



# FUNDRAISING GUIDE

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A STEP-BY-STEP GUIDE TO  
STARTING YOUR OWN  
FUNDRAISER.



CHATHAM-KENT

*Health Alliance* FOUNDATION

# START YOUR OWN FUNDRAISER AND LEAD THE WAY IN PHILANTHROPY

You have the strength to fight for a cause that's important to you, and the dedication to improve the quality of care for your family, neighbours, and friends. **You are leading the way in philanthropy.**

**Did you know that government funding does not cover the cost of critical equipment, and that our hospital relies on community funding to purchase this equipment?** That is one reason why we're so grateful that you've chosen to support the Foundation by starting your own fundraiser. Please know that your generosity will have a positive impact on our community for years to come.

Chatham-Kent Health Alliance Foundation's Fundraising Guide was developed for passionate people like you who are looking to make a difference in our community in your own unique way. By using this step-by-step guide, you will be equipped with all of the tools necessary to raise money the way you want for patients and families in need at Chatham-Kent Health Alliance. **Let's get started.**



# BEFORE YOU BEGIN

## LEARN A BIT MORE ABOUT US

### CKHAF

Chatham-Kent Health Alliance Foundation (CKHAF) is leading the way in philanthropy and connecting the communities of Chatham-Kent in support of high quality healthcare in our local hospital sites. Through the generosity of community members like you, we invest in program innovation, equipment renewal and modern facilities to enable world-class healthcare right here in Chatham-Kent. Our key values include:

- **Trust:** We develop long-standing relationships as a trusted community partner.
- **Accountability:** We are responsible for our actions and performance to achieve shared goals.
- **Innovation:** We support a culture of creativity, strategic thinking, and new ideas.
- **Integrity:** We carry about our responsibilities in a professional, ethical and transparent manner.
- **Respect:** We value individual contributions and foster a supporting environment of reliability and fairness to each other.

THE FOUNDATION IS THE LINK BETWEEN  
OUR COMMUNITY AND ITS HOSPITAL.

### CKHA

Chatham-Kent Health Alliance (CKHA) is a 200 bed community hospital, serving the residents of Chatham and rural Kent including Walpole Island and Delaware First Nations. Formed in 2018, CKHA is committed to delivering quality and safe care at its two sites in Chatham and Wallaceburg. CKHA collaborates with other partners to deliver care across its community.

CKHA provides a full range of programs, services and specialties from internal medicine and surgery to women and children's and critical care; it is designated as a schedule one facility under the Ministry of Health and cares for tens of thousands of inpatients, outpatients and emergency patients annually. CKHA is equipped with state of the art diagnostics and technology to support its varied programs.







## YOU CAN DO IT

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## WE'RE HERE TO HELP ALONG THE WAY

We're always grateful when community members are inspired to give back. As your personal fundraising guides, our team can help you every step of the way\*. We offer:

- Help brainstorming an event idea that works best for your strengths and resources available. We can even help you create those assets if assistance is needed!
- A letter of acknowledgement that confirms your event is supporting the Foundation.
- Advertisement and promotion of your fundraiser via our online calendar of events and social media.
- A Foundation representative to attend your fundraiser (provided sufficient notice).
- Use of our logo once your event is registered with us.  
**Note:** the Foundation must approve all promotional materials that include our logo and brand.

\*Please note that, because of limited staff and resources, support may be subject to availability.

We want to know more about you, so that we can make sure that you have everything you need for a successful event. Once we connect with you regarding your event, a Memorandum of Understanding (MOU) will be issued to ensure that we can support your event as needed.

Contact us today by emailing [foundation@ckha.on.ca](mailto:foundation@ckha.on.ca).



# STEP 1

## CHOOSING AN EVENT IDEA

Choose an event idea that you're passionate about. This is how you plan to raise money. It could be anything you want, but it should be something that gets you excited so that you can have fun and stay motivated. Some example of event ideas include:

- **"ATHONS"**: Walkathons, Danceathons, Skateathons and more! These types of events are a great way to bring your family and friends together to participate in an activity you all love while supporting a great cause.
- **GAMES & TOURNAMENTS**: Host a sporting event, golf tournament, or board/video game competition and enhance in some healthy competition. You can set up a suggested fundraising goal for teams to participate and a suggested minimum donation for friends and family who would like to support.
- **ONE-TIME EVENTS**: BBQs, lemonade stands, garage sales, bake sales, fashion shows, concerts, and other social events are also a great way to fundraise and have fun! Invite your co-workers, neighbours, and friends to participate.
- **SPECIAL OCCASIONS**: Ask friends or family members to make a donation in lieu of gifts for birthdays, anniversaries, graduations, weddings, or other special occasions. You can set up your own fundraising page and collect donations online.
- **WORKPLACE CAMPAIGN**: From matching gifts to dress down days and employee fundraising, there are lots of ways to get involved with your co-workers and support your local community hospital.

There are an infinite number of options to choose from! So pick one that you're passionate about, and let's get planning.



