you garden to visitors. Sell refreshments, plants and vegetables.
Spaghetti Dinner	Host a spaghetti dinner at a local business or community centre. You can charge per plate or collect donations.



Sports Tournament	Teams organize bowling, hockey, baseball, etc. tournaments. Charge a team entrance fee or ask teams to collect pledges to participate.
Wishing Well	Set up a wishing well at your local school, business, church, etc. with a sign explaining that all proceeds go towards SJF.

SJF can provide:

- Assistance with promotion of event on SJF social media, on our website and on the SJCG iNternal News system.
- Serve as a resource in your planning
- May provide a SJF representative to assist with organizing the event
- Pledge forms: We have customizable pledge forms if your event requires.
- We can set up a giving portal for people to make donation to your fundraiser online.

Creating a Budget

When creating a budget make sure to account for all income sources and expenses. A good rule of thumb is to overestimate your expenses and underestimate your revenue to give you a buffer.

Revenue	
Ticket sales/admission	\$
Sponsorship	\$
Donations/Pledges	\$
Auctions and/or raffles	\$
Other	\$
Total Gross Revenue	\$
Expenses	
Venue	\$
Food & Beverage	\$
Licenses & Permits	\$
Decorations	\$
Printing and Advertising	\$
Giveaways & Promotional Products	\$
Supplies	\$
Misc.	\$
Total Expenses	\$
Net Profit (Revenue – Expenses)	\$

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Third-Party Fundraiser Application

Contact Information

Organization or Group: _____

Contact Person: _____

Please check which category best describes your organization/group:

Community Corporate School Service Club Other _____

Address: _____

City: _____ Prov. _____ Postal Code: _____

Phone: _____ E-mail: _____

Event Information

Is this the first time this event is being held? Yes No

If no, please note when the event has been previously held: _____

Proposed Event Plan

Type of Event: _____

Date of Event: _____

Location: _____

Target Audience: _____

Expected Revenue: _____

Event Description & Details: _____

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Fund Designation

Specific Site:

- St. Joseph's Heritage – PR Cook Assistive Living Apartments and/or Bethammi Nursing Home
- St. Joseph's Hospital
- Sister Margaret Smith Centre – Addictions & Mental Health
- Balmoral Centre – Withdrawal Management Program
- Sister Leila Greco Assistive Living Apartments
- Hogarth Riverview Manor – Long Term Care
- St. Joseph's Health Centre – Addictions & Mental Health

Specific Program: _____

Area of most need

Any other notes you'd like to provide?

Please submit this form and direct any questions to:

St. Joseph's Foundation of Thunder Bay
63 Carrie St. Thunder Bay ON P7A 4J2
Tel: (807) 768-4440
E-mail: sjftb@tbh.net Subject: Third Party Event Application