

# THIRD PARTY EVENT GUIDE

Community in action in support of local health care. Raising funds for Haliburton Highlands Health Services Foundation.

[hhhs.ca/foundation](https://hhhs.ca/foundation)



**HALIBURTON HIGHLANDS  
HEALTH SERVICES FOUNDATION**

*A Foundation for the Health of the Highlands*

Organizing a special event in support of the **Haliburton Highlands Health Services Foundation (HHHSF)** is a great fund, fun and friend-raising way to build awareness and give back to the communities of Haliburton County.

The HHHSF is an incorporated registered Canadian charity that financially supports the Haliburton Highlands Health Services (HHHS) and county health care facilities for capital projects, equipment, education programs and community support services.

A third-party event is one which is developed, organized and implemented by volunteers who support the work of HHHSF and want to engage their community, group or organization and raise funds through community activities. The term “third-party” means that HHHSF is not involved with the organization of the event but may offer support and assist in promoting the events.

## GETTING STARTED

To get the event started on the right foot, contact HHHSF via email at [foundation@hhhs.ca](mailto:foundation@hhhs.ca) or call 705.457.1580. Staff will be able to answer questions about running an event in support HHHSF and will provide you with the necessary guidelines for hosting a successful event.

From a practical point of view, the staff can also offer advice learned from other events to help you run an efficient and effective fundraiser. Of course, the event should be one that meets township by-laws, provincial laws and is safe for all participants.

Forming a committee or group to assist with the planning and implementation of the event is also a good idea and is a great way to engage friends and family. It is beneficial to define roles and responsibilities early in the planning process.

## AT A GLANCE

- getting started
- planning your event
- recruiting volunteers
- promoting your event
- HHHSF digital assets
- terms of engagement
- donations and receipting
- wrapping up

Gather your thoughts and create an **event plan** that you can share with your committee and others. Make sure to include the **intent** and the **goals** of the event.



## PLANNING YOUR EVENT

Ask yourself and your planning team to specify:

- When will the event take place; date, time, length of the event?
- Where will the event take place?
- Who are the members of the organizing committee and what are their roles?
- What is the focus for the event? Raising money? Building community engagement?
- Who is the intended audience?
- What is the fund-raising target? Is this target before or after expenses?
- What activities will be included in the event?
- Will you be selling tickets in advance?

## RECRUITING VOLUNTEERS

Once you have your event plan, start to build your team of volunteers. Well in advance, determine:

- how many volunteers will you need before, during and after the event
- a comprehensive roster of roles and responsibilities
- roles that may require specific training or certification

## THINK ABOUT

- permits you may need for public spaces, draws or selling alcohol
- weather back up plan
- parking
- accessibility
- security and crowd control

## BRAND GUIDELINES

All third-party events are required to follow established brand guidelines with regard to the HHHSF logo.

The Foundation team will be available to assist with the application and use of the logo in event materials including print and digital assets.

Harness the **expertise of your volunteers** to help with advertising, design, marketing and promotion.

They can be your best advocates in the community.



## PROMOTING YOUR EVENT

A successful event requires promotion to ensure that you meet your attendance and fundraising targets.

Make sure that all promotional messages include: date, time, cost (if any), location and a rain date (if necessary). If you have a website or social media links, add them in too.

Your promotion plan should include:

- posts to share on social media
- an event webpage, free and low-cost options are available and easy to set-up
- printed flyers and posters that can be placed on community bulletin boards in libraries, grocery and other retail stores
- press releases to send to local newspapers and radio stations for posting on their events calendars
- announcements to share at community events, meetings

## MUST HAVE

- A statement about what portion of the funds raised will go to HHHSF.
- A statement that specifies what portion of the ticket price is eligible for a tax receipt, if applicable.

## HHHSF TERMS

### THIRD PARTY EVENT ORGANIZERS UNDERSTAND THAT:

- Third-party events will align with HHHSF Mission and Vision.
- HHHSF cannot be associated with events that are for the benefit of a specific HHHSF or HHHS staff or board members.
- HHHSF has no legal liability for third-party events.
- HHHSF is not responsible for: financial loss, expenses incurred by the organizers, obtaining or approving sponsorships, obtaining or paying for event insurance, applying for or overseeing event permits of any type.

Under CRA guidelines, a “gift” is a:

Voluntary Transfer of Property with a conscious desire to make a gift.

Voluntary – given of free will

Transfer – from donor to charity/qualified donee

Property – cash or gifts in kind (not services)

## DONATIONS AND TAX RECEIPTS

HHHSF requests that third-party event organizers submit one donation representing all of the funds raised, within 30 days of event completion. This is particularly important for individuals who have made additional donations that require a receipt. HHHSF is unable to provide these without the full accounting of the amounts raised by the event.

Individual receipts will be issued for amounts over \$20 and a donation form must accompany each individual's donation. Organizers must ensure that all donor documentation is complete prior to submission.

Third Party Event organizers are urged to speak with the HHHSF in advance about the CRA rules of receipting for donations to ensure compliance for all parties. The Foundation team is happy to answer any questions about the receipting process.

## WRAPPING UP YOUR EVENT

### GRATITUDE AND CELEBRATION

Take time to reflect on the success of your event and the impact you have made in your community. Share pictures and stories on social media and make sure HHHSF can re-share and amplify your news!

Make sure to send a timely **thank you to all volunteers, sponsors and participants**. A letter to the editor of the local newspaper shares your good news and can encourage others to show their support for HHHSF.

Thank you for your kindness and generosity!



### THE FOLLOWING ITEMS ARE NOT ELIGIBLE FOR TAX RECEIPTS:

- Gifts of service
- The purchase of an auction item
- A donation that represents a group collection
- A donation of a gift certificate
- Registration fees for an event
- Tickets, or a portion of the ticket, representing a return (e.g. dinner cost) for certain events
- Gifts from other registered charities, unions, associations or community groups
- Lottery or draw tickets
- Fundraising undertaken by participants who are not the organizers during an event