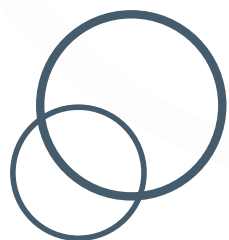


Touching Lives in Our Community Host Your Own Event



NORTHERN LIGHTS

Health Foundation

Touching Lives in Our Community

What is the Northern Lights Health Foundation?

The Northern Lights Health Foundation is a non-profit charitable organization established to strengthen healthcare for residents of the regional municipality of Wood Buffalo.

The Foundation connects donor passions with health care needs. Together we are touching lives in our community every day by raising funds for enhanced technology, programs and services at the Northern Lights Regional Health Centre.

We rely on the willingness of many individuals and organizations, like you, that generously donate their time by initiating fundraising activities and special events to raise funds to advance health care. Together we are providing the resources to deliver the finest health care possible for our community.

Through generous gifts, the Northern Lights Regional Health Centre has obtained several fundamental pieces of medical equipment including an MRI, a 64-slice CT scanner, operating room tables as well as ventilators and pumps. However, much more is needed to meet the medical needs of this growing region.

What is a third party event?

Events hosted benefiting the Northern Lights Health Foundation range from dinners and silent auctions to golf tournaments. To see a list of possible fundraising events, please see page 3 of this booklet.

The NLHF Board of Directors has established a policy that allows third party fundraisers to choose NLHF as their Charity of Choice. Information requested must be furnished before approval can be given to use the name of the NLHF for an event or project.

We invite you to use your energy, creativity and enthusiasm to organize a fundraising event for your family, friends, co-workers and the community. We understand that each individual and group is interested in raising funds for different areas of health care and we do our best to match priorities. Join us to make a difference today.

How does the Northern Lights Health Foundation help with your event?

- Use our fundraising expertise to provide consultation in enhancing your event
- Provide a letter of endorsement to share with potential sponsors, contributors and partners
- Tips and ideas for marketing and promotion of your event within the Wood Buffalo region and the community at large
- Arrange for NLHF representative and/or speakers at your event
- Provide charitable tax receipts to participants subject to receipting guidelines of the Canada Revenue Agency. See page 6 of this booklet for detailed information.
- Post your event on our website
- Acknowledge the support of your sponsors, contributors and partners
- Assistance with selling tickets

Unfortunately, because of the growing number of events that are organized each year, we regret that there are a few areas where we are unable to assist you. We are unable to assist with securing sponsorships and contributors. This is a key area where your volunteers can have the biggest impact. We're also unable to share mailing lists.

HOW DO YOU GET STARTED?

Fill out the event registration form at the back of this brochure and email or mail to us. Once we have reviewed your application, a member from our team will contact you to arrange a meeting.

Steps to a successful event:

1. BRAINSTORM

Chat with friends and colleagues to develop an idea for an event that excites you and your community. Need a little inspiration? You can host:

- “A-thons” of any kind
- Sporting events/pools
- Dinner parties
- Auctions
- Carnivals
- Garage sales
- Raffles
- Battle of the Bands
- Bake sale
- Motorcycle/car rally
- Barbeques
- Holiday celebrations

2. SET GOALS

Map your chart to financial success. Use the budget section in our event proposal to help identify expected income as well as expenses. Remember: the lower your costs, the larger your contribution.

3. REGISTER YOUR EVENT

We want to help make your event a success. Once you know what type of event you'd like to hold and set your financial goals, it's time to let us know about your event. Fill out the attached event application form and send it to us at foundation@nlhr.ca

4. COME AND MEET US

Once your event proposal form has been reviewed, we'll arrange a meeting to discuss the details of your event and how we can best support you. We'll provide you with a tool-kit to get started planning.

5. FORM AN EVENT COMMITTEE

It takes a lot of time and energy to plan a successful event. Recruit enthusiastic and dedicated volunteers with a variety of skills to divide the tasks and help organize your event.

6. IDENTIFY YOUR AUDIENCE

Understanding who will support and attend your event is crucial to its success. Identifying your target audience is important for promotion and ticket sales.

7. SET THE SCHEDULE

Schedule your event for a time of day and in a location convenient for those who will be attending.

8. EVENT LOGISTICS

Attention to detail is essential to the success of any event. The Foundation team would be happy to review the logistics of your event. We can even provide you with a checklist to help you run your event smoothly.

Event Proposal Form

1. Today's Date: _____
Name of Group/Company Planning Event: _____
Name of Individual Responsible: _____ Role: _____
Mailing Address: _____
City: _____
Postal Code: _____
Home Phone: _____
Business Phone: _____ Fax: _____
Email Address: _____

2. Name of Proposed Event: _____
Event Date: _____ Time: _____
Location of Event: _____
Address: _____
Postal Code: _____

3. Briefly describe the event and how the funds will be raised: _____

5. Proposed Budget. All costs to come out of the event proceeds or to be paid directly by event organizer. Please list all revenue and expenses. Please indicate if you expect them to be donated.

