



FUNDRAISING BOOKLET

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Social Media Icons



Content that has been uploaded via Instagram



Content that has been uploaded via Twitter



Content that has been uploaded via Facebook



FUNDRAISING FOR THE IWK

At the IWK Foundation, donors, patients and families are at the heart of everything we do. The IWK is a worldclass, specialized health care facility for Maritime women, youth and children. It is our mission at the Foundation to ensure that the IWK continues to excel in research and innovation and is a leader in patient and family-centered care.

Donors have a tremendous impact on the **290,000 patients cared for** at the IWK each year. From purchasing new patient monitors that support **27,000 visits to the emergency department** annually, to funding a research study to discover new treatments for acute myeloid leukemia in children, the impact that donations have on patient care is incredible. While the IWK receives public funding that supports its day-to-day operations, donors support technology advancements, ground-breaking research, improved facilities and state-of-the-art equipment.

Donors help ensure the IWK continues to be a worldclass facility both now and in the future.
Excellence is in your hands.

Read through the following pages. There are a lot of great ideas and important steps to follow. Don't forget that you can always call the IWK Foundation at **902.470.8085** or toll free at **1.800.595.2266** if you have any questions.

IWK FOUNDATION SUPPORT

We ask that you register your school or workplace's fundraising campaign with the IWK Foundation to ensure that you receive the full benefit of partnering with us.

By registering with the foundation, we can recognize your efforts by providing:

- One-on-one support via phone or email with a dedicated staff member.
- Marketing materials such as balloons, banners, posters, patient stories, videos, stickers, posters and goal raising thermometers.
- IWK Foundation logo for use with your approved event.
- Posting your event on our online event calendar.
- Letter of acknowledgment (for soliciting sponsors and prize donations, and for gaming license applications)
- Tax receipts for eligible gifts.
- Assist with designating your funds to a specific area of the hospital.

Rob MacCormick @robmacormick • Sep 20

Kitchen is ready to rock here at the
[@FallRiverBBQ](#) supporting the [@IWKFoundation](#)



LOGO USE AND GUIDELINES

Guidelines

Proper use of the IWK's Foundation's logo is important and of the best ways to ensure our and your brand identities are upheld. Please do not alter the logo in any way.

Please note that you must receive permission from the IWK Foundation prior to using our logos for your event collateral. We also request that you send a proof of any materials to be distributed or published to a member of our team prior to printing.

Logo Usage

We are happy to provide you with IWK Foundation's logo for use on your approved Foundations marketing materials and publications. **Before the logo is published we kindly ask that you seek approval from the Philanthropy Team.**

If you have any questions please contact a member of our Philanthropy Team or email your request to foundationmail@iwk.nshealth.ca.



PROMOTIONAL MATERIALS

To assist with your fundraising efforts, the IWK Foundation has a variety of promotional materials available at no cost to your organization. Please contact us for more information.

Item	Languages
Annual Report	English
Coin Boxes	Bilingual
Newsletters	English
"I Support the IWK" Stickers	English & French
Telethon Posters	English & French
Fundraising Thermometer	Bilingual
Foundation Brochures	English & French
Foundation Logo	English & French
Telethon Logo	English & French



OFFICIAL TAX RECEIPT GUIDELINES

Charitable donation receipts are issued in accordance with Canada Revenue Agency (CA) guidelines. The following descriptions, although not inclusive, attempt to deal with the most commonly asked tax receipting questions. For further clarification, please refer to the CRA [Website](#) or contact the manager of Annual Giving.

General Rules

A charitable donation receipt shall only be issued to the issuer of the cheque. Unless the cheque issuer acts as an agent for the collecting and remitting donations from various persons/parties (i.e., and employer of an employee fundraising initiative). Donation receipts can be issued to the persons/parties provided that the nature of the monies can be receipted and a complete hand legible list of donor information (donor name, address, and postal code) is provided to the Foundation.

