



# Fundraising Toolkit

# Fundraising for St. Michael's Hospital Foundation – What You Need to Know

Thank you for your interest in raising money for St. Michael's Hospital Foundation.

By partnering with us, you will join a community of donors who empower our hospital to deliver the care every patient deserves.

## **JOIN US**

Host a fundraiser and help St. Michael's Hospital deliver the care every patient deserves.



# Fundraise Your Way

## What are Your Options?

There are more options for fundraising than we could possibly list here, but they fall into two categories. Your first and most important decision is: What kind of fundraiser do you want to organize?

If you want a campaign where you rely on your network of family, friends and colleagues, you can organize a **do-it-yourself campaign**.

If you want to cast a wider net, a **third-party fundraiser** may be the way to go.



## Do-It-Yourself (DIY) Campaign

Do-it-yourself (or DIY) fundraisers to collect donations from people within your network. The key here is that you do the asking, and you can tie the “ask” to any kind of event that you want.

Visit [Fundraise Your Way](#), our fundraising platform, where you create individual or team fundraisers. This option is wonderful if you want to get your friends, family and colleagues on board to fundraise with you.

### FUNDRAISE YOUR WAY FOR COURAGE

One of our favourites from the past few years is a 2020 fundraiser organized by Jeremy Rogers, who offered donors a chance to watch a livestream of his friend Will Rooney cutting his hair. People tuned in and donated more thousands of dollars to the Courage Fund, to support our frontline health workers battling COVID-19.



*Jeremy Rogers, a St. Michael's Young Leader, raised over \$2,400 for St. Michael's Hospital Courage Fund by offering donors a chance to watch his friend Will Rooney cut his hair.*

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You don't have to give up your hair to help. There are lots of other ways to raise money. Some popular DIY fundraisers include:

- Physical challenges such as “fun runs” and polar challenges.
- “Donate Your Birthday” and accept donations in support of St. Michael's.
- Bake sales.
- Friendly competitions such as chili cookoffs.
- Goofy competitions such as beard-growing contests.

## **GIVE DIRECTLY ON OUR WEBSITE**

Once you've collected all the proceeds you can make a donation to St. Michael's Hospital Foundation at [stmichaelsfoundation.com](http://stmichaelsfoundation.com).



# Third-Party Fundraisers

Third-party fundraisers are generally big events organized and hosted by businesses, community groups and individuals who are passionate about supporting St. Michael's Hospital.

We understand how much work goes into them, and we are here to help in any way we can.

The first step is some paperwork, to be completed at least a month in advance of your event. Register your fundraiser online by completing the foundation's [Third Party Fundraising Proposal](#). Once complete, email to Vanessa Chiu at [Chiuv@smh.ca](mailto:Chiuv@smh.ca).

We'll send you notification of approval within a week of registration, and give you the support you need to make your event a success.

**PLEASE NOTE:** *Social gaming activities require significant lead time and special approvals from the foundation and hospital leadership teams.*



**Carolyn Jarman**, occupational therapist at St. Michael's Hospital, and her three kids raised **\$2,600** for the Neonatal Intensive Care Unit (NICU) by baking 25 pies. They called this "Pies for Premies."

Once the event is approved, our team at St. Michael's Hospital Foundation can:

- Advise on event planning.
- Offer a letter of support to validate the authenticity of the event.
- Have staff or volunteers, when possible, attend the event and/or accept a cheque presentation.
- Promote the event in our foundation and hospital e-newsletters and social media.
- Approve copy for promotional materials.
- Issue tax receipts in accordance to Canada Custom Revenue Agency (CRA) guidelines.

***PLEASE NOTE:*** *You must obtain permissions from our communications team to use our name and logo.*

### **WHAT WE DON'T DO:**

- We can't fund or reimburse any event expenses.
- We can't share our mailing list of donors or volunteers.
- We can't guarantee staff or volunteer support and/or attendance at your event.
- We can't provide applications for gaming licences, permits, insurance.
- We can't provide prizes, auction items, awards.

# Thank You

We're so glad to have you join our fundraising family as champions of St. Michael's Hospital. With your support, we'll stop at nothing to deliver the care our patients deserve.



*St. Michael's Young Leaders (SMYL) cycling duo, **Peter Burkholder** and **Josh Rotstein**, raised \$18,000 for St. Michael's groundbreaking research by riding the equivalent height of Mount Everest in 18 hours and 50 minutes, or nearly 250 kilometres and 8,848 metres in elevation.*

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## HAVE MORE QUESTIONS?

Email Vanessa Chiu, Associate Director, Community Partnerships, at [ChiuV@smh.ca](mailto:ChiuV@smh.ca)



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**[stmichaelsfoundation.com](http://stmichaelsfoundation.com)**