



Community Event Toolkit

Help enhance healthcare in
Central Alberta by hosting a
community event!



Red Deer Regional **health foundation**

Thanks to the tremendous support of Central Albertans, the Red Deer Regional Health Foundation has continued to enhance healthcare provided to Central Alberta. Individuals and groups who organize events throughout the community and choose to donate event proceeds to our Foundation have an enormous impact on the care that patients and their families receive.

This Event Kit was created to support you in the planning and organizing of your community event. In this document you will find ways to get started, helpful tips, and the necessary forms required for our partnership.

Get creative, have some fun, and host an event such as a golf tournament, pancake breakfast, bake sale, or community barbeque! No matter if your event is big or small, we are honoured and grateful to be your charity of choice.

We look forward to working with you!

About the Red Deer Regional Health Foundation

Red Deer Regional Health Foundation (RDRHF) raises and disburses funds for programs, services, and the purchase of medical equipment for the Red Deer Regional Hospital Centre (RDRHC) and other facilities in Alberta Health Services' (AHS) Central Zone.

Funds raised and donated through the Foundation result in a direct impact to improving healthcare.

Our Mission

Enhance healthcare excellence in Central Alberta by raising funds to provide state-of-the-art medical equipment and services.

Our Vision

World class healthcare in Central Alberta.



Steps to Plan your Event

1. Start by reading through this **Community Event Kit** package.
2. Fill out the required application form and send it to foundation@ahs.ca
3. A staff member will get in touch with you and arrange a meeting to make sure we have all the information we need to help make your event a success!
4. Once your initiative has been approved, you will have access to resources like templates, pledge forms, online opportunities, and more!

Toolkit Checklist

Brainstorm and Set Goals

Gather a group of friends to develop an exciting idea for an event. Remember, no event is too small, every dollar raised makes a difference! We have provided a list of ideas to get your brains storming:

- "A-thons" of any kind
- Auctions
- Bake Sale
- Barbeques
- Benefit Concert/Play
- Bottle Drives
- Carnivals
- Community Walk/Runs
- Dinner Parties
- Garage Sales
- Holiday Parties
- Raffles
- Sporting Events/Tournaments

Figure Out the Financials

Plan for financial success with your event! Use the **Community Event Budget Sheet** provided in this kit to identify expected income and expenses. It's important to remember that the lower your costs are, the larger your contribution will be.

Combine Forces

We want to ensure that your event will be a success. Once you know what kind of event you would like to host and have set your financial goals, notify us with a **Community Event Application Form** and email it to **foundation@ahs.ca**. After we have reviewed your event proposal form, we'll arrange a meeting to go over the details of the event you have chosen and how we can guide you.

Form an Event Committee

Planning a successful event takes a lot of time and effort, don't be afraid to ask for help. Recruit dedicated volunteers with a variety of skills and abilities to divide the tasks and help organize a great event.

Event Logistics

Paying attention to detail is crucial in any successful event. Start by working backward from the event kick off to now. Who are you inviting to the event? What food or entertainment needs to be booked? What day and time will the event be held? Do you need a ticket sales deadline? Where will the event be located? How many volunteers do you need? Please note that the Foundation team would be happy to review the logistics of your event.

Promote Your Event

Create a marketing plan that promotes your event to the public. Understand who will support and attend your event and craft your event message specifically for those supporters. Then think about how you can reach those people. Some marketing activities could include social media promotions, eye-catching posters, invitations, or other promotional materials.



Please note that **any use of the RDRHF logo must be approved** by the Marketing & Communications Manager.

Collect Funds

Think about how you will collect the funds raised. Make sure there are proper controls and procedures in place to account for the funds you are collecting and that there is someone responsible for managing this important area. To find out what types of tax receipts your event qualifies for, **please click here**.

Thank Participants

This is the most important step: let those who attended your event know how much money they helped raise and how it will impact health care in Central Alberta! Of course, we can assist you with that.

Evaluate

You can learn a lot from the success of your event. If you plan to rerun the event, schedule debriefs with your committee within a week of the event and pinpoint opportunities for growth. Use the provided **Post-Event Report** to guide your evaluation and submit your answers to **foundation@ahs.ca**.





How We Can Help

Providing Professional Consulting

- Sit down with a professional fundraiser to receive guidance on your event's fundraising strategy and vision.
- Promoting your event through our social media channels
- Advise you on permits and gaming licenses that may be required

Donations Processing Assistance

- Help you obtain a raffle license on your behalf to ensure you are in compliance with Alberta Gaming regulations
- Provide charitable tax receipts to participants. (Subject to receipt guidelines of the Canada Revenue Agency)

Additional Benefits

- Post your event on our website and use our website for registration, pledges, and creation of personal fundraising pages
- Support your event through our social media outlets
- Provide you with a customized letter of appreciation to acknowledge your sponsors and supporters
- Assist with planning and advising you on silent and live auctions

Other Guide Lines

- It is your responsibility as the event organizer to communicate to volunteers, sponsors, and participants that Red Deer Regional Health Foundation is the beneficiary of the event and not conducting the event
- All publicity for the event should be shared with the Red Deer Regional Health Foundation
- Red Deer Regional Health Foundation will not assume any financial or legal liability along with any damages that may incur at the event
- The event organizer will acquire all essential insurance, permits, and licenses

Unfortunately We Are Not Able To:

- Reimburse any event expenses
- Guarantee attendance or volunteers at the event
- Issue tax receipts for community events, with the exception of monetary donations made to Red Deer Regional Health Foundation
- Share our mailing list
- Solicit our corporate partners for sponsorship or any other in kind or monetary gifts
- Guarantee a lottery license



FAQ

Can you mail information about my event to the Red Deer Regional Health Foundation donors?

