

Alberta Children's Hospital Foundation Fundraising Handbook

About the ACHF

Thank you for your interest in supporting kids and families at the Alberta Children's Hospital Foundation through a fundraising initiative!

We are grateful to the many individuals and groups who organize and coordinate events and activities throughout the community and choose to donate their 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.

Through generous community support, the Alberta Children's Hospital can provide world-class care for children in our community. The Alberta Children's Hospital:

- cares for more than 75,000 children and families who meet 351,000 times with pediatric specialists each year
- provides a complete range of medical, surgical and diagnostic services for children 18 and under
- is a teaching facility and home to internationally recognized researchers
- is the largest pediatric hospital in the prairie provinces and cares for children from across Alberta, southwestern Saskatchewan and southeastern British Columbia

How you can help

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

- Art auction
- Art exhibition
- A-thon – run, walk, dance, swim
- Bake sale
- Barbeque
- Bingo
- Book sale
- Bowling tournament
- Bring and buy sale
- Cabaret night
- Car wash
- Card night
- Carnival
- Cheese and wine evening
- Chili cook off
- Cocktail party
- Coffee or tea morning
- Coin collection
- Comedy evening
- Concerts
- Craft sale
- Disco dinner
- Donate in lieu of staff birthday cake
- Dress down day
- Egg and spoon race

- Employer matched donations
- “Fine” people for cell phone and PDA use during a meeting
- Gala evening
- Garage sale
- Golf tournament
- Guess the baby picture
- Guess the number of jelly beans
- Guest speaker event
- Haunted house party
- Head shave
- Hockey tournament
- Jazz night
- Jeans day
- Jewelry sale
- Karaoke night
- Literary evening
- Live auction
- Motorcycle ride
- Orienteering
- Paintball
- Payroll deduction
- Picnic
- Pizza luncheon
- Plant sale
- Popcorn sale
- Pumpkin sale
- Rubber duck race
- Shoeshine service
- Silent auction
- Sporting challenge
- Talent auction
- Talent show
- Three legged race
- Treasure hunt
- Trivia contest
- Unwanted gifts sale
- Walk to work

Things to consider

There are many fun ways you can raise funds for the Alberta Children’s Hospital Foundation. Our Foundation does have fundraising guidelines you should consider before you create your fundraising activity.

Please keep in mind that the Foundation does not:

- Participate in cause-related marketing (where an item or service is sold and a portion of the proceeds go to charity)
- Purchase items to re-sell
- Participate in fundraising raffles (other than two established community raffles)
- 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 allowed under Canada Revenue Agency guidelines
- Generally support initiatives that involve mass media
- Generally support an event where less than 100% of the net proceeds benefit our hospital

In addition, it is the event organizer's responsibility to manage the logistics, and ultimately for the success of the fundraising activity.

Next steps

1. Decide on a fundraising activity
2. Submit the Independent Fundraising Application to the Alberta Children's Hospital Foundation and wait for approval
3. Set your fundraising goal and develop a budget
4. Recruit volunteers for an event committee or to support your initiative
5. Create a checklist of tasks to be completed for your fundraising activity
6. Develop a timeline for these tasks
7. Get started, and have fun!



Fundraising Application

We ask that you complete this application form and submit it to the Foundation for approval 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: _____

Fax: _____

Fundraising Activity Information

Activity Name: _____

Description: _____

Date: _____ Time: _____ Location: _____

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

How will you promote your activity? _____

Does your organization plan to use the Alberta Children's Hospital Foundation name in your printed material and in your publicity? YES NO

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 but 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.**

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? _____

The Alberta Children's Hospital Foundation is pleased to support your fundraising initiative. Please check the boxes if you require the following:

- Thank you tent cards
- Fact sheet handout
- Thank you sign
- Thank you banner
- Pledge Forms
- Other, please specify: _____

Submission

Your completed application can be submitted to:

Lauren Wagner
Associate, Community Initiatives
Alberta Children's Hospital Foundation
2888 Shaganappi Trail NW
Calgary AB T3B 6A8

Phone: 403-955-8875
Email: lwagner@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.