



Community Event Guide

Your guide to organizing a fundraising event for the
Teresa Dellar Palliative Care Residence



Thank You!

We are grateful to you for organizing an event to raise funds for the Teresa Dellar Palliative Care Residence. Support from the community and individuals like you allows us to provide our services **free of charge** to patients and their families.

A Successful Event

A third party event is a fundraising activity that is organized by an individual or organization in the community with funds benefitting the Teresa Dellar Palliative Care Residence.

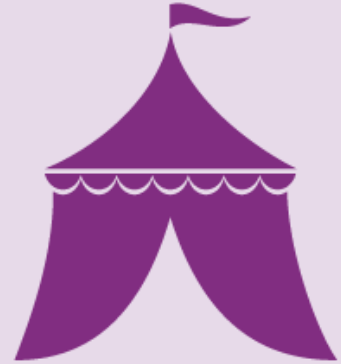
Leading a fundraiser is rewarding. We encourage you to have fun with your event and be daring! Choose the type of event you wish to organize while keeping in mind the following:

- How much time you have available?
- How much you wish to raise. Your goal should be realistic and expenses should be estimated ahead of time?
- Accessibility to resources.
- Recruit volunteers to help organize, find participants, supporters, sponsors and promote the event.
- How you will promote your event?

Event Ideas

There are endless possibilities for events that you can hold. To get you started, here are some suggestions:

- Sports tournament (golf, hockey, baseball, bowling, etc)
- Fitness Challenge (cycling, hiking, walking)
- Celebrations (birthday, anniversary, wedding)
- Concert, comedy or variety show
- Pub Quiz or Trivia Night
- Craft or Fashion Show
- Garage Sale
- Benefit dinner or luncheon
- Bake sale



20+ Years of Commitment in the Community

- The Teresa Dellar Palliative Care Residence provides compassionate care allowing terminally ill patients to die in comfort and with dignity in a warm, home-like environment, close to their family and in their community.
- Since opening in 2002, the Residence has provided care and comfort to close to 5,800 patients and 22,000 of their family members.
- With its 23 beds, the Residence is the largest freestanding community based palliative care residence in Canada.
- The Residence relies on community support and fundraising activities to help raise over \$4.5 million each year to compliment the funding we receive from the government to cover our operating costs.
- All care and services are provided to patients and their families **free of charge**.
- Volunteers have been the cornerstone of the Residence from the very beginning. Each year, more than 200 active volunteers provide over 14,000 hours of volunteer service as receptionists, administrative assistants, laundry personnel as well as kitchen, garden and maintenance helpers, patient care providers and bereavement callers.



Organizing your Event

Step 1: Set the Date and Venue

When setting a date, make sure you give yourself a sufficient amount of time to plan your event properly and that the date of your event does not interfere with another event or holiday. Once your date is set, prepare your timeline.



Book your venue early making sure you estimate how many people will attend and the venue's capacity. Ensure your venue has all the amenities you need at a price you can afford. If you plan to host an outdoor event, always make sure you have another plan of action in the event of bad weather.

Step 2: Notify Us

Once you have established the basic elements of your event, please notify:

Nancy Eperjesy, Fundraising Event Advisor, neperjesy@tdpcr.ca

Tel: 514 693-1718, ext 265 or cell 514 290-3335

How we can help

- Offer advice on the planning of your event.
- Offer the use of our name and logo. Please do not modify our name or logo in any way. Please always refer to us as the **Teresa Dellar Palliative Care Residence** or the **Residence**. Please use the wording "**to benefit the Teresa Dellar Palliative Care Residence**" when promoting your event.
- Provide you with a letter of support confirming that you are operating with the approval of the Residence. This letter can be used to solicit sponsors, donors and participants.
- Provide education and promotional materials (banners, annual reports, impact reports, fact sheets etc.)
- Promote the event through the Residence's communication channels including on our website, e-mail blasts and when possible, social media.
- Provide tax receipts for donations to the event (where applicable).
- Provide a Residence Ambassador or staff member at the event (if possible).

Unfortunately we cannot

- Reimburse you for the expenses associated with your event.
- Issue a press release, or purchase newspaper or radio advertising to promote the event.
- Share the Residence's mailing lists, or email addresses.
- Host events at the Residence out of respect for the privacy of our patients and their families.