REVENUE

Sponsorship \$ _____
Registration Fees \$ _____
Ticket Sales \$ _____
Donations \$ _____
Ancillary Fundraising \$ _____
(Silent auction, raffle)

Total Revenue \$ _____

EXPENSES

Location \$ _____
Food/Beverage \$ _____
Printing \$ _____
Security \$ _____
Advertising \$ _____
License Fees \$ _____
Prizes \$ _____

Total Expenses \$ _____

TOTAL PROFIT (to be donated to NLHF) \$ _____

6. Does the event require a gaming license(s)? Yes No

7. Does the organizing group agree that the Northern Lights Health Foundation will receive all revenues from the event within 60 days of the event? Yes No

Event Proposal Form

8. Does the organizing group understand and agree that all promotional materials for the proposed event must be approved by the NLHF prior to publication and posting? Yes No

9. Is this organizing group planning to approach any of the following for promotional sponsorship?

Newspaper Yes No Radio Yes No

Television Yes No Posters Yes No

Print Yes No

10. Please indicate the approximate numbers of promotional materials you will require for the event.

Endorsement letter: _____

NLHF Information: _____

11. Do you need a member of the NLHF team to speak at your event? Yes No

Signature of Applicant: _____ Date: _____

Please Print Name: _____

Please complete, sign and return the event proposal form to the address below a minimum of four weeks prior to your event. Acknowledgement of your application will be forwarded to you as soon as possible.

In approving sponsored events the following guidelines shall be considered:

- Nature of Event: The event should not, by association, have the potential to adversely affect the hospital's image, or conflict with the hospital's mission and goals of promoting a healthy community.
- Success: The event being considered should have a reasonable chance for success.
- Long Term Plans: The event does not compromise or have the potential to adversely affect the Northern Lights Health Foundation's annual or long range plan for fundraising and development.

The Northern Lights Health Foundation cannot guarantee the provision of the following:

- Funding or reimbursement for event expenses
- Mailing lists such as donors or hospital staff
- Applications for permits or licenses
- Guaranteed attendance of Northern Lights Health Foundation Board Members and/or hospital VIP's at your event
- Guaranteed staff or volunteers at your event
- Prizes or auction items
- Post-event follow-ups (i.e. outstanding monies, thank you letters, etc.)

Event Proposal Form

Important Information Regarding Issuing Tax Receipts

The Northern Lights Health Foundation issues tax receipts in accordance with the Canada Revenue Agency (CRA) rules and regulations. It is imperative that the Foundation abide by these rules and regulations. We would be happy to provide tax receipts but you must register your event using the event proposal form and be approved for tax receipts prior to your event.

As a third party event, you are acting on behalf of the Northern Lights Health Foundation, so it is important that you understand the rules and regulations regarding tax receipts before you hold your event. It is your responsibility to communicate tax receipting decisions with your participants so that they have appropriate expectations. It is very important for us to meet our donors' expectations as much as possible and it places us in a difficult situation when donors expect a receipt for something that by law, we simply can not issue. With your understanding and communication, you can help us continue to build a good reputation in our community.

Summary of Tax Receipt Rules

1. You have submitted an Event Questionnaire Form and been given approval by a representative from the Northern Lights Health Foundation.
2. You provide a complete and legible list of donors including the following information:
 - a) First and last name
 - b) Address, including city and postal code
 - c) Amount given
 - d) Amount tax receipt to be issued for
 - e) List and Fair Market Value (FMV) of any benefits received for the donation (Fair Market Value – the total costs for item received without discount)
3. The tax receipt information and donations are received within 30 days of your event or before December 31, whichever is first.
4. The tax receipt is being issued to the person who made the donation (unless the Cheque issuer acts as a donation collector and issues a complete list of donor details as listed above).

Tax Receipt Rules for Specific Gift Types

1. Donation and Pledge: A donation by cash, cheque or credit card given directly to the Foundation without any benefit (receiving any item or service) can be issued a receipt.
2. Auction Item Purchase: A tax receipt cannot be issued because the participant receives something (the purchased item) in return as well as the chance to participate in the auction. Exception: If the winning bidder pays more than the value of the auction item, a partial receipt can be issued for 80% of the amount paid over and above the posted value of the item. The value of the item must be posted in order to issue a receipt.

Event Proposal Form

3. Ticket/Entrance Fee to Event: Generally a tax receipt is not issued because a person is receiving something in return for the funds paid. If the ticket or entrance fee exceeds the Fair Market Value (FMV) a receipt may be issued for the amount given above the FMV. For example: If someone buys an event ticket for \$100 and the FMV of the entertainment, food and drinks is \$65 then a tax receipt can be issued for \$35 (the portion of the ticket price that reflects the true donation beyond the value of the event). There are many rules and regulations that must be adhered to and detailed documentation required when issuing receipts for tickets and entrance fees. You must speak to a Foundation representative prior to your event to confirm the details of your event and determine what you can offer receipts for.

4. Gift in Kind: A tax receipt may be issued when an individual donates an item if the Fair Market Value is established and documented. Documentation required can include a proof of purchase or invoice, independent third party appraisal or a current price list for the same item from a recognized enterprise operating separately from the donor. A tax receipt cannot be issued for personal services including legal, entertainment, transportation, rentals or dining services. Gifts of artwork or wine may also require more information such as a list of credentials for the appraiser, a history of the artist, a description, picture and history of the piece, the methodology used to value the artwork, and more. Please be sure to notify the Foundation staff of potential gifts of artwork or wine.

5. Sponsorship/Advertising Books: A tax receipt is not issued for sponsors or company advertisements* because they receive benefits in the form of recognition and advertising. We can however, provide a letter confirming their gift that can be used to write the gift off as a business expense.

*Personal advertisements are fully receiptable (i.e. Compliments of the Silverman Family)

Your support is greatly appreciated.



FOR NORTHERN LIGHTS HEALTH FOUNDATION USE ONLY:

Date Received: _____

Reviewed by: _____

Recommended Not recommended Recommended with suggested changes