



COMMUNITY EVENT TOOLKIT

Your guide to help you plan and
run a successful fundraiser

THANK YOU!



On behalf of William Osler Health System Foundation (Osler Foundation), thank you for hosting an event in support of our hospitals. You are joining a community of more than 20,000 donors who help ensure William Osler Health System (Osler) hospitals provide the best care possible, close to home.



Did you know that 100% of the equipment within our hospitals is funded by the community? With your help, we can equip Osler with state-of-the-art equipment that our communities deserve and need. Critical pieces of equipment like stretchers, vital signs monitors and diagnostic imaging equipment are all examples of equipment that are funded by our community and are needed in our hospitals.

Having access to exemplary health care close to home is more important now, than ever before. After all, 80% of the health care that you receive in your lifetime will be at your local community hospital. We're so grateful that you've chosen our hospitals and your community to support.

With gratitude,

Ken Mayhew, President & CEO, and donor
Osler Foundation

A handwritten signature in dark ink, reading "Ken Mayhew". The signature is written in a cursive, flowing style.

TABLE OF CONTENTS

- 4** Our Thanks To You
- 5** How Can We Help
- 6** Fundraising Agreement Form
- 8** Online Fundraising
- 9** Social Media Guide
- 10** Media Advisory Sample
- 11** Press Release Sample
- 13** Thank You Letter Sample

OUR THANKS TO YOU!

We recognize the hard work that goes into your fundraising efforts and understand that you may require additional resources to make your event a success. Our thanks to you includes the following:

| | Up to \$999 | \$1000 - \$9,999 | \$10,000 - \$24,999 | \$25,000 - \$99,999 | \$100,000 and above |
|--|----------------|---------------------|------------------------|------------------------|------------------------|
| Welcome toolkit for all new donors and event organizers | ● | ● | ● | ● | ● |
| Invitation for a hospital tour | | ● | ● | ● | ● |
| Annual digital stewardship report | ● | ● | ● | ● | ● |
| Osler Foundation Annual Report to the community | ● | ● | ● | ● | ● |
| Subscription to Partners magazine | ● | ● | ● | ● | ● |
| Recognition opportunities within the hospital | | | ● | ● | ● |
| Event listing in our online calendar of events | ● | ● | ● | ● | ● |
| Recognition and/or promotion of event on Osler Foundation's social media | ● | ● | ● | ● | ● |
| Event highlight in our e-newsletter | | | ● | ● | ● |
| Subscription to weekly e-newsletter | ● | ● | ● | ● | ● |
| Media outreach support or press release | | | | ● | ● |
| Potential Osler Foundation CEO and/or VP representation at event | | | | | ● |
| Osler Foundation staff member representation at event | | | ● | ● | ● |
| Osler physician or staff representation at event | | | | ● | ● |
| Invitation to annual stewardship event | ● | ● | ● | ● | ● |
| Use of Osler Foundation brochures and banners | | ● | ● | ● | ● |
| Use of Osler Foundation logo | ● | ● | ● | ● | ● |



LET'S WORK TOGETHER!



We're grateful that you're investing in exceptional health care, close to home. We want your event to be successful, so let's work together to make it happen.

WILLIAM OSLER HEALTH SYSTEM FOUNDATION CAN ASSIST IN THE FOLLOWING WAYS:

- Help brainstorm an event idea that works best for your strengths and resources available. We can even help you create those assets if assistance is needed!
- Provide a letter of acknowledgement from Osler Foundation that confirms your event is supporting the Foundation.
- Advertise your fundraiser via various communication tools:
 - Online calendar of events
 - Social Media
 - Monthly eNewsletter
- You can set up a fundraising page online to help collect donations! Visit oslerfoundation.org/create-a-fundraiser. If you have any questions while setting up the page, feel free to contact us. We're always here to help!
- With enough notice, an Osler Foundation representative may be able to attend!

