



Community Events

Toolkit for Third-Party Event Planning

www.chathamkenthospice.com



Chatham-Kent Hospice
FOUNDATION

Thank You!



Thank you for your interest in hosting a community fundraiser in support of Chatham-Kent Hospice Foundation! Your generosity and support mean that we can continue to provide compassionate, end-of-life hospice care, and grief support to our local families.

Third-party events play an important role in generating revenue for Chatham-Kent Hospice Foundation. Your event not only helps the Foundation to raise essential funds for Hospice, it also helps raise public awareness of the role that Hospice plays in providing compassionate end-of-life care to residents and their families. These events broaden our support base, increase awareness about the care and services we offer, and inspire people within your network to support something you are passionate about.

There are many reasons why you might choose to host a community event to raise funds in support of Hospice. Whatever your reason, we are grateful for your support and excited to help make your event a success! Whether you are planning a small event or something on a large scale, every dollar you raise helps Hospice to fulfill its vision that together, we can create a community where the best possible end-of-life care and grief support are available.

We developed this toolkit to act as a road map and to get you started on your event planning journey. If you have any questions about the information in this toolkit, or need more support, please don't hesitate to get in touch. We're happy to share our experience to guide you!

Katherine Stinson
Special Events Coordinator
kstinson@chathamkenthospice.com

About Our Programs & Services

Chatham-Kent Hospice aims to create a community where the best possible end-of-life care and grief support are available. Our Hospice offers a home-like setting where friends and family can gather and spend meaningful time together in the last hours, days, or weeks of their loved one's life. The need for end-of-life care has proven to be great in Chatham-Kent. Since opening our doors in 2016, we have cared for over 1,190 families from across Chatham-Kent.

Not only do we care for the resident, we offer care coordination services to individuals/caregivers from the time of diagnosis and throughout their illness to help them navigate the healthcare system. Our Supportive Care team also offer grief and bereavement support to hospice families and anyone in the community that has experienced a loss.

All of these services are offered at no cost. In order to do this, Hospice relies on ongoing donations to pay expenses not covered by government funding. Approximately 52% of our operating budget is covered by donations. For this year, we must raise an average of \$157,000 per month.

How Hospice HELPS

Last Year's Impact

Families we have been honoured to care for



Average length of stay

People supported by individual, group & Family, Grief & Bereavement Care



24-hour state-of-the-art palliative care provided by specially trained medical care staff.



Bereavement support and wellness groups for residents and their families, as well as, everyone in our community.



Supportive Care services in the community that address the unique needs of each individual.



Spiritual Care



Complementary Therapies



Homecooked Meals



Pet Therapy



Home-like Environment



Family Focused



100% of the care and support we provide is at no cost to Residents and their families.



Programs and services are offered irrespective of gender, sexual orientation, religion, race, ethnicity, or economic status.

How Can We Help?



Once you've decided to host a fundraiser for the Chatham-Kent Hospice Foundation, please complete and submit a Special Events Proposal form in the initial stages of planning and at least six weeks before your event. This helps us to get a better understanding of what your event involves, what you hope to accomplish and how we can help. Our Special Events Coordinator will be in touch to answer any questions you have and to offer support and guidance.

Although third-party events are driven by members of the community, we want to support you to make sure your event is a success! To do that, Chatham-Kent Hospice Foundation is able to provide:

- A dedicated staff member to guide you through the planning process and provide support to your questions as they arise;
- A letter of endorsement if you are seeking sponsorship or donations in-kind;
- Marketing and communications guidance;
- Use of our logo for promotional purposes;
- Chatham-Kent Hospice Foundation promotional materials (brochures, posters, signage etc.);
- Community event promotion through Chatham-Kent Hospice's social media, newsletter, and website, as appropriate;
- Internal promotion to our staff and volunteers, as appropriate; and
- Post-event tax receipt support.



Remember!

All promotional materials created by the event organizer must be submitted and approved by Chatham-Kent Hospice Foundation before being printed and released to the public. Please share all materials with our Special Events Coordinator at kstinson@chathamkenthospice.com.

Fundraising Ideas



Donate Sale Proceeds



Turn your passion into a fundraising tool! Host a sale of items you've made, like baked goods or crafts. Hold a BBQ, pancake breakfast, or yard sale. You could also donate a percentage of the sales from an item at your business.

Host an "A-Thon"



Walk-a-thon, bake-a-thon, swim-a-thon, hula-hoop-a-thon, whatever you love to do, turn it into an a-thon and invite your friends to support you through a donation, or sign up to do it with you and help fundraise.

Get Active



Raise funds for Hospice through a group run, yoga in the park, hiking, cycling, climbing, or whatever type of fitness suits you! Tell your friends and share on social media that, for example, you are cycling 100km in a week for Hospice, and ask them to donate to your fundraiser.

Get into Games



Host a card, board, or video game tournament, or a trivia night. These are fun events that can easily be hosted online or in-person and are easy to generate excitement around!

Host a Memorial Sport Game



Was your loved one a sports fan? What better way to pay tribute to them than to host a tournament or game in their honour! Golf, baseball, bowling, pickleball, hockey, and more are all great sports to bring together friends, family, and friends of friends to raise money. You can even give away prizes, create contests, or auction off sportswear to add to the fun and fundraising!

Celebrate with Donations in Lieu of Gifts



Share the impact of Hospice with friends and family and encourage them to donate to Chatham-Kent Hospice Foundation in lieu of receiving gifts on a special occasion. You could also host a birthday party or dinner party in memory of a loved one and accept donations.

