

Community Hosted Fundraiser Package

About Matthews House Hospice

Matthews House Hospice (MHH) is located in Alliston, Ontario and provides hospice and community services to all in New Tecumseth, Adjala-Tosorontio, Bradford West Gwillimbury, Dufferin County, Essa, Innisfil and surrounding communities and beyond. We walk together with individuals and families through the journey of illness and grief and bereavement.

“What is clear is that this is a special place. It provides services to the community that are simply unbelievable. It not only delivers nursing, personal services and hospice care to its patients, but offers counselling, community support and outreach programs through the support of donations from patrons, friends and local retail and service providers and with the unflagging devotion of an army of volunteers.”

Gordon, Resident Wendy’s Husband

What is a Community Hosted Fundraiser?

A community hosted fundraiser is one that is initiated, planned, and managed by an individual or organization in support of a chosen charity. MHH is happy to provide assistance to community hosted fundraisers where possible. Use this guide to help you plan your fundraiser in support of MHH.

Why Choose Matthews House Hospice?

Did you know that MHH must raise over 2 million dollars annually to continue to offer our residential services, our community programs and grief and bereavement counselling? By planning a community hosted fundraiser in support of MHH, you will make a lasting difference in the lives of our clients, residents, and their families. A Community Hosted Fundraiser is a great way to network and gain familiarity within your community. Thank you in advance for your efforts, and please have fun!

Choosing your Fundraiser

When deciding what kind of a fundraiser you would like to host, think of who you are planning to attend your event and what they might enjoy. Below are some suggestions that might be helpful.

School: For an elementary school think of activities for your participants such as an obstacle course or a dance-a-thon where people can pledge dollar amounts for time spent engaging with the activity. For Highschool students, think of events where the students can show off their talents such as a musical or a robotics competition where you charge for admission and snacks.

Business or Organization: This can be a great team building opportunity. Host an office sports tournament or a carnival for employees and their families. If your business performs services for the public, consider having a special time period where a percentage of your proceeds, or the proceeds from a specific product are donated to MHH.

Community/Individual: A community carwash, a block party, a garage sale, or starting a community garden are great ways to raise money. If you have a skill that you can teach, consider instructing a class or hosting a workshop in support of MHH. Consider collecting donations in lieu of gifts for your birthday or upcoming milestone.

Defining the Event, and Setting your Goals

To set an informed fundraising goal, you will want to define the following:

Who do you want to attend this event?

What activities do you want available at the event? Define your revenue streams.

Where?

When?

How many attendees do you expect/want to attend?

All of this information will help you to set your fundraising goal and your budget.

For example, Kelly wants to have a neighbourhood family BBQ.

Who: Families in Kelly's neighbourhood. *Tip:* Kelly chose a group of people who are easily accessible and would be interested in this type of event.

What: Kelly charges an entry fee of \$7.00/person and that will include a drink, and a hamburger or hotdog per person. There will also be face painting and someone making balloon animals for \$3.00 per person per activity. *Tip:* This matches the audience's interest and is an ideal price point for multiple family members.

Where: The event will take place at Kelly's local community center, who has donated the space in-kind for this event. *Tip:* Using what ever resources you have at your disposal is always a great way to cut down your expenses.

When: This will take place on Saturday September 7th, from 4:00pm until 6:30pm. *Tip:* This is a convenient time for families, and a big enough window of time that attendees can come and go at their convenience increasing the potential attendees.

How: Kelly estimates that there will be at least 20 families of 3-5 people in attendance. This is her estimate, as there are 25 families in her neighbourhood and a majority of them have expressed interest. *Tip:* When estimating attendee numbers, think about venue capacity but also be realistic. Just because a room will hold 200 people, doesn't mean 200 people will attend.

Once you have the basics of your event details and a fundraising goal, you can create a rough budget for this event to keep you on track. This is a working document that will allow you to update your revenue and expenses as the event evolves.

Please see included in this document, your Fundraising Agreement Form, to be submitted 4-6 weeks prior to your event.

