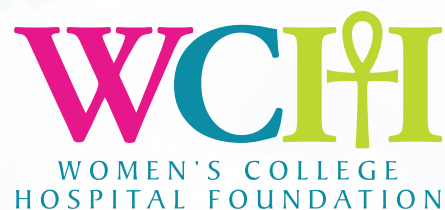


COMMUNITY EVENTS TOOLKIT

TURN YOUR IDEA INTO IMPACT



BREAST BALL



A step-by-step guide to help you plan, promote and deliver a fundraiser in support of Women's College Hospital Foundation.



PRIDE & REMEMBRANCE RUN

WELCOME

YOU'RE MAKING SOMETHING MEANINGFUL HAPPEN

Thank you for choosing to support Women's College Hospital Foundation. By hosting a community event, you are bringing people together to advance the health of women and improve access to care for communities that need it most.

Every fundraiser begins with a reason. A story. A moment that matters. Whatever inspired you, we are grateful you're here.

Women's College Hospital is a leader in advancing the health of women and improving how healthcare works for everyone. As Canada's only fully ambulatory academic hospital, it is uniquely positioned to rethink care and drive system-wide change.

For more than 140 years, Women's College Hospital has identified gaps in healthcare and responded with innovation, research, education and clinical excellence.

YOUR SUPPORT HELPS MAKE THAT PROGRESS POSSIBLE.

This toolkit will guide you through each step of planning your event and help set you up for success.

YOU BRING THE IDEA. WE'LL SUPPORT YOU EVERY STEP OF THE WAY.



YOUR IMPACT

HELP CLOSE A CRITICAL GAP IN HEALTHCARE

Women in Canada spend more of their lives in poor health, yet much of healthcare has not fully reflected their biology or lived experience.

Women's College Hospital is working to change that — and your event plays an important role.

Funds raised through your event will help:

- advance research that improves the health of women
- support new models of care that improve access
- generate evidence that leads to better outcomes
- empower the next generation of researchers

From cancer and heart health to aging and midlife care, our work is shaping a healthier future for women and for everyone.

YOUR EVENT IS PART OF SOMETHING BIGGER.

Together, we are building a more equitable healthcare system – one that works better for everyone.

HOW IT WORKS

YOUR FUNDRAISER IN 5 SIMPLE STEPS

1

APPLY

Submit your event application

2

CONNECT

We'll reach out to support you

3

PLAN

Use this toolkit to organize your event

4

PROMOTE

Invite your community

5

CELEBRATE AND SUBMIT

Host your event, submit funds and celebrate your success

PRIDE & REMEMBRANCE RUN





PRIDE & REMEMBRANCE RUN

PLAN YOUR EVENT

START WITH YOUR IDEA

CHOOSE SOMETHING MEANINGFUL AND MANAGEABLE:

- birthday fundraiser
- dinner or cultural event
- fitness challenge
- workplace initiative



BUILD YOUR TEAM

ASK FRIENDS, FAMILY OR COLLEAGUES TO HELP.



SET YOUR GOAL

A CLEAR GOAL BUILDS MOMENTUM AND MOTIVATES SUPPORTERS.



BUILD YOUR BUDGET

A clear budget will help you stay organized, make informed decisions and maximize the funds you raise.

Start simple. You don't need to plan every detail at once. Just focus on understanding your expected costs and revenue.

EXPENSES:

Think about what you may need to pay for:

- venue or space rental
- food and beverages
- entertainment or speakers
- signage, printing or supplies
- permits or licenses
- payment processing fees

REVENUE:

Consider how your event will raise funds:

- ticket sales
- donations
- sponsorships
- auctions or raffles

BUDGETING TIPS

KEEP COSTS MANAGEABLE

Look for ways to reduce expenses where possible. Many venues, vendors or performers may be willing to donate or offer discounted services when they know the event supports a meaningful cause.

ASK THE RIGHT QUESTIONS

- Request a full breakdown of costs, including fees and taxes
- Confirm any additional charges
- Clarify what is included in vendor quotes

PLAN FOR THE UNEXPECTED

It's a good idea to set aside a small contingency amount in case additional costs come up.