Planning Your Fundraising Event

Step 1: Brainstorm and develop your event theme

Think about what kind of event you want to host, your theme, and how the event will raise money. Keep in mind who you're trying to reach and tailor your theme and event to their interests – and yours!

Step 2: Develop your fundraising goal

Is your goal to raise enough money for Hospice to provide a resident care for a day (\$500), a week (\$3,500), or even a month (\$15,000)? Setting a goal gives you and your community something to work towards and it feels extra rewarding when you meet or exceed your goal!



Tip! Share your fundraising goal and progress to create excitement! Did you know that people are more motivated to give when they see that you are close to reaching your goal? Think of it this way: is it more exciting to cheer someone on at the end of the race, or at the beginning? Invite people to help you cross the finish line.

Step 3: Send us your event proposal

Once you've decided what kind of fundraising event you are going to host and set your fundraising goal, you can fill out our Event Proposal form. We want your fundraiser to succeed and we're here to help! To do that, we need to make sure that we're on the same page and ensure that your goals align with the mission, vision, and values of Chatham-Kent Hospice. Once your event is approved, we'll be able to support your work as outlined in How Can We Help on page 3.



Step 4: Plan your event

This is where the real fun begins! It's time to pull together friends, family, or a committee to help plan your event. We recommend planning at least three months in advance, possibly sooner if it is a large event. If you're starting later, things can also come together quickly with the right dedication and helpful hands!

Things to keep in mind when planning your event:

Logistics

Decide what, when, and where your event is happening. Determine what jobs need to be done and set a timeline with details of who will complete what jobs when. Be realistic and give yourself enough time to make sure everything can be done.

Permits, licensing, and insurance

Have you completed all of the required paperwork to host your event? If you require a lottery license for your event, but are not eligible to apply for one, we can help! You should also check the Municipality of Chatham-Kent's website for more information about requirements. Visit: www.chatham-kent.ca/localgovernment/events/Pages/How-To-Get-Started.aspx

Budget

What will it cost for you to run this event? Creating a budget will help ensure that the money donated will cover the cost of the event and keep you on track.

Sponsorship

Are there individuals or organizations you can reach out to for sponsorship in exchange for recognition? Developing sponsorship tiers that outline the benefits of different levels of support and providing potential sponsors with a package containing details of the event can help secure sponsorship.

Volunteers

How many volunteers do you need to help run your event and how will you recruit them? Volunteers are an important part of making any event run smoothly.



Tip! Sponsorship can come in many different forms, not just money! Working with smaller businesses that can provide resources for your event can be just as helpful. Food, prizes, activities, and decorations are all valuable contributions that can offset costs and help make your event a success.



Step 5: Promote your event

The more times people hear a message, the more likely they are to remember and act on it. Using a variety of strategies will ensure that people hear your message. Depending on the size of your event, you may want to consider a press release, radio ads, or print ads. Below are a few ideas that can be used to promote events of all sizes:

Posters / Print Materials

- Posters are still a great way to get the word out about your event. Using an online tool like Canva.com can help you create a professional looking poster that can be saved as a PDF for print and JPEG or PNG to promote electronically.
- Marketing postcards are also a great take-away material that will remind people of an upcoming event.

Social Media

- Create an event on Facebook, share and invite all of your friends.
- Post information including your poster, pictures, donations, sponsors, event attractions, and anything else that will get people excited and encourage them to register.
- When posting, tag Chatham-Kent Hospice or @chathamkenthospice and we'll share the post whenever we can.
- Search Facebook to find pages for other groups where you can share your event. Chatham-Kent Events and Chatham-Kent What's on for Kids are two good examples of groups to share with. Just make sure your event is relevant to the group you are sharing it with.

Community Boards

- Post your event on community boards including, but not limited to:
 - <https://myck.ca/events/list/>
 - <https://www.eventbrite.ca/d/canada--chatham-kent/events--this-weekend/>
 - <https://www.chatham-kent.ca/visitck/doandsee/eventsandfestivals/Pages/default.aspx>



Step 6: Host your event

You did it! Enjoy the excitement of the main event and celebrate all the work you and your team have done to get here. Make sure you take lots of pictures (remember to have photo/video consent forms available or post throughout the venue that photos/videos are being taken). Share the day as much as possible on social media through photos, videos, and success stories.



Tip! If you're hosting an in-person event, make an "event day kit" that includes things you might need like pens, markers, tape, scissors, a first aid kit, batteries, phone chargers, etc. Try to anticipate any needs ahead of time so you're prepared for anything that comes up!

Step 7: Post-event wrap-up

Once the event is over and you've paid all of your expenses, arrange to get funds to Chatham-Kent Hospice Foundation within 30 days of the event and provide us with all donor information for tax receipting (an Event Donation Record is available upon request to help you track donations and donor information). Share photos, videos, and stories of the event on social media and with us, too! Remember to thank everyone who helped to make your event a success – participants, donors, event planners, volunteers, and sponsors.

Step 8: Our Turn to Thank YOU!

This step is all on us! We want to thank you for your hard work and success! Whether you've hosted a small or large fundraiser, your donations make a big difference to our Hospice families. We are so grateful for your commitment to hospice care in our community and want to show our appreciation by sharing your success on our social media, website, and wherever else we can!



Our Commitment to You

We know that planning an event can feel exciting and overwhelming all at the same time. Rest assured that our team is here to support you every step of the way. Our goal is to empower you with tools to make your event as seamless as possible and set you up for success! We can't wait to hear your ideas and get started! If you have any questions about the information in this toolkit or about planning an event, we're here to help!

Katherine Stinson
Special Events Coordinator
kstinson@chathamkenthospice.com
519-354-3113 ext. 2409

