

A top-down photograph showing a group of diverse people's hands stacked together in a circle on a light-colored floor, symbolizing community and teamwork.

COMMUNITY FUNDRAISING TOOLKIT

Thank you for your interest in raising funds to support Niagara Health. With the help of people like you, patients across Niagara are able to receive the care they need, when they need it. Since you have chosen us, we want to make it easy for you.

This community fundraising toolkit provides a thorough guide of the **SEVEN STEPS TO SUCCESS** that will help you plan your event from start to finish.

Now let's get started, we are with you all seven steps of the way!

#1

Select A Venue

- ☐ It's best to use a location that is convenient for you and your attendees
- ☐ Do a scan of events happening in your area to make sure your event doesn't conflict with another
- ☐ Be mindful of holidays, weather (time of year), number of participants, parking and accessibility

Create a Budget

#2

- ☐ Create a fundraising goal and identify where you would like your funds directed
 - Specific Niagara Health site, department, piece of equipment or wherever funds are most urgently needed. For more information speak to your Niagara Health Foundation contact
- ☐ Identify possible sources of income
 - Ticket sales, sponsorships, promotional draws, direct donations
- ☐ Identify possible expenses
 - Venue costs, decoration, food, entertainment, t-shirts



[Download Budget Template](#)

#3

Create an Action Plan

- ☐ To keep you and your team organized, create an Action Plan to track tasks, assign responsibilities and document notes. This can act as a reference tool for you and your planning committee.
- ☐ We have compiled a list to common "to-do's" to ensure every last detail has been taken care of.



[Download Planning Checklist](#)

Online Fundraising

Online fundraising is an effective and efficient way to engage your supporters and create an easy vehicle to make a contribution to your event. Speak to your Niagara Health Foundation contact to learn more about what tools would be best suited for your event.

Offline Fundraising

You can also collect pledges, cash or cheques, in person at your event or leading up to it. Please ensure cheques are payable to Niagara Health Foundation.

Please make sure you record the donations and donor information accurately. Collect all of your donations and send these along with your donation form to your Niagara Health Foundation representative within 30 days of the event.

[Download Offline Donation Template](#)

#5

Promote Your Event

- ☐ Promote your event on Niagara Health Foundation's website
 - A Niagara Health Foundation contact can assist
- ☐ Create promotional materials to support your event
 - A Niagara Health Foundation representative can assist
- ☐ Media Relations: Check with local media partners (newspaper, radio) to see if they would be interested in helping promote your event
- ☐ Promote your event on social media to share your message with the community and be sure to tag Niagara Health Foundation on your social network(s) of choice.

[Download our Social Media Guidelines](#)

It's finally here – enjoy it! Make sure to take pictures, videos, and record any noteworthy moments.

Staff from Niagara Health Foundation will make their best effort to be in attendance.

#7

Post-Event Wrap Up

- ☐ Finalize finances:
 - Obtain & pay outstanding invoices
 - Obtain all outstanding donations
 - Confirm how much you ended up raising
- ☐ Submit proceeds to Niagara Health Foundation representative within 30 days
- ☐ Tax receipts (if applicable)
- ☐ Thank and acknowledge those who participated in, supported or volunteered at your event.



[Download Thank You Letter Template](#)



[Download Tax Receipt Guidelines](#)

Additional Resources



[Download Lottery & Liquor Licensing Guidelines](#)

**License(s) must be obtained by the event organizer prior to ticket or liquor sales.*

Have questions? We're here to help! Email Lisa at lisa.branston@niagarahealth.on.ca and we will be happy to assist.