A donation receipt cannot be issued in another name (i.e., on behalf of someone).

A charitable donation receipt may be issued for a GIFT-IN-KIND. Gifts-in-kind include (but are not limited to) capital property, depreciable property, personal-use property, shares and inventory of a business. A gift-in-kind does not include a gift of services.

A donation receipt may be issued for the fair market value (FMV) of the property/goods on the date it is received. If the item is new and has been recently purchased, a receipt or invoice is adequate proof of FMV. All property with a fair market value >\$1,000 must be valued by a qualified appraiser independent of the donor and the Foundation. To receive a donation receipt for a gift of inventory the Foundation requires an invoice. Most businesses prefer to claim the donation of inventory as a business expense.

A charitable donation receipt cannot be issued for a LOTTERY TICKET OR RAFFLE. No part of the cost of a lottery ticket or raffle ticket is considered a gift because the ticket offers the purchaser a chance to win prizes.

A charitable donation receipt cannot be issued for SPONSORSHIPS. Where a business gives cash or merchandise to the Foundation, and receives a material business advantage such as promotional or advertising services, the business has not made a gift according to CRA and the Foundation cannot issue a charitable donation receipt. In these circumstances, the business can usually claim the cash payment or value of the merchandise as a business expense.

IWK TELETHON FOR CHILDREN

IWK Foundation
TELETHON

Name of Fundraiser: _____
Address: _____
Email: _____

Please bring all cash and cheque donations, along with completed pledge forms, to the IWK Telethon for Children on CTV on May 30 & 31, 2015. Please visit www.iwktelethon.kintera.org for drop-off times and locations for each of our four broadcast sites. Donations of \$20 or more will automatically receive tax receipts. If you provide us with your e-mail address your tax receipt will be emailed to you.

Name	Address	Postal Code	Phone	Email	Donation Amount	Cash/Cheque	Tax Receipt (Y/N)

Excellence is in your hands. 1.800.595.2266 | iwffoundation.org

Downloadable Pledge Form Sample

SCHOOL FUNDRAISING IDEAS

Pat Healy - Laker @Laker_PatHealy • 6 June

Two students at Ash Lee School show off handmade bracelets they're selling for the IWK #FallRiverNS lots of sales



No Homework Pass

A draw can be held for a coveted "Homework Pass". Students can buy tickets for a chance to be excused from their homework. The pass can only be used during a certain time and only for those assignments pre-determined by their teachers.

Principal for an Hour

For each donation (of a pre-determined amount), students can enter their names for a chance to "rule the school". The lucky winner(s) get to switch places with their Principal for an hour.

Fashion / Talent Show

Host a fashion show using worn and/or low cost clothing, or try organizing a talent show for your school. You can set an admission price at the door, or during the fashion show, auction off the outfits you've created.

Carnival Day

Host a mini carnival with games, face painting, etc. Sell ride and game tickets and assign each activity a certain number of tickets needed to be able to play.

Quarter Parade

Can you make your quarters stretch from one end of your school to the other? Ask everyone to bring in their quarters and see how far your quarters can go.

Art Gallery

Inspire student and teacher creativity by inviting them to create a piece of art for your school's Art Gallery. Once the masterpieces are finished, invite the community to attend the gallery opening and charge admission at the door. To add an extra special touch, auction off your pieces of art at the end of the show. Funds could also be collected through admission at the door, auction and canteen sales.

Guessing Games

These are popular games that can be done quite simply and are a lot of fun. Example: Fill a jar with brightly coloured jelly beans and charge a fee per guess.

Best Seat in the House

Raffle off tickets for a student and two friends to win the best seat in the house at a school sporting event. The winners get to sit on a sofa during the game in an ideal spot to view the game. For halftime, order pizza and sodas for the winner and guests.

BUSINESS FUNDRAISING IDEAS

Macdonald Chisholm Trask Insurance

MCT Day

We had another successful fundraising day on September 26. All proceeds will be going to the IWK Health Foundation.



