

COMMUNITY “FUN”-RAISING EVENT GUIDE

Introduction

When you support Canuck Place Children’s Hospice, you become a member of our community. Each year, people across BC and the Yukon host bake sales, golf tournaments, and gala dinners in support of pediatric palliative care at Canuck Place. You can help support kids and families at Canuck Place by organizing a fundraiser of your own.

Whether a life is measured in days, weeks, or years, children with life-threatening illnesses deserve the opportunity to learn, play, grow, connect, and find comfort. Canuck Place encourages and empowers families to embrace life and live fully and joyfully with the time they have left together.

Round up your friends, family, and colleagues to support Canuck Place children and families. No event is too big or too small. Together, we can continue to provide much-needed care for children with life-threatening illnesses and the families who love them.



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About Canuck Place

Canuck Place is BC and the Yukon's pediatric palliative care provider. Over 830 children living with life-threatening illnesses and families from five provincial health regions receive Canuck Place inpatient and outpatient community care (in-home/in-hospital). Canuck Place operates 13 patient beds and eight family suites through two hospices in Vancouver and Abbotsford. Services include medical respite and family support, pain and symptom management, provincial 24-Hour Clinical Care Line, music and recreation therapy, education and art, grief, loss, and bereavement counselling, as well as end-of-life care. **With donors, our talented team and volunteers, we care for children with short lives and the families who love them.**



Drew, Charlie-Anne, and Cherie, Canuck Place Family who ran and rolled 21km during the BMO Half Marathon

How Canuck Place is funded

60% of Canuck Place's operating funds is provided by donations and fundraising—and that's where you come in!



\$46,723

Raised by young philanthropists



9,286

Generous donors



45,614

Gifts from donors

Community events are planned and organized independently by individuals, groups, and businesses from around BC and the Yukon. From neighbourhood garage sales to company-wide golf tournaments, the sky is the limit with community events. Funds raised will help provide expert clinical care for children and families on the Canuck Place program.

Canuck Place is pleased to discuss a gift designation—if you would like your funds to be donated to a specific program please email:

Caitlin Jung, Associate Director,
Corporate & Community Partnerships at
Caitlin.Jung@canuckplace.org

Canuck Place is...grateful for you!

THINK YOU CAN DO IT? WE DO TOO.

How We Can Help You

- One-on-one support with a Canuck Place representative via phone or email
 - To be connected with a Canuck Place representative contact [Caitlin Jung](#), Associate Director, Corporate & Community Partnerships at Caitlin.Jung@canuckplace.org
- Canuck Place will share support tools like our “Proud Supporter” logo , family stories, inspiring videos, and pledge forms
- A letter of acknowledgement to use when applying for a gaming license or soliciting sponsors/ donations
- Access to my.canuckplace.org to create your personalized fundraising page that automatically provides tax receipts to your donors, tracks donations, and allows you to send thank you messages directly to your family and friends
- Tax receipts for eligible gifts

Find more details about the [Canadian Revenue Agency tax receipting policies](#).



Kay, Canuck Place teacher with Elan, Canuck Place child



How to Get Started — 4 Steps!

Now that you have all the information you need, it's time to get started with planning your event. Below is our step-by-step planning guide on how to bring your fundraiser to life:



1

BRING AN IDEA TO LIFE:

- Write your fundraising and event goals
- Find friends, family, or colleagues that can help
- Book the date and venue



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EVENT TIME:

- Create a day-of to-do list
- Ensure your support team knows what their role is
- Have fun!



2

IMPORTANT DETAILS:

- Secure the insurance, permits, or licenses.
- Create your to-do list for tasks and ensure it aligns with your event goal
- Send your branded materials to Canuck Place for review



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PUT A BOW ON IT:

- Wrap up financials
- Thank donors and attendees
- Submit donations to Canuck Place



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SHARE THE NEWS:

- Set up your [online fundraising page](#)
- Seek businesses that might support (sponsors) and volunteer support.
- Send your invitations or sell tickets
- Promote on social



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CELEBRATE!

Your hard work and dedication directly supports children and families in care at Canuck Place

Need Some Inspiration?

Every year hundreds of people like you raise funds to support Canuck Place. These are just a few examples of exciting and engaging ways you too can raise funds in your community.



Bake Sale

Food is nourishment for the body and comfort for the soul, and eating fresh-baked cookies are integral to Canuck Place comfort and care. You can help ensure our cookie jar is always full for kids and families by selling your own yummy treats at school or at work.



Golf Tournaments

Gather your co-workers, family, and club members and hit the links! Enjoy a day of driving, chipping, and raising money for kids and families. Each year, an average of 10 golf tournaments support Canuck Place raising over \$250,000 combined.