# STEP 2

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## CHOOSING A CAUSE TO SUPPORT

### HIGHEST PRIORITY NEEDS

CKHA's Highest Priority Needs can range from funding for new capital equipment, furnishings and technologies, to the updating of programs, facilities and services at CKHA's Chatham and Wallaceburg sites. Raising funds for CKHA's Highest Priority Needs is of key importance to CKHAF.

### CANCER CARE

Support the Oncology / Cancer Clinic at CKHA, ensuring that the department continues to have the equipment, facilities, and innovation necessary to provide timely and safe access to high quality cancer treatment to residents who wish to receive chemotherapy close to home.

### CARDIAC

Choose to help CKHA keep pace with the latest technology in cardiac care and provide the least invasive procedures to get patients home sooner.

### EMERGENCY

Help the Emergency Department at CKHA be ready for patients who need care now with advanced equipment that meets a range of critical needs. With over 48,000 emergency visits in 2021, flexibility saves lives.

### MENTAL HEALTH

Choose to help expand services and space, and to provide critical resources to help combat the continuing mental health and addiction crisis in our community. Your help is needed now.

### ORTHOPAEDICS

Help CKHA strengthen its ability to provide advanced care through precise surgical technology, better imaging and rehabilitative support. Help patients get their lives back, sooner.

### WALLACEBURG SITE

Choose to support and expand the services available at CKHA's Wallaceburg site, including the site's Emergency Department, In-Patient Medicine Unit, Laboratory, Diagnostic Imaging service, and more.

### WOMEN & CHILDREN'S

Help make women's and children's health a top priority. CKHA's Women and Children's Program is committed to providing safe, quality, Patient and Family Centred Care to families and their children.



# STEP 3

## PROMOTING YOUR EVENT

Social media is a great way to promote your event, sell tickets, and grow your community. For assistance in building your own social media plan, have a look at this [online 10-week social media checklist](#). Plus, be sure to connect with us on social media so we can share your activity!



- Like the Chatham-Kent Health Alliance Foundation Facebook page at [facebook.com/ckhafoundation](https://facebook.com/ckhafoundation)
- When you reference the Foundation in your Facebook posts or stories, type **@ckhafoundation** so that we can share your activities on our Facebook page



- Follow us on Instagram **@ckhafoundation**
- In your posts, include **@ckhafoundation** or **#ckhafoundation**
- If you're using a unique hashtag for your event, please let us know



- Follow the Foundation on Twitter at [twitter.com/ckhafoundation](https://twitter.com/ckhafoundation)
- In your tweets, include **@ckhafoundation** or **#ckhafoundation** so we'll see your tweets
- Using hashtags is a great way to track conversions on Twitter; if you're using a unique hashtag, please let us know

**NOT TECH-SAVVY? NO PROBLEM! CONTACT US AND WE CAN DISCUSS OPTIONS WITH YOU TO SET UP YOUR OWN PERSONAL FUNDRAISING PAGE. WE'RE HERE TO HELP EVERY STEP OF THE WAY.**



# STEP 4

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## THE CYCLE OF GIVING



You're almost there! This may seem like the hard part, but by understanding the cycle of giving, you will have access to the information needed to reach your goals in no time.

The key checkpoints for the cycle of giving are the following:

- **ACQUIRE:** Collect emails from all donors and/or event participants, and manage your email contacts.
- **ASK:** Send an emotional or compelling email to your contact list, including photos. Share on social media using a similar message and photo from your email. Tag your friends so they are notified as well. And don't forget to ask your network to share their friends and family, to help spread your message far and wide.
- **THANKS:** Follow up with a thank you to those who donated or participated in your events.
- **STEWARD:** Keep your donors and participants updated on your journey by sharing images and milestones often.
- **REPEAT:** Send reminders to contacts who haven't yet donated or signed up.

Submit any donations you receive offline to the Foundation. You can drop them off at our office in person, or mail them to:  
Chatham-Kent Health Alliance Foundation, 9 Ursuline Ave.,  
PO Box 2030, Chatham, ON, N7M 5L9







# WRAPPING UP

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# TAX RECEIPTING GUIDELINES

As a registered charitable organization, Chatham-Kent Health Alliance Foundation must follow all Canada Revenue Agency (CRA) rules and regulations. As an event organizer, it's your responsibility to communicate tax receipting policies to the participants of your event. For more information on the latest rules and regulations for hosting a fundraising event, [visit the CRA website](#).

**Tax receipting can be issued for community fundraising events for donations of \$10 and over if:**

- A benefit hasn't been received for the value of the donation (benefits could include food, alcohol, entertainment, auction items, parking, etc.
- The Foundation receives a statement showing all revenue and expenses from the Community Event.
- Funds and a complete list of donor names, addresses, and donation amounts are received within 60 days of the event.
- Funds are received by December 31st in the same calendar year that the event was held.

**The Foundation cannot issue tax receipts for:**

- Purchase of admission tickets or green fees.
- Purchase of an auction or draw item.
- In-kind goods and services donated to an event.
- Sponsorship, when a tangible benefit of advertising and promotion is being received in return for payment.



CHATHAM-KENT

*Health Alliance* FOUNDATION

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*Together, we can...*



ACCREDITED  
CHARITY