Workplace fundraising is a positive, rewarding and fun way to motivate and further engage employees in your organization. Studies have shown that one of the factors contributing to engagement in the workplace is pride of the company's support of the community. Through workplace fundraising, your employees will help the IWK Foundation further its mission and will provide your employees with an enriching experience.

Cooking Competition

Staff register to compete in a cooking competition. The contest could be cookies, chili, chowder, cheesecakes - the sky is the limit. Participants would cook and the rest of the staff would donate a specified amount to eat/judge. At the end of the event a winner is named.

Casual Days

Designate Friday as casual days in exchange for donations to the IWK Health Centre Foundation. "I Support the IWK" stickers can be provided by the Foundation.

Celebrity Bagger Event

A great idea for any store is to invite local celebrities to help bag purchases for a few hours. It may attract local media attention and your customers will be all smiles.

Potluck Meal

Invite members of your organization to prepare and bring potluck inspired dishes for a breakfast or lunch event and all participants donate a specified amount to eat. This could be set-up as a one-day or a weekly event or take place over an extended period of time.

Office Supplies Auction

Gather up excess and/or unused office supplies and equipment from around your office and hold a sale or auction.

Staff Lottery

Staff interest is crucial for the success of this event as you need to be able to sell a certain number of tickets to make this worthwhile. Be sure to determine how many tickets you are going to sell before applying for a lottery license. It is important to promote the event a couple of months in advance to allow enough time for ticket sales.

For best practices and information about Staff Lotteries please contact a member of our Philanthropy Team.

FUNDRAISING IDEAS FOR EVERYONE

Jail & Bail

Lock-up principals, teachers, managers, or co-workers in a mock jail. This could be in a private location or in a local mall. Participants raise funds to get themselves out of jail, or have donors pay to keep participants in jail.

Candy Grams

Participants buy bags of candy to give to friends and co-workers. All candy grams are delivered at a specified time.

“A-Thons”

Host a walk-a-thon, bike-a-thon, skate-a-thon, skip-a-thon, etc. Participants collect pledges leading up to the event. Compete individually or as a team.

Bake Sale

The sale could take place during the lunch hour to allow staff, students or community to stop by and purchase your tasty treats.

Black-Tie Bowling

Similar to a bowl-a-thon but done in formal attire. Charge a team registration fee to participate.

Chair-i-ty Auction

Have stores, classes, or branches, decorate chairs and then auction them off.

Baby Photo Contest

Can you guess which baby photo is your teacher? Or, can you guess which baby photo is your boss? For a small fee you can take a guess.



MCT Day



Amazing Race

Each team gets an envelope filled with pictures from around your community. These pictures can be a part of a business name, part of a place in town, modified pictures you have to unscramble, etc. You have a specified amount of time to figure out what and where these places are. Once your team has found them, you have to take a picture in front of that place. Points are given if you have identified the correct place, for the most original picture and if you have your entire team in the picture. Return to the starting point with your pictures printed out before you run out of time. Prizes are handed out to the highest ranking and most original teams.

GPS Geocaching Competition

Have a one-day competition. The group that finds the most geocaching in that day wins (you can have 2nd and 3rd place winners). There could also be additional special prizes awarded.

IWK Day

Participants pay a nominal fee for a privilege that they normally would not have during school or business hours. A popular example is “gum day”. Everyone pays a fee to be able to chew gum for the day. Other ideas include “Hat Day”, “PJ Day”, and “Messy Hair Day”. Choose a theme that is exciting for your organization.

MISC. & HOLIDAY IDEAS

Raffle or 50/50 Draw

A Lottery license is required for this type of fundraising, see details on page x. Call the IWK Foundation to request the endorsement letter for your application. Don't forget to put the license # on your tickets/posters. Sell tickets to family, friends, co-workers and let them know you are supporting the IWK Foundation.



Make Waves IWK

Silent Auction

Call the IWK Foundation to request the endorsement letter indicating that you are raising money for the IWK. Have committee members approach local businesses (with the endorsement letter in hand) and ask them to donate some of their products for the auction. Please do not ask for cash donations - we do not endorse the solicitation of money on behalf of the IWK. Don't forget to send a thank you note to anyone who donated items to your auction - this will help strengthen relationships supporters for future events. Once the items are collected, set up a display in your staff/ lunch room or at an event and give participants a chance to bid on the items over a specified period of time.

Shopping Spree

Staff and students are invited to bring in their "gently loved" items for a shopping spree. All donated items are displayed and employees and students can purchase these items for a small fee.



*Halloween Hustle
O'Leary, PEI*

Recycling

Ask everyone in your organization to bring in cans and other deposit items to donate on a special day, week or month.

Plant Sale

Everyone loves plants and flowers. Try setting up the Friday and Saturday before Mother's Day in May. A nice touch is to have a children's table where for \$1 a child can buy a flower to give to Mom on her day.

Haunted House

Organize a Haunted House at your school or business and charge an entrance fee.

Kisses for Kids

While this fundraiser fits well with a Valentine's Day theme, it can be effective anytime of the year. Buy Hershey's Kisses or Hugs candy and wrap a handful in colourful netting. Tie the package with a ribbon and sell them for a few dollars.

Pumpkin Carving Contest

Organize a Pumpkin Carving Contest and charge an entry fee. Think about holding an auction at the end of the event once the judging is completed.

Wallet of Gift Cards

Approach local businesses for gift card donations. Fill up a wallet and raffle it off.

Turkey Dinner Basket Raffle

Have students or staff donate items for the basket.

GETTING STARTED

Planning

Can't decide on an event? We have some great fundraising ideas for schools, businesses and everyone. You can also visit our [website](#) and check out our events calendar to get ideas from other events that have been held in support of the IWK.

Submit your idea to the IWK Foundation

Complete our [Special Events Proposal Form](#) - and return it by fax, mail or email. A member of the Foundation will contact you within a few days of receiving your application.

Goal

Set a fundraising goal that you feel is attainable based on our budget and expenses.

Budget

Try to keep expenses as low as possible to maximize fundraising.

Expenses

Ask individuals and/or local companies to see if they can donate supplies or offer discounts for your event materials. Contact a member of the IWK Foundation's Philanthropy Team to receive an official letter of endorsement for your event if necessary.

Quick Tip

Start planning as early as possible. For example, a full-scale golf tournament can take approximately six months to organize.

IWK Health Centre Foundation

10 October

Pam Guitard, along with the staff of New Brunswick Youth Centre & the New Brunswick Women's Correctional Centre, raised money through various events such as a community softball games, draws, a guards and guitars night just to name a few.

If they reached their goal of \$10,000 a group of guards and employees agreed to shave their heads.

Well it happened!



GAMING LICENSES

A gaming license is required by law for all bingos, raffles and 50/50 tickets. The IWK Foundation will provide letters of acknowledgement and support for you to include with your lottery application. If you require a lottery license for your event, please contact your local Gaming Authority.

Nova Scotia

There are two Ticket Lottery Permits, one for under \$500 and one for over \$500. Please make sure that you have selected the correct permit. For more information, please contact the Service Nova Scotia and Municipal Relations - Alcohol and Gaming Division at 1.877.565.0556.

Ticket Lottery Permit (Under \$500) [Application Form](#)

Ticket Lottery Licence (Over \$500) [Application Form](#)

New Brunswick

Applications must be received by the Licensing and Registrations Section, Department of Public Safety, at least one month prior to the proposed date of the event or the commencement of ticket sales.

Licence: required when total prize value is greater than \$500 per event.

Permit: required when total prize value is \$500 or less per event.