Keep Fit and Do Good

Get your sweat on by hosting an outdoor yoga session, running a marathon, climbing a mountain, or any form of exercise and ask your loved ones to donate in your name.



Auction/Community Garage Sale

Are you an artist, a business with unique items, or a collector of antiques? Consider donating proceeds from your event to Canuck Place.



Celebrate your Birthday

Whether in-person or on social media, your birthday can have a huge impact on kids and families at Canuck Place. Make it a birthday to remember by asking for donations in-lieu of gifts.



Host a Team Building Fundraiser

Whether you already have something planned or are looking for something new, adding a fundraising element to team building can foster relationships with the community and boost employee moral!

Social Media Fundraising

If a DIY fundraiser isn't for you, you can easily support Canuck Place through Facebook Fundraising.

1. Click on the fundraiser tab on [Canuck Place's Facebook page](#)
2. Drop down to select the creator of the event (your Facebook profile!)
3. Write a description about why you want to fundraise for Canuck Place
4. Add a cover photo
5. Share with your friends!

Don't forget to follow us on social media and tag us in your promotional posts:



Hashtags:
#CanuckPlace
#LoveHowYouGive



Policies and Guidelines

We are connected, but separate from the Vancouver Canucks and Canucks for Kids Fund.

We appreciate you fundraising for Canuck Place! The Vancouver Canucks, through the Canucks for Kids Fund (CFKF) are a major donor to Canuck Place. We cannot provide players or the mascot FIN for events. Canuck players participate in CFKF events to raise funds for Canuck Place.

For that reason, we ask that our Canuck Place partners do not reach out to the Vancouver Canucks, as the players and CFKF are just like you—wonderful donors—who make a difference for children and families at Canuck Place!

We are unable to provide the following for your event:

- Paid advertising—Canuck Place is incredibly grateful for the large number of third-party events and we're unable to promote them all
- Access to our donor database and staff contact list
- Reimbursement for expenses, or administer the financial aspect of the event
- Assistance with ticket sales or in securing sponsorships
- Required licenses or insurance for your event:
 - BC Gaming Licenses
 - BC Liquor Licenses

To ensure community fundraising events have a positive impact on the public image of Canuck Place, the following policies must be followed:

- The Canuck Place's "Proud Supporter" logo is a registered trademark; unauthorized use is prohibited. All event materials featuring our name and/or logo must be approved **PRIOR** to publication or distribution.
- Official tax receipts will only be used in accordance with the Canada Revenue Agency guidelines. The final decision to issue official tax receipts rests with Canuck Place.
- Event expenses may not be deducted from tax-receiptable donations. All donations requiring a tax receipt must be received in full by Canuck Place.

Canuck Place does not participate in the following types of fundraising:

- Programs that involve a professional fundraiser,

telemarketing and/or an agreement to raise funds on a commission, bonus, or percentage basis (with the exception of cause related marketing programs developed with corporate partners)

- Events which promote the use of tobacco
- Events which promote lewd or inappropriate behaviour
- Vending machine sales
- Events involving promotion of a political party, candidate, or appearing to endorse a political activity
- Directly soliciting funds door-to-door
- Events that stray from the mission, vision, values, and brands standards of Canuck Place

Guest attendees from Canuck Place will receive complimentary tickets or admission when invited to speak or attend a community event.

By publically naming Canuck Place as the beneficiary of your event, you are required to donate the full amount agreed upon, of the net proceeds, within 30 days of the date of the event.

Terms and Conditions with respect to Insurance Coverage

Canuck Place special/sporting event insurance policy does not extend to your event. By accepting the terms and conditions set forth in this application, the event organizer(s) clearly understand they are accepting responsibility for claims that may arise as a result of the event.

Privacy Statement

Canuck Place Children's Hospice is committed to protecting the privacy of your personal information and adheres to legislated privacy requirements. Any personal information we collect is used for donor-related and tax-receipting purposes. We may periodically contact you to keep you informed about our activities and other mission-related communications. We do not sell, trade or rent out any names or personal information.

View the full [Canuck Place Privacy Policy](#).

Canuck Place Marketing Material

CANUCK PLACE PROUD SUPPORTER LOGO Please remember to share all promotional material using Canuck Place assets to Caitlin Jung, Associate Director, Corporate & Community Partnerships at Caitlin.Jung@canuckplace.org.



Below, find links to some of our support materials for download.

[DOWNLOAD](#)

CANUCK PLACE FUNDRAISING BADGES



Badges are available upon request.

Thank you
for giving short lives the chance to shine.

We love how you give!