Step 3: Recruit a Team

Organizing an event takes a lot of time and effort. Make sure you recruit a team of volunteers with various skills and experience who can help you out. You may want to recruit additional volunteers to help with the planning of the event. Assigning each person a specific role and tasks will facilitate the organization of the event. A great way to recruit volunteers is to get your friends and family involved.

Step 4: Create your Budget

A budget allows you to estimate revenues and expenses.

Set a fundraising goal for your event and plan how to reach your goal. Make sure that your goal is attainable after all expenses are accounted for.

Revenue

Consider all potential sources of revenue. Your revenue should be estimated based on the number of tickets sold, number of guests, individual or matched gifts from participating companies, corporate sponsorships, donations in cash or in kind.

Expenses

Your expenses should be estimated based on the cost of renting a venue, food and beverage, audiovisual equipment, promotional materials, insurance, staff, security, gifts, door prizes, decorations, etc.



Expenses for fundraising events should be no more than one third of the total revenue generated by the event. The challenge is finding a way to keep expenses to a minimum, in order to maximize your donation to the Residence.

Please note that the Teresa Dellar Palliative Care Residence cannot reimburse any expenses associated with your event, or take responsibility for any financial aspects of the event.

Step 5: Permits and Insurance

Permits are required if you plan a raffle or lottery, or sell alcohol. If you require a permit, please speak to the Residence's event coordinator to help complete the required application.

The Teresa Dellar Palliative Care Residence's insurance policy does not cover third-party events. Unless the event is already insured, the organizer should consider obtaining a special event insurance policy under their own name unless the event is already insured.

Step 6: Promote your Event

Create your own promotional material to let people know about your event. Please submit for approval any material containing the Residence's logo or name.



Using your personal network can be an effective way to promote your event. Thanks to social media (Facebook, Twitter, and Instagram), your event can get great visibility, and word can spread quickly, at very little cost. The Residence can help promote your event through a number of our communication tools including our website and social media.

The Residence can provide education and promotional materials (banners, annual reports, impact reports, fact sheets, donation forms etc.) We ask that any unused promotional material be returned once the event is over.

Step 7: The Day of the Event



On the day of the event, do not forget to mention that the funds raised will be donated to the Teresa Dellar Palliative Care Residence. In order to collect donations, bring all necessary items such as promotional material, donation forms, etc.

Take photos of your event and send them to your local paper with a description of your achievements and the amount you raised. Post pictures and share your event on social media. The Residence keeps a record of all photos, articles, and news coverage of its fundraising events. Please share whatever you have!

The team at the Teresa Dellar Palliative Care Residence does its best to attend as many events as possible. If a staff member is unavailable, we will organize a volunteer ambassador to attend as our representative.

Step 8: Donations and Tax Receipts

We ask that all event organizers submit the funds they raise as early as possible, within 60 days following the date of the event. Donations can be sent:

1) By Mail (no cash)

Teresa Dellar Palliative Care Residence
Attn: Nancy Eperjesy, Fundraising Event Advisor
265, André-Brunet, Kirkland, Qc H9H 3R4



2) In Person

You can make an appointment to submit your donation in person. This also allows an opportunity to take a photo together. Please contact

Nancy Eperjesy, Fundraising Event Advisor

neperjesy@tdpcr.ca

Tel: 514 693-1718, ext 265 or cell 514 290-3335

The Teresa Dellar Palliative Care Residence adheres to the tax-receipt rules and regulations issued by the Canada Revenue Agency. The Residence will issue tax receipts for donations upon request. **For each donor, please provide: name, donation amount, complete address including postal code, telephone number and email address.**

If the signatory of the cheque is submitting funds collected from multiple people, a list of the donor's name, address, and donation amount must be provided.

Step 9: Thank you

Please remember to thank those who have helped make your event a success. The Residence will send thank you letters to all donors whose names and addresses have been provided for tax receipts. It is always a good idea to post a follow-up on social media with some highlights. If you are posting pictures make sure you obtain consent prior to publishing them online.

We thank you in advance and wish you great success with your event!

We are very fortunate to have committed supporters like you. With your help, we can continue to provide quality palliative care to terminally-ill patients and much needed support for their family members. Thank you for being part of our team!

Résidence
de soins palliatifs
Teresa-Dellar



Teresa Dellar
Palliative Care
Residence