



THIRD PARTY FUNDRAISING TOOLKIT



SURREY HOSPITALS FOUNDATION™

INTRO

WHAT IS THIRD PARTY FUNDRAISING?

A third party fundraiser is any activity by a non-affiliated group or individual, where Surrey Hospitals Foundation (SHF) has no management responsibility. These fundraisers are hosted by an outside party who wishes to hold a promotion, event, and sale or cause marketing campaign to benefit Surrey Memorial Hospital, Jim Pattison Outpatient Care and Surgery Centre and Czorny Alzheimer Centre.

HOW WILL YOU BE SUPPORTING SURREY HOSPITALS FOUNDATION?

Health care services in Surrey are primarily financed by government and through funds raised by Surrey Hospitals Foundation. In fact, we are the largest non-government funder of health care for families in Surrey. Our work is essential, and critical to the health of our hospitals and the health of the 1.9 million residents who reside in the Fraser Health region.

Thanks to the generosity of people like you, we are able to help fund every one of our region's major health facilities including Surrey Memorial Hospital, Jim Pattison Outpatient Care and Surgery Centre. We support and fund the Czorny Alzheimer Centre, along with many specialized community programs for newborns, children, adults and seniors.

WHERE TO GET STARTED?

The first step of getting started towards planning a third party fundraiser is choosing what kind of fundraiser you want to host. Successful fundraisers are well thought out, so take some time to think about the following things:

- Fundraising goal
- Expense budget
- Logistics such as event location, set up, take down, supplies, volunteers, method of collecting donations and information for tax receipts (if needed)
- Event insurance and any other licenses that you may need
- Promotion of the fundraiser

TIPS ON SPREADING THE WORD ABOUT YOUR FUNDRAISER

Promoting your fundraiser is fundamental to ensuring that it is successful. Sit down and create a plan on when, how and to whom you want to share information with about your fundraiser.

Use a mixture of social media, email, texts and word of mouth to reach as many people as possible. It is also helpful to send updates throughout your fundraiser to remind people to donate or share information about it to their networks!

A photograph of four children (two girls and two boys) participating in a tug-of-war competition. They are all smiling and pulling on the rope with effort. The background is a blurred outdoor setting with green foliage.

FAQ

WHO CAN HOST A THIRD PARTY FUNDRAISER?

Any individual, organization or business can host a third party fundraiser for Surrey Hospitals Foundation.

WHAT TYPES OF FUNDRAISERS ARE ALLOWED?

Get creative with what kind of fundraiser you would like to host! Birthday fundraisers, game nights, car washes, you name it! The Foundation will not approve the following types of fundraising initiatives, including but not limited to, those:

- That endorse a political party or candidate, or appear to endorse a political agenda;
- That discriminate against any person or group based on gender, race, class, economic status, ethnic background, sexual orientation, age, physical ability, or cultural and religious backgrounds;
- That promote the use of alcohol or tobacco

The Foundation reserves the right to decline participation and support for any fundraising that does not align with our mission and values.

WILL THE FOUNDATION HELP ORGANIZE OR TAKE RESPONSIBILITY FOR MY THIRD PARTY FUNDRAISER?

The organizer is responsible for all details of the fundraiser, including but not limited to: planning, logistics, underwriting of all related costs, recruiting volunteers, creating promotional materials, working/hosting the fundraiser, and obtaining necessary liability insurance and permits (i.e. raffles).

CAN I USE THE FOUNDATION'S NAME AND LOGO TO PROMOTE MY FUNDRAISER?

Permission through the Foundation's Chief Operating Officer is required in order to use the name of Surrey Memorial Hospital, Surrey Hospitals Foundation, Jim Pattison Outpatient Care and Surgery Centre, or Czorny Alzheimer Centre for publicity and fundraising purposes by community groups and individuals. Upon approval, organizers will have access to an "in support of SHF" logo which they can use for publicity and fundraising.

WILL SHF HELP PROMOTE MY THIRD PARTY FUNDRAISER?

The organizer is responsible for promoting the fundraiser. Surrey Hospitals Foundation will support with promotion through our social channels and e-newsletter as we see fit.

HOW DO I SEND THE PROCEEDS OF MY FUNDRAISER TO SHF?

The proceeds of your fundraiser should be presented to Surrey Hospitals Foundation in a timely manner unless otherwise agreed in writing. You can send the proceeds in the following ways:

- Cheque payable to Surrey Hospitals Foundation
- Cash dropped off at the Surrey Hospitals Foundation office
- Surrey Hospitals Foundation's donation form with credit card

CAN SHF PROVIDE PRINT AND PROMOTIONAL/DISPLAY MATERIALS?

The Foundation can provide print materials that include information about our programs and services and banners, subject to availability. Please ensure you request these materials a minimum of ten business days prior to your event.

ADDITIONAL RESOURCES

- [Gambling event licence](#)
- [Special event permit and liquor licence](#)



FUNDRAISER IDEAS

CAUSE MARKETING

Own a business? Create a plan where a portion of your revenue gets donated. For example, \$1 of every coffee that someone buys at your café during a particular week will get donated to Surrey Hospitals Foundation.

BIRTHDAY PARTIES

This is a simple way to make your birthday more meaningful. Have family and friends make a donation in place of giving you a gift.

RECYCLING ROUNDUP

Encourage your network to bring in their recyclable goods from home for a charity drive. Provide a specific place where they can be collected and take them to the depot.

RUN OR WALK

Organize a virtual run or walk with your friends, family and colleagues. Encourage them to raise money and ask for a specific donation amount (i.e. \$10). Make it a fun event with a theme and share photos to encourage one another!

TRIVIA NIGHT

There are several ideas you can find online, or be creative and make your own trivia game with inside jokes and personal facts about attendees. You could also make your own themed trivia, creating questions about a popular TV series or movie. Select a “Quiz master” who can ask the questions. Sell tickets to participate and offer a prize for the winning team.

CRAFT SALE

Bring out your creativity and get crafty with pieces that the public can purchase online (e.g. masks, candles, soaps, cross stitching, cards, portraits, bath bombs, and any homemade items). Sell items on Facebook market place or through your social network.

GAME NIGHT

There are easy ways to set up classic party games like Charades or Heads Up for a good cause. Participants donate to Surrey Hospitals Foundation in order to participate. You can have everyone contribute to a winner pot as well to have prize money!

SHARE A WORKSHOP

Host a digital workshop series and teach each other a few new skills! Are you a pro at cooking? Crafting? Meditation? Get your friends together to support a good cause and learn something new while hanging out together.

BAKE SALE

This is a great way to turn your favourite hobby into a fun way of giving back. Partner with your school or your kid’s school to sell baked goods during lunch time!

CAR WASH

This is an easy event to set up. Rally your friends and family to volunteer their time washing cars at a high traffic location.

GARAGE SALE

Time to declutter your home? Set up a garage sale with the things that you no longer need.