Please Note: Matthews House Hospice is not responsible for reimbursing any funds used to plan the event. Please be sure to track your expenses along with your revenue. There should be no expense to the organizer after filling your pledge to Matthews House Hospice.

Promoting your event

Tips for promoting your event:

1. Think about who you want to attend, and where they will see your promotional material most frequently. For example: school handouts, an office memo, neighbourhood groups on social media, etc.
2. Consider the cost of promotion versus the impact. For example, consider making a flyer and posting it in specific Facebook groups that you know your desired audience looks at frequently, as opposed to paying for a Facebook ad.
3. Use quality promotional materials. There are free/inexpensive programs such as Canva that make the process for creating promotional material easy and fun.

What we can do:

1. Send you a logo to use on promotional materials and guidelines for its use.
2. Post a flyer on our Community Board at the Hospice, and we would be happy to share your event on social media 1-2 times prior to your event date.
3. Other promotional assistance may be available and will be assessed upon receipt of your Fundraising Agreement Form.
4. Matthews House Hospice may set up an informational exhibit at your event to provide attendees with information about MHH, including an employee/volunteer to answer questions. A guest speaker may be available to speak about MHH at your event

Please Note: MHH is not responsible for the promotion of your event, nor is it responsible for creating promotional material for your event. All promotional material should clearly state that your event is **in support of Matthews House Hospice**. Once your event has been approved, you will receive an MHH logo, as well as guidelines for its use.

Once you have the details of your community hosted fundraiser, please complete the Fundraising Agreement Form included in this package and email it to mwhittick@matthews.house for approval.

Logistics

Now that you have a solid plan and a budget, your Fundraising Agreement Form has been approved, and you have started promoting your event, it is time to start looking at the process and logistics for this event. Be sure to go through each activity that you plan to have at your event thoroughly beforehand.

Here are some questions to ask before event day:

- Do you have a rain plan? This is very important for outdoor events.
- Do you have dietary options for those with restrictions?
- What resources do I have at my disposal that can reduce costs?

Fundraising Tips

- Know a business owner or someone with a skill that can improve the quality of your event? Solicit individuals to sponsor your event in order to reduce expenses and increase funds raised, or an in-kind donation of their valuable skills.
- Many people will support MHH, they just need to be asked.

Please Note: Matthews House Hospice is not able to provide you with contact information for any of our existing sponsors.

Donating Funds

Cash donations are to be counted and sorted before they are submitted to MHH. Any cheques collected are to be made out to Matthews House Hospice Foundation.

Tax receipts will be issued for donations to MHH of \$25.00 or more, provided we receive the following:

- Donor's full name
- Donor's mailing address.
- Donor's email address and phone number

Tax receipts will not be generated for event proceeds, gifts of service, sponsorship, purchase of goods, or other event related costs.

We ask that any revenue being donated to Matthews House Hospice be received within 30 days of your event.

Fundraising Agreement Form

Thank you for your interest in holding a Community Hosted Event in support of Matthews House Hospice. Please email your completed Fundraising Agreement Form to mwittick@matthews.house at least 4-6 weeks prior to your event date.

Contact Information:

First & Last Name: _____

Organization Name (if required): _____

Please select the category that best describes you:

Individual Business Community/Social Group School

Other (Please Specify): _____

Email Address: _____

Phone Number: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Event Information:

Event Name: _____

Event Date & Time: _____

Short Description of Event:

Venue Name: _____

Venue Address: _____

City: _____ Province: _____ Postal Code: _____

Estimated Fundraising Goal: _____

Please let us know what support we can offer you:

MHH Logo & Guidelines Representation at Event Hospice Brochures

Other (Please Specify): _____

I, _____, agree to and understand the guidelines stated in the Community Hosted Fundraising Package and agree to submit donations from the event to Matthews House Hospice Foundation within 30 days of the event. I release Matthews House Hospice from any loss, liability, damages, or expenses arising from the proposed event.

Signature

Date Signed