



**Holland Bloorview**

**Events**

**Tool Kit**

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# About Holland Bloorview



Holland Bloorview Kids Rehabilitation Hospital is Canada's largest children's rehabilitation hospital focused on improving the lives of kids with disabilities.

Holland Bloorview is a global leader in applied research, teaching and learning, and client and family centered care.

The hospital is a provincial resource transforming care for children with cerebral palsy, acquired brain injury including concussion, muscular dystrophy, amputation, epilepsy, spina bifida, arthritis, cleft-lip and palate, autism and other physical and developmental disabilities.

Our vision is to create a world of possibility for kids with disabilities.





# Community Event Ideas



## **Tournaments**

Golf, dodgeball, curling or board games. Any sport or game can become an excellent tournament event.

## **Community Events**

You can fundraise by having a bake sale, lemonade stand, garage sale or car wash. You can turn any event into a fundraiser and invite your coworkers, classmates, neighbours and friends to participate.

## **A-Thons**

You can skate, wheel, run, jump or bowl. Turn any fun activity into a fundraising event by asking friends and family to donate.

## **Virtual Events**

Host a virtual movie night, a trivia night or even a scavenger hunt!

## **Workplace**

Consider encouraging your workplace to sign up for payroll deductions, dress down days or have staff events. Ask your employer if they will match donations made.

- Community events are planned and organized by caring individuals and groups from communities across the GTA and Ontario who want to support Holland Bloorview Kids Rehabilitation Hospital Foundation.
- These events can take place any time throughout the year. Seasonal events, such as holiday parties, can be extremely successful. For best results, start your planning as early as possible and spread the word!
- Organizers choose the most appropriate venue to put on their special event. If the venue requires an official letter of endorsement, please contact your foundation representative.
- Perhaps you have had a meaningful experience at Holland Bloorview Kids Rehabilitation Hospital or know someone who did, or you simply want to make a difference for our kids and families.

# How We Can Support You



## We can provide:

- A dedicated staff member to answer questions and provide support.
- A dedicated online fundraising page for direct donations and ticket purchases.
- Fundraising tools like donation forms, pledge forms, accounting forms and sponsorship package templates.
- Promotional materials that support your fundraising efforts such as newsletters, posters, videos, our logo and photos which will be emailed upon confirmation of your event.
- Promotion of your event on our website and through our social media channels.
- Volunteer support on the day of your event. Level of support will vary based on your fundraising goals.
- Attendance of a Holland Bloorview child and family who can share their story with your attendees, when possible.
- Tax receipts for eligible gifts. (see information below on CRA tax receipting guidelines)
- A letter of acknowledgement/endorsement letter for approved events. This is a great tool to help you solicit donors and sponsors.
- Post-event support including thank you letters for event supporters and donors, accounting support for financial summaries and appropriate recognition for the event.



# Things to Consider



**We are thrilled to support your upcoming event. Please keep in mind, we will be unable to offer support in the following ways:**

- Purchase items to resell.
- Provide administrative and event planning support, though we are happy to provide a list of preferred event suppliers.
- Application for gaming and liquor licenses i.e. : bingos, raffles, or insurance.
- Provide our donor, sponsorship or volunteer lists for third party use.
- Reimbursement for expenses related to your event.
- Assistance with ticket sales or securing sponsorship.
- Access to celebrities or media.
- Insurance coverage for your event.
- Issue tax receipts other than as outlined by Canada Revenue Agency guidelines.



# Getting Started



## Things to think about:

- What type of event do you want to host?
- Where and when will it take place?
- Who will you invite?
- What is your financial goal?
- How do you hope to raise money?
- How will you promote your event?
- Do you need a committee?
- Will you require any licenses (lottery, city permits, SOP)?



## Set a fundraising goal and create your budget

All events have some expenses. We are happy to send you a budget template to help you get started.

## Register your event

If you haven't already done so, please fill in the events form located on our website at [www.hollandbloorview.ca/eventshub](http://www.hollandbloorview.ca/eventshub) or by clicking [here](#). This will give our team a better idea of your event and how we can help.

## Have your event

Ask us for resources to help you as you plan your event. You can create an online fundraising page and ask for tools to help you along the way. Don't forget to take time to enjoy yourself at the event. You have worked hard!

## Celebrate and share

Use social media to share photos and videos from your event. Don't forget to tag us so we can share as well.

## Donating event proceeds

Please submit your event proceeds as soon as possible so we can make sure your generous donations are put to use helping our kids and families. It is also best to get your donation in soon after your event so we can issue tax receipts to your guests. If you would like to make a special cheque presentation, please ask our team!

## Say thanks

Once your event is over, don't forget to send a thank you note to your participants, sponsors and donors. Every donation helps create a world of possibility for kids with disabilities.

## Helpful Tips



Thank you for helping the thousands of kids and families that visit Holland Bloorview Kids Rehabilitation Hospital every year. We understand that there is a lot of effort that goes into fundraising and we appreciate your time and hard work. Below is some information to ensure a smooth transition of donations.

Please have cheques made payable to:

**Holland Bloorview Kids Rehabilitation Hospital Foundation**

Cheques can be mailed to: *(Please do not mail cash)*

Holland Bloorview Kids Rehabilitation Hospital Foundation

150 Kilgour Rd.

Toronto, ON M4G 1R8



Donations can be made:

- via our website: <http://www.hollandbloorview.ca/eventshub>
- over the phone at 416-425-6220 or 1-800-363-2440
- in person at the Foundation office at the hospital

In an effort to reduce the administrative cost associated with coin donations, we ask that you change coin collections into larger bills, if possible.

