



Langley
Memorial
Hospital
Foundation

Fundraising Events Handbook



Working together to improve health care in Langley

Since our inception Langley Memorial Hospital Foundation has raised over \$30 million to facilitate significant improvements in health care – both at the hospital and throughout the community of Langley - by assisting businesses, families and foundations to fulfil their philanthropic goals.

Last year alone, we were able to provide \$1.24 million to Langley Memorial Hospital to fund capital projects and urgent needs of the hospital such as the purchase of cutting edge medical equipment, funding education programs to advance treatment and patient comforts.

This incredible contribution would not be possible without the dedication of individuals, businesses and service club who give one time or ongoing gifts, and host fundraising events.



The impact of your gift

By choosing to fundraise for Langley Memorial Hospital, you are helping to provide the best health care possible for your family and the Langley community.

Langley Memorial Hospital was built by local residents 70 years ago and is a source of pride for the community. To this day, the care we provide is world-class, but the hospital building itself is aging. As technology advances our equipment needs grow too.

By supporting the purchase of state-of-the-art equipment, funding clinical staff education programs and providing important patient comforts, you are helping to ensure caregivers have tools that match their skills and are working in a space built to meet modern health care practices.

Better local diagnosis and treatment means shorter hospital stays, better health outcomes and a healthier community.

Step 1: Pick a fundraising event

The key to successful fundraising events is to get creative! Any event or activity can include a fundraising element. Host a lemonade stand, skate-a-thon or garage sale; organize bottle drives or a marathon games night; the sky is the limit!

What:

Fundraising

Other great ideas include garage sales, golf tournaments, anything-a-thons, raffles, silent auctions, dinner and dances, seasonal parties, sporting events, multicultural events, pub nights, shopping sales events, bake sales, BBQ events, company events, kids events, cause marketing, marathon pledging etc.

Pick a fundraising event that will be a good fit for your social circle or your businesses.

Who:

You're in charge! Plan an event as an individual or through your workplace or school. Gather your volunteers, and recruit family, friends, colleagues and neighbours to attend. The Foundation is just an email or call away, so reach out with questions!

When:

Your event can take place any time throughout the year. Seasonal events, such as holiday parties or birthday celebrations, can be a great time to ask for donations. The key is to pick a time that meets the need of your event and to start your planning early so it gives you time to work out the logistics and promote your event.

Where:

Choose to host at your home or pick a community venue appropriate for the type of event and anticipated number of participants. If the venue requires an official letter of endorsement, please contact a Foundation representative.

Why:

Sharing why you are fundraising for Langley Memorial is a great way to inspire people to support your event. Perhaps you have had a personal experience or know someone who has. Maybe supporting health care is important to you, your customers or your employees. Whatever the reason, be sure to share this and know you are truly making a difference in the lives of those who need to use Langley Memorial Hospital and its community health services.

How:

Use our step by step guide to help you work out the steps you need to complete for a successful event.

Visit [Facebook.com/LMHFoundation](https://www.facebook.com/LMHFoundation) to see what previous events that have been successful.

Step 2: Register your event

By registering your event with Langley Memorial Hospital Foundation we can endorse your event, offer advice and provide support materials.

Fill out the Community Fundraising Event Registration Form:

Download from our website:

<https://lmhfoundation.com/events/event/?permalink=start-your-own-event>

Or Email Helen.Hughes@Fraserhealth.ca to receive the form by email.

A Foundation representative will contact you within five to seven days of receiving your application to further discuss your idea.

Step 3: Start Planning

Create a check list:

- Keep organized and identify what you need to buy, how many volunteers you need, and how the event will raise funds.
- Create a timeline that will help you manage your time and identify when you need to start promoting your event.

Create a budget:

- Include all your event expenses and projected revenue to ensure you are able to make a significant gift.
- Events supporting Langley Memorial Hospital Foundation must keep expenses less than 50 per cent of gross proceeds.

Recruiting Volunteers:

- Ask your friends and co-workers to help plan your event and assign them with specific roles, for example assisting with silent auction, logistics etc.
- Make sure to provide your confirmed volunteers with briefing notes, details on their roles and responsibilities, and training.