We cannot email or mail information about your events to our donors, as this list is confidential. However, we are happy to list your event on our website and share them on social media.

Can you help me find sponsors for my event?

We can work with you to help brainstorm and come up with a list of appropriate sponsors for your event, but we cannot approach corporations or individuals on your behalf. The Foundation event team has information available for you on how to secure sponsorships, including sample sponsorship packages and ask letters.

Can you help me get media for my event?

We cannot promise media will attend or promote your event without you paying them to do so. We do have resources available to you on how to generate media interest for your event as well as a sample press release template you can customize for your event. We can also work together to promote your event on social media platforms.

I just completed my event. When do I need to send in the funds from my event?

We kindly ask all event organizers send in the funds within 30 days of the event taking place to ensure proper stewardship of your supporters. Additionally, under Canada Revenue Agency (CRA) guidelines, for funds to be eligible for income tax receipting in any given calendar year, Red Deer Regional Health Foundation must either have received the gift by the last business day of December or the gift must be postmarked prior to December 31st.

I would like to run a raffle at my event. Do I need a license?

Gaming and lotteries including bingos, 50/50 draws, gambling, raffles or games of chance often have special considerations that require permits. Please **visit here** for more information. AGLC has strict terms and conditions that must be followed, so please ensure that you follow them closely if you are going to hold a raffle.

To obtain your AGLC ID, please **click here** and fill out the “**Eligibility for Raffle License**” as well as the “**Internet Account Request.**” You can email or fax your completed form back to AGLC. This process takes between 3-5 business days.

Once your eligibility has been approved, you will be sent a username and password which will allow you to apply for a raffle license online free of charge.

The Red Deer Regional Health Foundation will not endorse/support or accept donations from events that are not able to be licensed, specifically, gaming events such as poker.

Can I register to raise funds online?

Yes, Red Deer Regional Health Foundation can provide an online link that will accept donations, provide a receipt, and collect all raised funds together in one fund. Please note that these funds would not be accessible to pay for event expenses.



Red Deer Regional
health foundation

3942 50A Avenue
Red Deer, AB T4N 4E7
(403) 343-4773
foundation@ahs.ca
www.rdrhfoundation.com

Event Application Form

Application must be approved by the Red Deer Regional Health Foundation prior to promoting or hosting your event.

Your Information

Name of Group

Primary Contact

Mailing Address

City

Phone

Email

Role

Postal Code

Alternate Phone

Briefly describe the event and how funds will be raised.

How many people do you expect to attend the event?

What is your expected revenue for the event?



Event Information

Name of Event

Start Date

Start Time

Name of Venue

Location of Venue

End Date

End Time

Are you planning on hosting a raffle? Yes No

Do you understand and agree that you are responsible for obtaining all insurance and/or licences required for the proposed event? Yes No

Do you understand and agree that all event costs are to be covered by the event organizer? Yes No

Will the Red Deer Regional Health Foundation be the sole beneficiary of the event? Yes No

Does the event organizer agree that the Red Deer Regional Health Foundation will receive all revenues from the event within 60 days of the event end date? Yes No

Do you understand and agree that all promotional materials for the proposed event must be approved by the Red Deer Regional Health Foundation prior to being released? Yes No

Do you understand and agree that the Red Deer Regional Health Foundation will not assume any financial or legal liability along with any damages that may incur at the event? Yes No

Event Application Form (cont.)

Please indicate if you require the following for the proposed event (requires minimum 3 weeks notice).

- Endorsement letter
- Print materials about the Red Deer Regional Health Foundation
- A member of the Red Deer Regional Health Foundation to speak at your event
- Volunteers

Please indicate either the fund or area you would like the raised funds designated to:

- Greatest Needs
- Other

Please complete, sign and submit the application electronically.

Applicant Signature

Print Name

Date

Area/Department

Red Deer Regional Health Foundation

3942 50A Avenue
Red Deer, AB T4N 4E7
P: 403-343-4773 F: 403-346-2128
E: foundation@ahs.ca

Visit rdrhfoundation.com for more information.

Thank you! A staff member will contact you upon receiving your application.



Event Budget Sheet

Mark down any form of expected event revenue and the expenses you incurred to host this event. If you expect some expenses to be donated, please indicate that. All costs of the event are to come out of event proceeds or to be paid directly by the event organizer.

	REVENUE	EXPENSES
Sponsorship		
Registration Fees		
Ticket Sales		
Donations		
Silent Auction, Raffle, etc		
Venue Rental Cost		
Printing (Tickets, posters, etc)		
Security		
Advertising		
License Fees		
Prizes		
Other		
TOTAL		

Total Revenue: \$ _____
 (Subtract) Total Expenses: \$ _____
 = Total Profit (to be donated to the Foundation) \$ _____

Post-Event Debrief

Take some time to reflect on your event. What worked? What didn't?
Submit your answers to foundation@ahs.ca.

Name of Group:

Name of Event:

Date:

Number of Attendees:

REVENUE

Ticket Sale \$

Sponsorship \$

Raffle \$

Auction \$

Direct Donation \$

Other \$

Other beneficiaries besides the Health Foundation:

Percentage of Net Proceeds to benefit Health Foundation: %

Final proceeds to Health Foundation:

Please list the names of all companies who sponsored your fundraiser:

FEEDBACK FOR THE FOUNDATION:

1. Was the application/approval process for your event easy to understand? YES NO

If no, please explain why:

2. Do you feel (Red Deer Regional Health Foundation) assisted you with all of the questions you may have had? YES NO

If no, please explain why:

3. Did your event meet your expectations?
 YES NO

If no, please explain why:

4. Were there any media broadcasts or articles about your event? If so, where was your event mentioned? If possible, include a copy. We would love to see it!

YES NO

5. Do you plan to organize this event again?

YES NO

If no, please explain why:

