



Community Events

TOOLKIT



Plan an event. Give back. Make a difference

THANK YOU.



Thank you for your interest in hosting a community event and for supporting St. Joseph's Hospice of London. Your generosity and support mean that we can continue to provide wrap-around services and care for patients and families.

There are many reasons why people chose to host a community event and raise funds in support of Hospice:

- To honour a loved one, friend, or healthcare provider
- In memory of someone special who has passed
- To help raise awareness of the care that Hospice provides to our community
- Because they feel motivated and inspired to give back

Whatever your "why", we are grateful for your support, and we can't wait to work with you to make your event a success! We believe in the power of community, and that together we can make a difference. Whether you're planning a small event or something on a larger scale – every single dollar you raise helps us to provide care to those in need. With your help, we can transform the end-of-life experience for those with a terminal illness, ease the burden on family members and caregivers, and add life to last days. When you choose to host an event in support of Hospice, you make a marked difference in the lives of thousands of people living in London-Middlesex and beyond.

We developed this toolkit to act as a road map and to get you started on your event planning journey. If you have any questions about the information in this toolkit or need more support please don't hesitate to get in touch! We're here for you!

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519-931-3462

ABOUT OUR PROGRAMS & SERVICES



St. Joseph's Hospice aims to create a community that honours people as they journey to life's end and provide a haven where patients and their families experience compassion, hope, and healing. Our Hospice Home offers warm and inviting spaces where friends and family can gather together and spend meaningful time in the last hours, days, or weeks of their loved ones' lives. Hospice provides wrap-around care for the individual at the end of life and their family by supporting physical, emotional, and spiritual needs.

St. Joseph's Hospice receives partial funding from the Ministry of Health and Long Term Care. The rest we must raise with the support of generous donors like you! Every year we must raise \$1.3 million to continue providing compassionate care for our community at no cost to patients and their families.

HOW HOSPICE HELPS



Individuals enrolled in Hospice care **live, on average, 29 days longer** than those not in Hospice care.



Most patients report **pain was brought to a comfortable level within 48 hours** of initial assessment.



Individuals enrolled in Hospice care report **higher quality of life** than patients not in Hospice.



24-hour state-of-the-art palliative care provided by specially trained medical care staff and volunteers in our Hospice Home.



Bereavement support and wellness groups for palliative individuals as well as their families & caregivers.



Supportive Care services in the community that address the unique needs of each individual & caregiver.



Spiritual Care



Complementary Therapies



Homecooked Meals



Pet Therapy



Home-like Environment



Family Focused



100% of the care and support we provide is at **no cost** to patients, clients and their families.



Programs and services are offered irrespective of gender, sexual orientation, religion, race, ethnicity or economic status.

HOW CAN WE HELP?

Once you have decided to host a fundraiser, please fill out our **Event Proposal Form**. Once we receive your proposal, a member of our team will be in touch to answer any questions you may have and to offer support and guidance. We'll also give you access to a variety of different resources to help you successfully plan your event and reach your fundraising goals.

Resources include:

- A dedicated staff member to guide you through the planning process and provide support
- Fundraising and event planning tools and templates
- Marketing and communications guidance and event promotion through our channels
- Use of "in partnership with" logo (with approval from our communications team)
- St. Joseph's Hospice of London promotional materials (brochures, posters, signage, etc.)
- Post-event and tax receipt support



All promotional materials created by the event organizer must be submitted and approved by St. Joseph's Hospice before being printed or released to the public. Please share all materials with our Communications and Design Coordinator at: miranda.leonard@sjhospicelondon.com

PLANNING YOUR FUNDRAISING EVENT

Step 1) Brainstorm and develop your event theme

Start to brainstorm what kind of event you want to host, your theme, and how you want to raise money. Keep in mind who you're trying to reach, and tailor your theme and event to their interests – and yours!

Step 2) Develop your fundraising goal

Is your goal to raise enough money to cover the cost of Hospice care for a day (\$3,333), a week (\$23,331), or even a month (\$100,000)? Setting a goal will give you and your community something to rally around. Everyone loves working towards a goal, and it feels extra rewarding when you meet or exceed that goal!



Tip: Share your fundraising goal and progress to create excitement! Did you know that people are more motivated to give when they see you are close to reaching your goal? Think of it this way: Is it more exciting to cheer someone on at the end of a race than at the beginning? Invite people to help you cross the finish line.

Step 3) Send us your event proposal form

Once you know what kind of fundraiser you're going to host and set your fundraising goal, you can fill out our event proposal form. We want your fundraiser to succeed, and we're here to help! To do that, we need to make sure we're on the same page and ensure your goals align with the mission and vision of Hospice. Once your event is approved, you'll get access to even more support, including:

- A tax receipting guide
- An acknowledgment letter that your fundraiser is authentic
- "In support" logo files and branding guidelines
- A description of how your event will support St. Joseph's Hospice of London
- A marketing quick-reference guide
- An event checklist
- A sample sponsorship package
- Budget templates
- Pledge forms
- Access to our online fundraising platform
- Letter templates (thank you, request for support, etc.)

Step 4) Plan your event

This is where the real fun begins! It's time to pull together friends, family, or a committee to help plan your event. We recommend planning at least three months before your event date, but we also know that things can happen quickly with the right dedication and helpful hands!

Things to keep in mind when planning your event:

Logistics: What is the date, time, and location of the event? Are you hosting your event online or in person? Do you need to secure a venue or set up a subscription to any virtual event hosting or streaming tools?

Permits, licensing, or insurance: Do you have all the necessary and required paperwork in place to host your event? Check your town/city's website for more information about requirements.

Budget: What will it cost for you to run this event? Creating a budget will help ensure that the money donated will cover the cost of the event and keep you on track.

Sponsorship: Are there individuals or organizations you can reach out to for sponsorship in exchange for recognition? Developing sponsorship tiers that outline what different levels of support offer and providing a package with details about your event can help secure sponsorship.



Tip: Sponsorship can include so much more than just dollars. Working with smaller businesses that can provide resources for your event can be just as helpful! Food, prizes, activities, and decorations are all valuable contributions that can offset costs and help make your event a success.

Volunteers: How many volunteers do you need to help run your event, and how will you recruit them? Volunteers are such an important part of making any event run smoothly. If you need help recruiting volunteers please get in touch!

Set up your fundraising platform: Once your event is approved, you'll have access to a customized online fundraising page where you'll be able to communicate about your event through e-mail and social media and receive registrations and/or donations. If you prefer to use a hard-copy donation form, we have a donation form template that you can customize and use.

Step 5) Promote your event

Now it's time to promote your event! The more times people hear a message, the more likely they are to remember and act on it. Using a variety of different strategies will help to make sure people hear your message. Creating posters, tickets, and other promotional materials that you can post and share online and in person will help make sure your event is a success. Please share all marketing materials with our communications department for approval ahead of promotion so we can ensure proper branding and make any suggestions to help make them shine!

Send your materials to: miranda.leonard@sjhospicelondon.com

Step 6) Host your event

You did it! Enjoy the excitement of the main event and celebrate all the work you and your team have done to get here. Make sure you capture and share the day as much as possible through photos, videos, and success stories.



Tip: If you're hosting an in-person event, make an "event day kit" that includes the little things you might need like pens, markers, highlighters, tape, scissors, a first aid kit, batteries, phone chargers, etc. Try to anticipate any needs ahead of time so you're prepared for anything that comes up!

Step 7) Event wrap-up

Once the event is wrapped up and you've paid all your expenses, submit your net revenue to St. Joseph's Hospice within 60 days of the event, and provide us with all donor information for tax receipting. Share photos, videos, and stories of impact with us - we love to celebrate your success. Remember to send gratitude to your participants, donors, event planners, and sponsors. All that's left to do now is start planning for next year!

Breanne's Birthday Cake Raffle

Breanne, or Sweat Bea Bakes as she's known on social media, has been baking beautiful cake creations since her son was born. A lover of kindness, she was thrilled when someone reached out to ask if they could pay for all her cake orders to honour their late son's birthday, who passed away at St. Joseph's Hospice last year. Breanne was moved by the gesture and inspired to act. "I truly believe in paying kindness forward," she explains. "It's something I've always been very passionate about." Breanne was so moved that she decided to bake a birthday cake and raffle it off in support of St. Joseph's Hospice. What started as a small pay-it-forward gesture quickly became something Breanne wasn't expecting. "The fundraiser went absolutely bananas," Breanne says, beaming. "It was a lot more work than I expected, but I couldn't be happier." In just three short weeks, the cake fundraiser raised \$2,500 to help support the programs and services that Hospice offers, and Breanne is thrilled. "I love sharing the kindness," she says. "Even if I played just a little part in it."



FUNDRAISING IDEAS



Host a memorial sport game or tournament

Was your loved one an avid golfer? Baseball player? Bowler? What better way to pay tribute to your loved one than to host a tournament or game in their honour. Rally family, friends, and friends of friends and get them to join in on the fun! You can give away prizes for the winners, create contests (like the longest drive), auction off a jersey or sportswear, or even create custom swag for purchase.



Celebrate a birthday or special occasion

Share the impact of Hospice with friends and family and encourage them to donate to St. Josephs Hospice in lieu of receiving gifts. Host a birthday party for yourself or in memory of a loved one and set up a celebration page. You could also host a dinner party in honour of a special occasion and sell tickets or accept donations.



Host an “a-thon”

Walk-a-thon, bake-a-thon, dance-a-thon, sip-a-thon, make whatever you love to do into an a-thon, and invite your friends to support you through a donation, or sign up to do it with you and help fundraise.



Share your talents

Do you have a special talent? Are you musically gifted or love telling jokes? Are you handy or great at crafts? Whatever your talent may be, host a show or class on-line or in person and sell tickets in support of Hospice.



Get into games

Host a card or board game tournament, a trivia night, or host a video game tournament. These are fun events that can easily be hosted online or in-person and are easy to generate excitement around.



Get active

Raise funds for Hospice through a group run, yoga in the park, hiking your favourite trails, cycling, climbing, or any type of fitness that suits your preference! Tell your friends and share on socials that you are cycling 100km in a week for example for Hospice and ask them to donate to your fundraiser! People will be inspired by your commitment to actively raise funds through this initiative!

Need help with an idea? Don't hesitate to reach out. We're here to help you brainstorm!

OUR COMMITMENT TO YOU

We know planning an event can feel exciting and overwhelming all at the same time. Rest assured that our team is here to support you every step of the way. Our goal is to empower you with tools to make your event as seamless as possible and set you up for success. We can't wait to hear your ideas and get started! If you have any questions about the information in this toolkit or about planning an event, we're here to help!

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