FOCUS ON YOUR IMPACT

Every dollar you save on expenses can increase the funds you raise in support of Women's College Hospital Foundation.

SAMPLE BUDGET WORKSHEET:

Category	Estimated Cost	Estimated Revenue
Venue		
Food		
Tickets		
Donations		
Other		



WHITE BUTTERFLY

YOUR EVENT CHECKLIST

STAY ON TRACK

GETTING STARTED

- Choose your event idea
- Confirm your team
- Set your date and location

PLANNING

- Set your fundraising goal
- Create a simple budget
- Confirm any vendors or suppliers
- Check if permits or licenses are required

PROMOTION

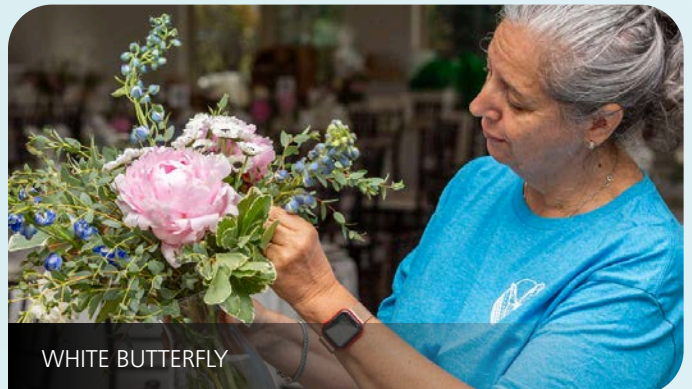
- Create your event messaging
- Share your story
- Promote through social media, email and word of mouth

FINAL DETAILS

- Confirm logistics and supplies
- Prepare materials
- Plan how you will collect donations

ROADMAP TO SUCCESS:

Create a checklist outlining the major milestones and planning deadlines. Need help getting started? We have a [SAMPLE EVENT CHECKLIST](#) you can refer to for ideas.



WHITE BUTTERFLY

EVENT IDEAS TO INSPIRE YOU

- Birthday fundraiser
- Golf tournament
- Holiday party
- Fitness event
- Game night
- Yard / garage sale
- Try to set a Guinness record
- Auction
- Arts and crafts sale
- Garage sale (individual or entire street)
- BBQ
- Donations in lieu of gifts
- Gala
- Work department challenge
- Sporting event (participant waivers required)

METALS AND MOUNTAINS



PROMOTE YOUR EVENT

People give because they care. The most powerful way to inspire support is to share why your event matters.

TELL YOUR COMMUNITY:



WHY YOU'RE FUNDRAISING



WHY IT MATTERS TO YOU



WHAT THEIR SUPPORT WILL MAKE POSSIBLE

SPREAD THE WORD



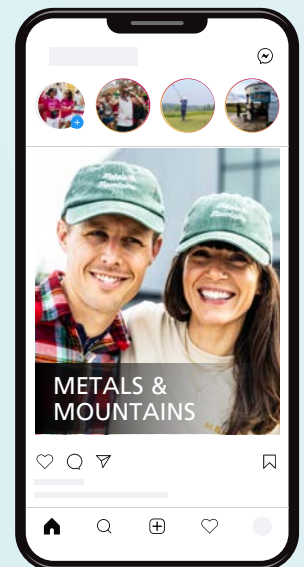
SOCIAL MEDIA



EMAIL



WORD OF MOUTH



SAMPLE SOCIAL POST

"I'm hosting [event name] in support of Women's College Hospital Foundation. Join me in helping advance the health of women. Every contribution makes a difference."

EVENT DAY & AFTER

SHOW YOUR GRATITUDE

Take time to recognize the people who made your event possible.

- thank your supporters, sponsors and volunteers
- share the impact they're helping create
- celebrate together

CAPTURE AND SHARE

Post photos and highlights and tag us so we can celebrate with you.

TAG US:

Instagram: **@wchfdn**

Facebook: **Women's College Hospital Foundation**

LinkedIn: **Women's College Hospital Foundation**

SUBMIT YOUR FUNDS

Please submit within 60 days of your event.