Application For [Lottery Registration Form](#)

For more information please contact the New Brunswick Department of Public Safety - Gaming Control Branch at 506.453.2623 or visit their [website](#)

Prince Edward Island

A lottery license is required for such an event. Consumer Services, a section of the Department of Environment, Labour and Justice, is responsible for administering The Lottery Schemes Order under which lottery licenses are issued.

For more information, please contact the PEI Department of Consumer Services at 902.368.4580 or check out their [website](#).

PEI Gaming License [Application Form](#).

Georgette Moffatt @GoeorgetteM_TD • May 30

Bake sale - TD Bedford! \$165 raised so far!
May have bought a little too much for myself.
[#community @IWKFoundation](#)



PROMOTION & PLANNING

Recruiting Participants

Create a list of guests to invite – include your friends, coworkers, neighbours or whoever is appropriate for your event.

Recruiting Volunteers

Ask your friends and coworkers to help plan your event and assign them with specific roles. If appropriate: Make sure to provide your volunteers with briefing notes, details on their roles and responsibilities, and training.

Social Media

Social Media is a free and effective way to promote your event. Create a Facebook event page with your event details and link it to IWK Foundation's [facebook page](#).

Do you have a blog or want to set one up? Share information on why and what you are doing through it. Link these blog posts to your Facebook event page and let people know you've posted a new blog through Twitter. Promote and link your personalized [online fundraising page](#) through the Facebook event and Twitter.

News Release

A News Release helps to get your local media involved. If your event is open to the public and you would like to inform your local media about your fundraising initiative, send out a news release to your local paper. Be sure to include information about why you are fundraising and who or what inspired you.



*Make Waves IWK
Family Fun Day*

Quick Tip

Update social media as often as you can as the event date gets closer. If you are on Twitter, tweet your event details and ways to participate to your followers. Let people know why you are doing the event and give progress updates to maintain interest. Don't forget to let us know you're tweeting. Add @IWKFoundation to your tweets so we can retweet and help you spread the word.

[Contact us](#) to find out more information.

IWK 5K - In Memory of Jessica

2 June

We had so many great fundraisers this year! And so many of you were so close to each other. Thank you so much for your efforts, you were a huge reason we raised so much money this year!



ON THE DAY OF YOUR EVENT

- Have fun. You are making a difference in the lives of Maritime kids through your event.
- Take pictures: post to social media and/or share with the Foundation.
- Display IWK Foundation promotional materials at the event
- Keep track of donors' names and contact details on a pledge form so participants who make charitable gifts of \$20 or more receive an official tax receipt from IWK Foundation

POST EVENT

Submit your event proceeds to the Foundation by:

Sending a personal cheque (please include a note about your event) to:

IWK Foundation
B220-5855 Spring Garden Road
Halifax, NS B3H 4S22

- We ask that you please do not send cash in the mail.
- Organize a time to come and drop off the funds in person.
- Thank your event participants by sending them an email or card.
- Send in a picture of your event along with the amount raised to your local newspaper to celebrate your event with your community.

RECEIPTING

We can receipt the following activities:

- Casual Day donations with detailed lists
- Pledge-Based Events
- Supported Events

We cannot receipt the following activities:

- Coin Box Collections
- Staff Lotteries
- Community/Company Fundraising Events :
Auctions, Raffles, Bake Sales, Car Washes, etc.

IWK Community PIG ROAST

18 August

Our Current total is \$45,645.20 and
still counting!!!





CONTACT INFORMATION

If you have any questions on fundraising for the IWK Health Centre Foundation or content seen in this booklet, please feel free to contact a member of our Philanthropy Team.

At the IWK Foundation, we appreciate the time and effort you spend organizing and executing your fundraising and we want your experience to be both positive and fun. We hope that your fundraising campaign will be fulfilling for you and your organization. Please know that patients, families, and staff truly appreciate your efforts and commitment.

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