Alberta Children’s Hospital Foundation Fundraising Handbook

Your guide to fun and effective ways you can raise money to help sick and injured kids in our community.
AMAZING SUPPORT.  
AMAZING IMPACT.

Thanks to amazing supporters like you, children in southern Alberta are getting the best possible care at the Alberta Children’s Hospital. Through events like golf tournaments, bake sales and auctions, donors are thinking of creative ways to make a difference for sick and injured kids in our community...and having fun while doing it!

We’re so grateful to the many individuals and groups who organize and coordinate events and activities throughout the community and choose to donate the proceeds to the Alberta Children’s Hospital Foundation.

No matter how large or small, these initiatives are invaluable to the overall fundraising efforts of the Alberta Children’s Hospital Foundation.

We look forward to working with you! Thank you for everything you’re doing to help make life better for kids in our community.

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When you make a donation to the Alberta Children’s Hospital Foundation, you are supporting excellence in child health programs, life-saving equipment and pediatric research. From state-of-the-art equipment in our surgical suites to the beautiful healing gardens surrounding the hospital, the Alberta Children’s Hospital is the amazing place it is today because of thoughtful supporters like you. You can be sure that your gift will help the 87,000 children and families who rely on the hospital for specialized care every year.
YOU WILL HELP KIDS LIKE CHASE...

When baby Chase was learning to crawl, new mom Stephanie noticed that he would fall down on his belly quite often. She chalked it up to normal baby behaviour and being part of the overall learning process.

What she never imagined was that just a few months later she would be meeting with the Neurology team at the Alberta Children's Hospital and finding out that it wasn't just clumsy behaviour. Baby Chase had a serious seizure disorder.

MRI imaging showed that Chase had left frontal cortical lobe dysplasia meaning the left side of his brain was much larger than the right side. The malformation was causing the seizures and possibly risking permanent damage. Doctors explained that the good news was his condition was treatable, the bad news was that Chase would require complex surgery on his brain.

Today, Chase has made a full recovery and has been seizure-free thanks to a very successful surgery to remove the affected part of his brain. Surgeons used essential information obtained from Chase’s brain scans that were conducted with the hospital’s 1.5 Tesla MRI before going into surgery.

Thanks to community donations, today, the Alberta Children’s Hospital has a brand new leading-edge 3 Tesla MRI which allows for even clearer and richer scans. For doctors and researchers it means more accurate information with the ability to customize diagnostic tests for their patients. For parents, it means peace of mind knowing that their kids are benefitting from the latest and best technology.

When Stephanie learned that the community funded the new 3T MRI she was overwhelmed. “We know how important imaging was for my son’s recovery. You want the surgeons to have the best tools and the all the information before handing your child over to them. We are so happy to know that hundreds of families like ours will benefit from the new 3T technology.”
THINGS TO CONSIDER...

Thank you for choosing to support the Alberta Children’s Hospital Foundation. There are many ways you can “fun-raise” for the Alberta Children’s Hospital Foundation. Please note, our Foundation does have fundraising guidelines that should be considered before creating your activity.

Please keep in mind that the Foundation is unable to:

- Purchase items to resell
- Participate in fundraising raffles (to learn more please see our raffles FAQ form)
- Provide our logo for events that raise less than $25,000
- Provide our donor, sponsorship or volunteer lists for third party use
- Hold fundraising events at the hospital
- Issue tax receipts other than as outlined by Canada Revenue Agency guidelines (please see our tax receipt FAQ)
- Generally support initiatives that involve mass media
- Generally support an event where less than 100% of the net proceeds benefit our hospital (including cause related marketing initiatives.)

In addition, while we are happy to help where we can, it is the event organizer’s responsibility to manage logistics, and ultimately for the success of the fundraising activity.
Next Steps

STEP ONE:
Decide how you want to raise money to help the kids!

There are a lot of different ways to inspire your coworkers, friends and family to help the kids at the hospital. Please refer to the ideas page to help you get started.

STEP TWO:
Tell us about your plans!

We'd love to hear what you're doing to help the hospital. Please fill in the APPLICATION FORM included in this package and return it to us.