MAIL OR DELIVER TO:

Women's College Hospital Foundation
ATTN: insert the name of the event here
76 Grenville Street, 4th Floor
Toronto, ON M5S 1B2

All cheques must be made payable to **Women's College Hospital Foundation**.

Electronic Fund Transfer banking information can be provided on request.

Please Note: Only donations made out directly to Women's College Hospital Foundation are eligible for a charitable tax receipt. Please review the **Tax Receipting section on page 12** for more information.



WE'VE GOT YOUR BACK!

We want your event to be a great success!

WE CAN:

- ✔ Provide guidance and planning support
- ✔ Provide a letter of support
- ✔ Provide approved Women's College Hospital Foundation logos and materials
- ✔ Offer templates and resources
- ✔ Set up a personalized fundraising page to support donation tracking and maximize contributions

WE CANNOT:

- ✘ Fund expenses
- ✘ Share our mailing lists (due to privacy laws)
- ✘ Assume liability
- ✘ Sign contracts on your behalf



TAX RECEIPTING

IMPORTANT TO KNOW

Women's College Hospital Foundation adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>.

TAX RECEIPTS AVAILABLE FOR:

- Direct personal or corporate donations of \$10 or more
- Eligible in-kind donations
- Air miles or payment of flights (proof of payment must be provided).
- Gifts of artwork, provided the artwork has been appraised by a third-party appraiser – appraisal must be included with the donation.

TAX RECEIPTS ARE NOT AVAILABLE FOR:

- Event tickets
- Lottery or raffles
- Donated services
- Auction Items
- Sponsorships

Should you have any questions, please reach out to your Women's College Hospital Foundation contact.

FREQUENTLY ASKED QUESTIONS

Question: Do I need to host a large event to participate?

Answer: Not at all! Events of any size can make an impact. What matters most is bringing people together for a shared purpose.

Question: If I host an event, am I eligible for a charitable tax receipt?

Answer: If a direct donation is made by an individual to Women's College Hospital Foundation, generally, a charitable tax receipt can be provided. Please refer to our Tax Receipting Guidelines further above for more information regarding when tax receipts are, and are not provided.

Question: Can I use the WCHF logo in promotional material?

Answer: Yes. Once your event is approved, you will receive an event agreement that will outline how and when the WCHF logo can be used in promotional material.

Question: We'd like to use an online donation and pledge system. Can you help with that?

Answer: If it is applicable for your event, your dedicated WCHF representative will work with you to create an online donation and pledge portal. Note that the size and scope of your event will be taken into consideration before a pledge page is created.

Question: Can Women’s College Hospital Foundation staff attend my event?

Answer: Attendance of Foundation staff is considered on an event-by-event basis, depending on availability. Alternative methods of support, such as video messages, can be discussed during the planning process.

Question: Can I fundraise for a specific area of WCH?

Answer: Absolutely! If there is a specific program or area you would like to support, please indicate this on your Community Fundraising Event Application Form. Our team will work with you to align your event.

Question: Can funds raised through my event pay for my event expenses?

Answer: Yes. Funds generated from the event should be used to offset event expenses unless an event attendee is making a direct donation to WCHF. Once you begin the planning process, your dedicated WCHF representative will contact you and discuss projected event revenue and expenses with you.

Question: Will WCHF help me secure sponsorship?

Answer: Securing sponsorship is the responsibility of the event organizer. We can provide guidance and a letter of support to help with outreach.

Question: Will WCHF help me organize my event?

Answer: We are here to guide and support you, but the planning and execution of the event is the responsibility of the organizer.

Question: Do I need insurance or permits?

Answer: Certain events, activities or contracted venues may require proof of insurance. It is the responsibility of the organizer to ensure that all requirements are met.

Question: Will you help promote my event?

Answer: Yes! We will work with you to leverage the appropriate marketing channels available to help ensure your event is a success.

CONTACT US

Any questions? Refer to these helpful FAQs.

Or contact us at:

(416) 323-6323

events@wchospital.ca