If you would like to donate toys or books to the hospital, please note that Holland Bloorview Kids Rehabilitation Hospital Foundation can only accept brand new items due to infection control guidelines. If you would like to donate a gift in kind, please fill in the form [here](#).

Our Charitable Registration # is: 889326278 RR0001

# Holland Bloorview's Tax Receipting Policy



Holland Bloorview Kids Rehabilitation Hospital Foundation is a Registered Canadian Charity, authorized to issue official donation receipts, and to accept gifts on behalf of Holland Bloorview Kids Rehabilitation Hospital (collectively referred to as “Holland Bloorview” for the purposes of this policy). Our charitable registration number is 88932 6278 RR0001.

## **General Tax Receipt Information**

Charitable tax receipts will be issued for eligible donations of \$10 and above when donor's full name and complete address is provided.

Tax receipts are issued for the year in which the donation is received. Mailed-in donations must be postmarked by December 31<sup>st</sup> to be eligible for a tax receipt for that year.

**Online Donations:** Tax receipts for donations made online are issued immediately and are emailed to the email address provided by the donor. Please check your Junk folder if you have made an online donation and did not receive a tax receipt.

**Cheque & Cash Donations:** Tax receipts for donations made by cheque or cash are issued immediately, usually within 15 business days from the date received by us, and will be mailed to the address provided by the donor.

**Cumulative Donations:** Cumulative tax receipts are issued annually for monthly/repeated donations, and will be mailed to the address provided by the donor no later than mid-February of the following calendar year. Tax receipts can also be issued at an earlier time upon request.

**Donations Remitted Through a Third Party:** Tax receipts will be issued within 15 business days from the date the amounts are received by us and donor information, including full names and addresses, is made available.



# Holland Bloorview's Tax Receipting Policy



## Special Events/ Ticket Sales/Sponsorships

As per CRA regulations, tax receipts can only be issued for charitable gifts, and to the individual/organization that made the gift.

Contributions of **services** (for example, time, skills, effort) are not property. Therefore, they do not qualify as gifts for the purpose of issuing official donation receipts.

Payments for **sponsorship** opportunities are not eligible for a tax receipt, but generally deductible as a business expense for income tax purposes.

**Raffle** or **lottery** ticket purchases are not eligible to receive a tax receipt in accordance with CRA regulations.

CRA split receipting rules apply to **ticket sales** for events.

## Split Receipting

*A receipt may be issued for the "gift" portion of the payment for ticket sales, defined as the difference between the amount paid less the Fair Market Value of any advantage received: The value of the advantage must be quantifiable, and may include items gifted or donated by others (ex. meals, service, enjoyment of property, accommodation, etc.)*

*o A tax receipt can not be issued if the value of the advantage exceeds 80% of the amount paid, or if the value of the advantage cannot be determined.*

## Gift-In-Kind Donations

A tax receipt may be issued for gifts of non-monetary items when allowable by CRA guidelines, and accompanied by purchase receipt or other proof of value. Unfortunately we are not able to accept used toys, clothing, equipment or other items, unless specifically required and useable by Holland Bloorview.

**Gift certificates** or **event tickets** are eligible for a tax receipt when purchased and donated by an individual, however a tax receipt cannot be provided to the issuer of a gift certificate. An acknowledgement letter will be issued for a donation of **items from inventory** of a business.

# Social Media 101



Using social media to share event updates with your followers is a great way to recruit participants, volunteers and get donations for your event.

## Facebook

Like the Holland Bloorview Kids Rehabilitation Hospital Foundation page at [facebook.com/HBKRRH](https://facebook.com/HBKRRH)

Be sure to tag us in your posts by including @HBKRRH so we can 👍 them.

Tag photos and videos of your event so we can share and like.

## Twitter

Follow Holland Bloorview Kids Rehabilitation Hospital Foundation at [twitter.com/hbkidshospital](https://twitter.com/hbkidshospital)

Don't forget to include @hbkidshospital or #HBKids in your tweets.

If you are using a unique hashtag, please let us know.

## Instagram

Follow us @HollandBloorview

Don't forget to include @HollandBloorview or #HBKids in your posts so we can see them.

If you are using a unique hashtag, please let us know.



## Suggested content for social media:

Help kids with disabilities @HollandBloorview today! Get tickets to (name of event) today (insert link)

Only X days left until (name of event)! Don't miss out and help kids with disabilities @HollandBloorview. (insert link)

Can't make it to (name of event)? You can still help kids with disabilities @HollandBloorview by making a donation today! Help us raise \$(insert goal number)! (insert link)



# Thank You!



Holland Bloorview Kids Rehabilitation Hospital Foundation is grateful for the support of our community in helping us create a world of possibility for kids with disabilities. Contributions made through Community Events are very much appreciated as we know the time and effort made by a great number of people go into making an event a success. Together we will kids with disabilities and their families in Toronto, Canada and around the world. Thank you for choosing to support Holland Bloorview Kids Rehabilitation Hospital Foundation through an event we look forward to working with you!



Contact Shannon Chaplin at [schaplin@hollandbloorview.ca](mailto:schaplin@hollandbloorview.ca) for tools to help you with budgeting, planning and running a successful fundraiser. Fill out our event form [here](#)!