- **drop it off** at the Foundation office at the hospital OR
- **fax** it to 403-955-8840 OR
- **mail** it to:
  
  **ATTN: MELISSA CHAPPELL**
  
  Alberta Children's Hospital Foundation
  
  2nd Floor, 2888 Shaganappi Trail NW
  
  Calgary, AB  T3B 6A8

- **email** to: mchappell@achf.com

The form is also available online at www.childrenshospital.ab.ca.

STEP THREE:
Wait for Approval

Once you have submitted your independent application form please wait for approval from the Alberta Children’s Hospital Foundation before you begin planning your event.
STEP FOUR:
Sign Agreement

Once your event has been approved, we will send you an **AGREEMENT FORM**, please read, sign and return the form to us.

STEP FIVE
Begin Planning your event!

Now is the time to get started, here are some helpful hints on how to start planning for your event.
- Set a realistic fundraising goal and develop a budget
- Recruit volunteers for an event committee or to support your initiative
- Create a checklist of tasks to be completed for your fundraising activity
- Have fun!

STEP SIX
Once your event is over

Now that your event is over
- Please ensure all funds and pledge forms are collected.
- In an effort to reduce the administrative cost we will provide you with an excel spreadsheet to populate all of the pledge forms. (Please note: for addresses, the Alberta Children’s Hospital adheres to the Canada Post Guidelines.) For more information please visit [http://www.canadapost.ca/tools/pg/manual/PGaddress-e.asp](http://www.canadapost.ca/tools/pg/manual/PGaddress-e.asp)
- Come visit us at the Foundation for a cheque presentation and tour!
IDEAS TO GET YOU STARTED...

You can raise funds to help kids and families through a fundraising activity, such as:

ONE-HOUR EVENTS

Bowl-a-Thon
Clients can sponsor your office in a bowl-a-thon. They can either pledge a fixed amount or donate per pin. Once the bowl-a-thon is complete, agents collect money from those who sponsored them.

Gaming Contest
Set up a video game contest like Guitar Hero, Rock Band or Nintendo Wii sports game. Pay to enter and win prizes.

Ice Cream Social
Plan a day for ice cream, games and music to bring agents, clients and their families together. Partner with an ice cream vendor and charge participants for ice cream.

Potluck Meals
Employees prepare and bring potluck dishes for a breakfast or lunch event before or during work, donating a specified amount to eat. This could be a one-day or a weekly event held over a set period.

Trivia Night
Host a trivia night using a board game such as “Scene It” or “Trivial Pursuit.” Charge admission to the event or pair the evening with a silent auction.

SINGLE DAY EVENTS

5K Run/Walk
Host a community 5K fun run or walk for agents, clients, employees, friends and families. Invite local celebrities.

Art Auction
Auction professional art, or art from children at the hospital, to agents and clients through a silent or live auction.

Bake Sale
Invite participants to create and sample favourite recipes. Design an entry form and determine a fee for participation. Arrange for a variety of prize categories such as most extravagant, most creative, or most healthy.

Battle of the Sexes
Have men and women compete against each other in contests such as cooking, changing a tire, fingernail painting, sports, etc.
Bike Rides
Participants collect pledges for miles ridden. Or host a bike parade for kids to decorate and showcase their bike.

Black Tie Affair
Plan a formal gala evening and sell tables or individual tickets appropriate to the menu and entertainment that will be provided.

Breakfast with Characters
Sponsor a seasonal community breakfast and photo session where children can spend time with Santa, the Easter Bunny, etc.

Brown Bag Lunch Day
Ask everyone in the office to bring lunch from home and donate money that would have been spent on lunch.

Car Wash
Select a location and time for a community car wash. Invite mascots from local schools, popular radio DJs, or other identifiable community figures to participate.

Concert
Sell tickets to a concert by local musicians. Sell concessions/food, or merchandise for donations. Invite participating artists to donate a percentage of merchandise sold.

Craft Fair/Flea Market
Agents and clients provide homemade or gently used items or collectibles to sell. Select a convenient location that will encourage drop-in traffic and advertise in community newspapers, bulletin boards or other sources.

Dress-Down Day (or Week, or Month)
Select a day in which employees can wear jeans, T-shirts or other attire that differs from your office's dress code in return for a donation.

Golf Tournament
Host a golf tournament for associates and customers at a local course. Solicit food, prizes, auction items or sponsorship from vendors.