Create a guest List:

- Include your friends, co-workers, neighbours, or whoever is appropriate for your event.

Secure Sponsors:

- Securing sponsors for your event is a great way to cover event costs while recognizing and promoting caring companies in your community.

Gaming Licenses:

Gambling events include raffles, bingos, poker, 50/50 lotteries and wheels of fortune. The BC government's Gaming Policy and Enforcement Branch requires you to apply for a license if you are including any kind of gaming activity at your event. For further details, please visit:

<http://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising>



A full-scale golf tournament can take approximately six to nine months to organize

Ask local companies to donate or discount supplies for your event.

Understanding who is invited will help you choose how to promote.

Ask the Foundation for sponsor request and thank you templates

Step 4: Promotion

Let people know why you are doing the event and give progress updates to maintain interest.

Online:

- Email friends, family and colleagues.
- Create a Facebook event page with your event details.
- Use your personal social media channels like Facebook, Twitter YouTube or Snap Chat.
- Text reminders to encourage RSVPs.

In the Community:

- Add posters to your staff room, apartment building or community centre bulletin board; distribute flyers to neighbours.
- Get your local media involved: Send a Press Release.
 - Include information about why you are fundraising and who or what inspired you.

Support from Langley Memorial Hospital Foundation:

- Request Foundation items like a logo, brochures, a banner and pledge/donation forms.
- Our website features community events and we promote events on Facebook and Twitter. Please provide your event date, time, location and participation request or ticket costs.



Create a unique event hashtag for people to follow

Tag @LMHFoundation1 in tweets & we'll retweet!

Contact the Foundation for a template that includes standard information to include.

Send event promotional material (event posters, ads etc.) to the Foundation for review prior to printing and distribution for approval for logo use ad messaging.

Event Day

- Have fun! You've just helped make a difference.
- Take lots of pictures.
- Display Foundation promotional materials at your event.
- Keep the fundraising going! Sell 50/50 tickets, display auction items or have envelopes ready for donations.



Add event games such as a toonie toss or fling-the-ring-to-win or search Pinterest for more fundraising ideas!

Post Event

Thank and Celebrate:

- Update your Facebook, Twitter and other personal pages with your event total and photos.
- Send thank-you notes to sponsors, donor and participants, letting them know how they helped.
- Send a photo with amount raised to your community paper to celebrate your success.
- Send photos and post-event details to the Foundation so we can help you celebrate.
- Come to the Foundation for an official cheque presentation!



Have lots of photos? Use Flickr to upload and share!

Ask us for a thank you letter template

We may showcase you on our website or on social media!

Post Event

Submit your event proceeds to the Foundation within two weeks of the event by:

1. Sending a personal cheque or money order to:
Donor Relations, Coordinator
Langley Memorial Hospital Foundation
22051 Fraser Highway
Langley, BC V3A 4H4
Please include a note about your event
2. Calling the Foundation office and donating the event proceeds via credit card. Donors who requested tax receipts will be issued their official tax receipts by the Foundation after event funds and donors' full names and contact / address details are received.

We'll send you a thank you letter to celebrate your awesome contribution once we've received your funds.

Guidelines for Issuing Tax Receipts

Langley Memorial Hospital Foundation adheres to the provisions outlined in the Income Tax Act.

Official tax deductible receipts will be issued for:

- Monetary donations from identified individuals or organizations;
- Eligible in-kind donations. Contact the Foundation to assess the gift.

Acknowledgement receipts will be issued for:

- Monetary donations where it's impossible to identify the amounts contributed by a particular donor;
- Sponsorship funds of your fundraising event, upon request.

Receipts will not be issued for:

- Purchased merchandise (such as an umbrella);
- Purchased auction items;
- Lottery tickets;
- Donation of old clothes, used furniture etc.;
- Donated items for which the fair market value cannot be determined.

The Foundation will issue receipts upon receipt of:

- Full donation amount;
- Full name and address of the donor / organization.