

# **WELLAND HOSPITAL FOUNDATION**

## **Guidelines for Ensuring a Special Event Succeeds**

### **ABOUT THE FOUNDATION**

*Our Mission: To inspire an environment of giving to support quality healthcare for the wellbeing of the community served by the Welland Hospital Site of the Niagara Health System.*

The Welland Hospital Foundation, a non-profit, charitable organization, was formed in 1979 for the purpose of assisting the Niagara Health System – Welland Hospital Site (the Hospital) to cover the cost of new construction, renovations and capital equipment which is not funded by the government. The Foundation accepts pledges and donations from individuals, corporations and organizations. Strong community support is vital to ensure that the Hospital is equipped to deliver quality healthcare into this next century.

The Foundation, as part of its fundraising activities, runs two events annually including the Tim Hortons Elimination Draw in January, Cash Lottery from September to December and various third party events.

### **DEFINITION OF A SPECIAL EVENT**

A Special Event is a function held to raise awareness and money for an organization or charity. In order to ensure success of an event, a great deal of time and effort is required. Events held on behalf of Welland Hospital Foundation should follow these guidelines in order to ensure success.

### **GUIDELINES**

The following guidelines have been developed to help your group run a successful event that is in keeping with the goals and policies of the Foundation and the Hospital, and that will promote our good image.

#### **1. PREPARING FOR AN EVENT**

- Choose an event that is not being held successfully by several other groups. Attendees will only go to the same type of event so many times.
- Choose an event that is not strictly dependent on any one condition, i.e. weather. A winter carnival may only be successful if there is snow.
- Determine costs prior to setting price to attend. A good rule of thumb to follow is the ticket price should be twice the cost of expenses. You should have one volunteer for every 10 tickets you need to sell.
- Determine what resources will be required and if they are available, i.e. free advertising, sponsorship money.
- Determine the time required to fully prepare for the event including securing a location and the services required. Many halls will be booked six months to one year in advance.
- Determine the number of volunteers required pre-event and during and ensure that they are available at the time they will be needed.
- An application form is required to be submitted to and approved by the foundation office prior to any promotion or advertising of the event being done.

## **2. USE OF LOGO OR NAME**

- Where Welland Hospital Foundation is to receive proceeds of an event, camera ready artwork for WHF logo is available from the Foundation for approved usage.
- Any tickets, posters or other promotional materials featuring Welland Hospital Foundation's name and/or logo must be approved by the Foundation prior to printing.

## **3. PROCEEDS**

- Any promotion that donates a portion of its sales must state exactly how much, either in a percentage or specific dollar amount, i.e. 10 per cent of the proceeds or \$1 from every sale.
- A basic financial statement, itemizing revenue and expenses, is required within 10 days following the event.
- All proceeds must be received in the Foundation office within 30 days following the event.

## **4. GAMING LICENCES**

- Licences must be obtained for all raffles, 50/50 draws and draws of chance prior to the printing or selling of any tickets. Several pieces of information are required to appear on a raffle ticket and a sample of the ticket must be provided with the application to the issuing Municipality. The information required is as follows:
  - a) name of the organization holding the draw
  - b) charity receiving the proceeds if different from the above
  - c) number of tickets that will be printed
  - d) cost of each ticket and if there is a discount for multiple tickets, i.e. \$2 each or 3/\$5
  - e) date of the draw
  - f) location of the draw
  - g) time of the draw
  - h) prizes available to be won along with the value of each
  - i) licence number issued by the appropriate Municipality
  - j) name of the printing company, if applicable.
- Although the City of Welland issues licences, permission must be secured from the appropriate municipal office if the draw is held outside Welland.
- 50/50 tickets may be the double roll tickets available at office supply stores if tickets are only sold on the day of the draw at the location of the draw.
- A licence must be obtained and held by the charity benefiting from the proceeds of an event. An individual or business cannot hold a lottery license. Licenses can take four to six weeks to be approved.
- Strict regulations are involved with licensing and must be followed exactly in order to maintain Welland Hospital Foundation's charitable status.

## **5. LIQUOR LICENCE**

- A liquor licence must be obtained from the LCBO (Liquor Control Board of Ontario) if the hall where the event is being held is NOT running the bar.
- The liquor licence must be obtained and held by the person(s) holding the event.

- The LCBO application must be submitted at least 30 days prior to the event.
- A letter from the Foundation must accompany an application for a third party event liquor licence acknowledging the event.
- Strict regulations are included in a liquor licence and must be followed precisely.

## **6. TAX RECEIPTS**

- The Foundation strictly follows guidelines for issuing tax receipts as outlined by the Canada Revenue Agency (CRA). No exceptions will be made to these rules.
- Lottery and raffle tickets are not eligible for tax receipts and event tickets are only receiptable on rare occasions.
- Donations of money or material e.g. doors prizes, printing, etc., may be eligible for tax receipts as outlined by CRA guidelines as indicated above. The receipting of a gift will be at the discretion of the Foundation.
- Sponsorship fees are not eligible for a tax receipt. “Sponsorship fees are amounts paid to a registered charity that are not gifts because the sponsor receives something in exchange. They are usually paid to support a charity event in return for advertising or some other consideration.”  
*Canada Revenue Agency Reference Number CSP – S13.*

## **7. LIABILITY INSURANCE**

The organizers of any event must provide proof of comprehensive public liability insurance. The Foundation and the Hospital accept no legal or financial responsibilities for events held on their behalf.

## **8. SPONSORSHIP REQUESTS**

- Any written requests for sponsorship must be reviewed by the Foundation prior to distribution to ensure the information about the foundation is accurate.
- In an effort to reassure the community of events held on the Foundation’s behalf, a timeline for the distribution of sponsorship requests must be provided to the Foundation so staff and volunteers are aware of when the requests are being made.

## **9. FOUNDATION ROLE**

The Foundation is limited in the amount of assistance it can provide to a third party event. Your management of the event allows Foundation staff to continue the work they are already doing. The following are what we can do for you:

- Provide advice and expertise on event planning
- Promote your event to Hospital staff and the community through our regular advertising venues i.e. newsletters, website, internal communications

The Foundation is unable to:

- Cover any costs related to the event
- Guarantee volunteer, board or staff attendance at the event, however; this will be strongly encouraged.
- Share any donor lists or contacts
- Assume responsibility of any nature or kind associated directly or indirectly with the event.