UNFORTUNATELY WE CAN'T HELP WITH THE FOLLOWING:

- Graphic design of print materials
- Share or provide mailing lists of donors or prospects
- Event administrative support
- Fund or reimburse expenditures
- Guarantee promotion or media coverage
- Guarantee that an Osler Foundation representative will attend your event. But we'll try our best!
- Provide access to community hospital leaders to attend e.g. CEO, physicians, nurses etc.
- Apply for licensing or insurances e.g. bingo, raffle licenses

FUNDRAISING AGREEMENT FORM

Your support inspires us! We want to know more about you, so we can make sure you have everything you need for a successful event.

CONTACT INFORMATION

Name of organization or individual planning event:

Please select the category that best describes you:

☐ Community Group ☐ Corporation ☐ School ☐ Service Club ☐ Individual

☐ Other

Name of contact:

Email:

Phone Main: Other:

ABOUT YOUR FUNDRAISER

Name of event:

Date: Time: How many people do you expect?:

Location & address:

What is your fundraising goal? \$..... One-time event or annual? ☐ One-time ☐ Annual

Summary of your Fundraiser:

What inspired you to fundraise in support of William Osler Health System Foundation?:

How will the funds be raised?

☐ Raffle ☐ Silent Auction ☐ 50/50 ☐ Ticket proceeds ☐ Sponsorship ☐ Pledges

☐ Other

OSLER FOUNDATION'S ROLE IN YOUR FUNDRAISER

We're always grateful when community members are inspired to give back. William Osler Health System Foundation (Osler Foundation) is happy to support your fundraiser; please note, because of limited staff and resources, support may be subject to availability.

FUNDRAISING AGREEMENT FORM

HERE ARE SOME WAYS WE CAN SUPPORT YOU

- Letter of endorsement: To validate your event and help you solicit donations and prizes, companies may require a letter from the Foundation acknowledging that your initiative is raising money for Osler Foundation.
- Foundation Logo: We are happy to provide our logo for promotional marketing. Please note that all materials using our logo must be approved by Osler Foundation.
- Online Fundraising Webpage: We can help set up a fundraising page for your event. Please note that 100% of the funds raised on this platform go to the Foundation. The Foundation is not able to reimburse any funds for expenses.
- Foundation Promotion Materials we can supply:
 - Osler Foundation Brochures
 - Osler Foundation Banners
 - Social media posts
 - Event listing on the Foundation’s online event calendar
- Foundation Representative/Guest Speaker: Guests from Osler Foundation will require complimentary admission to the event if they are requested to attend or speak (subject to availability).
- Tax Receipts
- Other:

By signing below you confirm Osler Foundation will receive all net revenue from the event within 30 days of the event.

The Osler Foundation logo is copyright protected and its use is restricted. By signing below, you confirm all publicity for the proposed event will be submitted to Osler Foundation for approval prior to being printed or released.

Event Contact:

Osler Foundation staff approval:

Date:

Date:

PLEASE RETURN COMPLETED FORM TO foundation.events@williamoslerhs.ca

For further information or assistance with this form you may email us at foundation.events@williamoslerhs.ca or call 905.863.2440.

CREATE YOUR OWN ONLINE FUNDRAISER

Raise money online! A personal fundraising page is a quick and easy way for your friends and family to donate to your cause. Personal fundraising pages make it easy for you to collect donations. Customize your page, set a fundraising goal and share your page on social media directly from your page. Your supporters will receive an instant e-receipt and can share your page with their network!



HERE ARE SOME IDEAS TO HELP YOU GET STARTED WITH ONLINE EVENTS:

- 5K Run or Cycle
- Walk or Trail Hike
- Head shaving
- Board Game night
- Trivia Night
- Gaming Tournament
- Car Parade
- In lieu of gifts
- Birthday celebrations
- Card Tournament
- Live Karaoke
- Live auction

Here are simple steps to getting you started in creating your own personal fundraising page!