Host a Hockey Tournament
Rally your friends to play in a hockey tournament with proceeds benefitting the Alberta Children's Hospital Foundation.
We want to help you make your fundraiser a very successful event. We’ve prepared a selection of tools you might find really useful:

**DONATION TRACKING FORM**
We can provide you a donation pledge form so you can keep track of who has contributed to your fundraiser.

**MARKETING YOUR EVENT**
If you need help promoting your event, we can send you information on the many free and effective ways to advertise your activity and generate support.

**ENDORSEMENT LETTER**
Sometimes it helps if people know that the Foundation is behind you in what you’re doing. We’d be happy to write a letter letting them know that we think your idea is great and we hope that they’ll support you.

**EVENT SIGNAGE**
We can send you an official Alberta Children’s Hospital Foundation thank you poster.

**3RD PARTY EVENT SUPPORT**
For your 3rd party event we are more than happy to supply:
- Tent cards
- Fact sheet and information about the Alberta Children’s Hospital
- Donation cards

**FACEBOOK**
We can mention your event on our Facebook page.

**WEBPAGE**
You can start your own fundraising page on our website. When you set up a personal fundraising page, you can add pictures, set a goal and let your friends and family know why you have decided to raise money for such an important cause. This might help them make their donations more easily...and then they can pass your website address on to others who might want to help too! You can set up your page at [www.childrenshospital.ab.ca](http://www.childrenshospital.ab.ca).
Thank you for helping the thousands of kids and families that are cared for at the hospital. We understand that there is a lot of effort that goes into fundraising and we appreciate your time and hard work. Below is some information to make your fundraiser work as smoothly as possible.

- Please have cheques made payable to:
  **Alberta Children’s Hospital Foundation**
  Cheques can be mailed to: *(Please do not mail cash)*
  Alberta Children’s Hospital Foundation
  2nd Floor, 2888 Shaganappi Trail NW
  Calgary, AB  T3B 6A8

- Donations can be made:
  - via our website: www.childrenshospital.ab.ca
  - over the phone at 1-877-715-KIDS or 403-955-8818
  - in person at the Foundation office at the hospital

- In an effort to reduce the administrative cost associated with coin donations, we ask that you change coin collections into larger bills, if possible.

- If you would like to donate toys or books to the hospital, please note that the Alberta Children’s Hospital Foundation can only accept brand new items due to infection control guidelines.

- If you would like information regarding charitable donation tax receipts, please review our tax receipt FAQ or visit our website at www.childrenshospital.ab.ca.

- Our Charitable Registration # is: 13037 3244 RR0001
Tent Card

thank you!

Patient Origins

Children who rely on care from the Alberta Children's Hospital

Donation Card

On behalf of the 80,000 children and families who rely on care from experts at the Alberta Children's Hospital each year. THANK YOU for your support!

Donation Amount:

Payment Method:

Name:

Billing Address:

City, State, Postal Code:

Options: Phone #

3rd Party Event Materials Available

Alberta Children's Hospital Fact Sheet

The Alberta Children's Hospital Foundation supports excellence in child health programs, life-saving equipment and pediatric research to help the 80,000 children and families who rely on our hospital for specialized care every year.

Through the generosity of donors, the Foundation has provided more than $250 million in funding to the hospital which is now poised to lead the nation in child health, especially in:

- Life-saving Care
- Innovative Research
- Childhood Cancer
- Family Centred Care
- Brain Health

Your generosity makes a real difference!

Here are a few examples how donor support has made a difference in our community:

- The Alberta Children's Hospital Foundation has contributed $16.5 million to build Alberta's first pediatric hospital and medical home.
- More than $27.5 million to establish the Alberta Children's Hospital Research Institute for Child and Maternal Health.
- Surgical O-Arms, $3.5 million to purchase Canada's first O-Arm and Monobeam System in a children's hospital using GPS-enabled technology to make surgery safer for kids.
- Therapeutic Play: More than $10 million for new programs in the therapeutic arts for children.
- 3D MRIs. Thanks to community support, the Alberta Children's Hospital will soon be home to state-of-the-art diagnostic imaging equipment which will help our specialists and not only see the structure of a child's brain but also how the brain is working and functioning.