STEPS TO CREATE A PERSONAL FUNDRAISING PAGE

1. Visit our website to get started:
oslerfoundation.org/create-a-fundraiser
2. Click "Create a Personal Page"
3. Make the first donation to start off your goal!
4. Fill in your contact information
5. Create a username and password to log into the participation centre

Enter the participation centre and launch your campaign by customizing your personal page! Here are some of the customization tools available to you;

- You can add in pictures, a description and title to your fundraiser here!
- There's also lots of tools to help get the message about your fundraiser out if you import your contact list. You can send reminder emails and thank you emails, all with one click.
- Edit your personal fundraising link to something more personal so when you share it with your contacts, it has your name or fundraising event in the link!

Not tech savvy? No problem! Contact the Foundation and we can discuss options with you to set up your own personal fundraising page. We'll help you every step of the way.

SOCIAL MEDIA TIPS

Social media is a great way to promote your event, sell tickets and grow your community. Here are some tips and tricks to help you get started.

Be sure to tag us so we can share your posts!

TWITTER: @OslerFoundation

FACEBOOK: @OslerFoundation

INSTAGRAM: @OslerHealth

LINKEDIN: William Osler Health System

Step 1

Consider creating an open Facebook event or group and invite your friends, family and supporters to attend. This gives you the opportunity to stay in touch with event attendees, provide regular updates and share photos and post-event thank-you messages.

Step 2

If you're active on Instagram or Twitter, use these platforms to promote your event. Consider teaming up with people in your community by asking them to share your tweets or Instagram posts. This will help spread the word to a new audience that your posts may not reach.

Step 3

If this is an annual event, or you hope to make it reoccurring, consider creating a dedicated Instagram or Twitter account for your cause. You can grow your audience and share regular content targeted specifically to people who are really invested.

**** Note:** If you plan on sharing pictures or videos from your event, please be sure to post a sign notifying attendees that content may appear on social media. Example: Say cheese! Photos and videos taken during this event may be used in print, digital or web-based formats for promotional use.



MEDIA ADVISORY SAMPLE

A media advisory is used to invite reporters to cover your event. Think of it like an invitation that answers the most important questions: who, what, when, where and why.

HEADLINE: In one sentence, share the goal of your event.

FIRST PARAGRAPH: Most important information about the event. Mention what the event is and what you are hoping to accomplish.

Month, day, year, [PLACE] – Tale nulla cetero ne pri. In ius exerci nusquam, sale intellegat consetetur eum in, ea pri viderer tacimates. Cu ius fastidii accusamus, sit nulla definitiones eu. Ut mel assum erroribus, etiam similique an pro.

EVENT DETAILS: Share event details so reporters can attend the event.

WHERE: [location and address]

WHEN: [day, month, year]

TIME: [share specific times that media would be interested in. Examples below.]
11:00 a.m. Announcement
11:15 a.m. Media Photo op

WHO: [List key event attendees and speakers that the media may be interested in]

ABOUT THE ORGANIZATION: Share information about the organization you're supporting so that the media has further understanding on the importance of the event.

ABOUT WILLIAM OSLER HEALTH SYSTEM and FOUNDATION: William Osler Health System is a hospital system, which includes Brampton Civic Hospital, Peel Memorial Centre for Integrated Health and Wellness and Etobicoke General Hospital, and serves 1.3 million residents of Brampton, Etobicoke and surrounding communities. Osler's emergency departments are among the busiest in Canada and its labour and delivery program is one of the largest in the province. William Osler Health System Foundation seeks to create a healthier community through giving by inspiring its communities to invest in exceptional health care close to home.

FOR MORE INFORMATION: Share your contact details

For more information: Name
Title (if applicable)
Name of donor organization (if applicable)
Phone number
Email address

PRESS RELEASE SAMPLE

PLACE YOUR LOGO HERE

HEADLINE: Tell readers in one sentence what you are announcing. Should be less than 15 words

FIRST PARAGRAPH: Intro paragraph. Most important information about the event first. Mention what the event is, where it is, and what you are hoping to accomplish.