Did you know?

1 in 4 kids in Calgary relies on care from the Alberta Children's Hospital

Last year, there were over half a million patient visits at our hospital.

There are 375 researchers at the Alberta Children's Hospital Research Institute working to find new discoveries, treatments and cures to help kids in our community and around the world.

Did you know?

1 in 4 kids in Calgary relies on care from the Alberta Children's Hospital.

Donation Card

On behalf of the 80,000 children and families who rely on care from experts at the Alberta Children's Hospital each year. THANK YOU for your support!

Donation Amount:

Payment Method:

Name:

Billing Address:

City, State, Postal Code:

Options: Phone #

Thanks for your support!
Thank You Poster

Donation Pledge Form

WE CAN ALSO PROVIDE YOU...
- Document to populate pledge form donations
- Media information
- How to write a media release and/or advisory
- Donation receipt FAQs
- Raffle FAQs
- Auction tips
- Casino FAQs
- Liquor FAQs
Thank you so much for your support of the Alberta Children’s Hospital Foundation! Please complete this application form and submit it to the Foundation for approval, ideally a minimum of **one month** prior to your proposed fundraiser. Your application must be approved by the Alberta Children’s Hospital Foundation prior to publicizing or holding an activity on our behalf.

**Contact Information**

Name of organizer(s): ____________________________________________________________

Organization: __________________________________________________________________

Address: ______________________________________________________________________

City: ___________________________ Province: ______________ Postal Code: ____________

Daytime Phone: ______________________ Email: ________________________________

☐ Yes, I would like to receive your quarterly newsletter by email

☐ Yes, I would like to receive your quarterly newsletter by mail

**Fundraising Activity Information**

Activity Name: _________________________________________________________________

Description: __________________________________________________________________

______________________________________________________________________________

Date: __________________ Time: ______________ Location: ___________________________

Inspiration: _____________________________________________________________________

_____________________________________________________________________________

How will you raise funds through your activity (ticket sales, donations, auction, etc.)? ______________

______________________________________________________________________________

How will you promote your activity? __________________________________________________________________

______________________________________________________________________________

**PLEASE NOTE:** The Alberta Children’s Hospital Foundation logo cannot be used for events raising less than $25,000, but name use may be permitted only with the Foundation’s express written permission. **All materials featuring the name and/or logo of the Alberta Children’s Hospital Foundation must be approved by the Foundation PRIOR to publication.**
Fundraising Event Form

Financial Information

A. What is your total expected income? $__________
B. What are your total expected expenses? (should not exceed 50% of total expected income) $__________
C. What are your anticipated net proceeds? (A minus B equals C) $__________
D. What percentage/amount of these funds will be donated to the Foundation? %__________

Wall of Honour Recognition
The Alberta Children’s Hospital Foundation recognizes all cumulative donations of $10,000 or more on our Wall of Honour located on the main floor of our hospital.

Should you become eligible:

1. Do you give permission to be recognized? □ YES □ NO
2. For purposes of recognition, what is the name of your company or organization:

How We Can Support You?
We are pleased to support your fundraising initiative or event, and may be able to supply the following: (Please check those applicable to your initiative.)

□ Thank you tent cards □ A video
□ Fact sheet handout □ Website posting
□ Thank you signage □ Attendance by ACHF representative
□ Pledge forms □ Other, please specify: ____________________________
□ Social Media

General Comments: ________________________________________________________________

Submission
Your completed application can be submitted to:
Melissa Chappell
Alberta Children’s Hospital Foundation
2888 Shaganappi Trail NW
Calgary AB T3B 6A8
Phone: 403-955-8822
Email: mchappell@achf.com
Fax: 403-955-8840

Thank you!
We recognize how much time and energy it takes to create a successful fundraising event. Thanks to your efforts, the Alberta Children’s Hospital can provide world-class care for children in our community. Your support helps to fund innovative child health programs, specialized life-saving equipment and advanced pediatric research and education. Thank you for embracing the power to hope, help and heal. Together we can do all three!

* Please note that all gifts are made beneficially to the Alberta Children’s Hospital Foundation*

For office use only: __________________________________________
Signature of Controller - Alberta Children’s Hospital Foundation