Month, day, year, [PLACE] - My organization is hosting an annual event to raise \$100,000 for William Osler Health System Foundation. The event is hosted online and funds raise will help purchase life-saving equipment like vital sign monitors and ventilators.

SECOND PARAGRAPH: Quote from event organizer

"It's a fact that 80% of the care we receive in our lifetime will be at our community hospital, and never before has it been more important to have exemplary health care available close to home."

THIRD AND FOURTH PARAGRAPH: More information about the event or what led the event to be organized - are you rallying behind a person or a family who needed care at Osler? Is it a fundraising group that is doing something unique to raise funds for the community?

Tale nulla cetero ne pri. In ius exerci nusquam, sale intellegat consetetur eum in, ea pri viderer tacimates. Cu ius fastidii accusamus, sit nulla definitiones eu. Ut mel assum erroribus, etiam similique an pro. Mea altera euismod epicuri no, nec vivendo referrentur ex. Ius an liberavisse suscipiantur, everti veritus molestie te nec.

Mel eu mundi semper assentior, sonet perpetua adolescens ei has. Et his debet reformidans. Est animal prompta ornatus ut, et quas diceret suscipiantur usu. Et harum partiendo vix, sed et natum cetero. Eu his illud posidonium. Eu vel ceteros nominavi dissentiunt, altera nominavi vivendum mel id, eirmod deserunt his no.

PRESS RELEASE SAMPLE

FIFTH PARAGRAPH: Second quote, if needed. This can be from a patient who received care or another important person involved with the event

"Lorem ipsum dolor sit amet, qui platonem democritum in," says [insert name]. "Cal eu stet dicam deserunt, mea te torquatos dissentiunt, harum inimicus vituperata ei eos. Ad mei zril dicam, ad vim tritani temporibus, mollis saperet ex eos. Accumsan imperdiet duo no."

SIXTH PARAGRAPH: This is the section where you describe information about your organization. It's a short paragraph that is like a mini biography about the organization or group.

ABOUT [INSERT NAME OF ORGANIZATION]: Mel eu mundi semper assentior, sonet perpetua adolescens ei has. Et his debet reformidans. Est animal prompta ornatus ut, et quas diceret suscipiantur usu. Et harum partiendo vix, sed et natum cetero.

FOR MORE INFORMATION:
Media contact details

For more information: Media contact name
 Phone number
 Email address

PHOTO CAPTION #1

You can also include a photo here. Name all of the people in the photo, from left to right. Be sure to also send the photo as a separate high resolution attachment.

THANK YOU LETTER SAMPLE

Use the following template to help create thank you letters for everyone that participates, donates, sponsors or volunteers with the event. Acknowledging their support may inspire them to come out again next year!

Date

Name

Address

City, Province, Postal Code

Dear [insert name]

Thank you so much for your generous support of [event name] on [date]. Your [participation/sponsorship] helped raise more than [\$amount] for William Osler Health System (Osler). It is through the generosity of people like you that we are able to meet the growing health care needs of our community.

Your thoughtful contribution will support the most urgent needs at Osler, which is one of the country's largest community hospital systems, serving a region with one of the fastest growing and most culturally diverse populations in Ontario. Funds raised will ensure doctors, nurses and allied health professionals at Osler's three health care sites – Brampton Civic Hospital, Etobicoke General Hospital, and Peel Memorial Centre for Integrated Health and Wellness – have access to the spaces, tools and technologies they need to provide great care for patients close to home.

Thank you again for your continued support – we are so grateful to have community partners such as yourself!

Sincerely,

[Signature]

Name

Title

Email / Phone number

[Include a link to photos/galleries of the event]



WILLIAM OSLER HEALTH SYSTEM FOUNDATION

20 Lynch Street, Brampton, ON L6W 2Z8

905.863.2440

info@oslerfoundation.org

oslerfoundation.org

Charitable Number 12996 5133 RR0001



William Osler
Health System

F O U N D A T I O N