

# Third Party Fundraising Handbook



Your Guide to  
Raising Funds for  
Heron Hospice Society  
of Delta

This guide will help you to:

**Bring People Together to Help Others:**

- Get ready to create connections! Our handbook is your guide to bringing people together for our cause.

**Make a Difference in Your Community:**

- It's all about impact! Let's dive into ways to make a positive difference right where you live.

**Raise Money for Those in Need in Your Community:**

- Time to be a fundraising hero in your community! Our handbook is packed with ideas and tips to help you raise funds. Get ready to make a real difference!

Let's make this journey together in support of compassionate care for those facing end of life or grieving the loss of a loved one!



# Introduction

Thank you so much for thinking about organizing a fundraiser for Heron Hospice Society of Delta. Your support means the world to us and truly makes a difference in offering compassionate and supportive care to those navigating end-of-life challenges. This guide is here to be your trusty sidekick, helping you plan and pull off a successful fundraising event for our organization. Before you dive into all the exciting planning stuff, let's take a moment to get to know Heron Hospice Society—our mission, values, and the supportive services we provide.

## Our Mission

We provide compassionate care and support to people with life-limiting illness and their families; and support individuals who are grieving the loss of a loved one.

## Our Vision

Accessible and inclusive end of life care for our community that honours personal choices and transcends expectations.

## Our Values

Heron Hospice Society passionately strives to excel in everything we do and believes in these core values which define how we behave.

### **Inclusive**

We embrace all, ensuring that they are respected and valued.

### **Compassionate**

We treat everyone with compassion, empathy and kindness.

### **Honest**

We are good stewards of all resources, transparent and accountable for our actions.

### **Collaborative**

We partner with other community resources to maximize services provided

Heron Hospice Society of Delta provides emotional, social, practical, grief, and bereavement support and care. Our Society aims to enhance quality of life and maintain dignity for people living with life-limiting illness and those at the end of life, their family, friends and others affected by their illness or death, as well as people who are grieving. Read more about specific programs offered on our website at [heronhospice.org](http://heronhospice.org).

By following this guide, you'll be well-equipped to organize a successful fundraising event for Heron Hospice Society of Delta. Your efforts make a meaningful difference in the lives of those in need of compassionate end-of-life supportive care. Thank you for your d

# Tips and Guidelines for Fundraising Fun!

We're so grateful you're thinking of organizing an event to support Heron Hospice Society of Delta. Here's your guide to make sure your fundraising journey is as successful and smooth as possible:

## 1. Choose the Perfect Fundraising Idea:

- Find something that brings a smile to your face! Whether it's a charity walk, auction, bake sale, or an online crowdfunding fiesta, pick an idea that matches your interests and aligns with the Heron Hospice Society.

## 2. Connect with Us:

- Reach out well in advance of your big day by phone or email.

## 3. Secure Fundraising Green Light:

- Before you get started, make sure you've got the green light in writing from Heron Hospice Society of Delta.

## 4. Set Goals That Sizzle:

- Dream big and define some goals that make your event feel like a celebration! Whether it's hitting a fundraising target, rounding up a crew of amazing people, or achieving something awesome, clear goals will keep your excitement levels soaring.

## 5. Build Your Dream Team:

- Rally the troops – friends, family, neighbours, teammates, co-workers and others.

## 6. Planning and Organization:

- Budgeting: Develop a detailed budget that covers all potential expenses and estimates the funds to be raised. We want this event to not just sparkle but be financially savvy too!
- Timeline: Create a timeline with all the key milestones leading up to the event. Think securing sponsors, promoting the event, and handling logistics.
- Logistics: It's all in the details! Plan out the logistics, from picking the perfect venue to getting the necessary permits and catering. Safety first, and let's make sure we're ticking all the legal boxes.

## 7. Promotion and Branding:

- Event Identity: Clearly state that your event is a third-party fundraiser for Heron Hospice Society of Delta.
- Branding Magic: Use the official Heron Hospice Society logo and materials we've approved and provided in all your promotional materials.
- Social Media Buzz: Get the word out! Leverage social media platforms to spread the word about your fundraiser.

## 8. Financial Transactions:

- Clearly communicate how funds will be collected and transferred to Heron Hospice Society of Delta. Direct all donations to our official channels – transparency is the key!

## 9. Accountability and Transparency:

- Record Keeper: Keep accurate records of all financial transactions related to the event.
- Post-Event Report: After the party, share the details! Provide Heron Hospice Society with a detailed financial report covering funds raised, expenses, and net proceeds.

## **10. Use of Funds:**

- Donor Clarity: Tell donors exactly how their contributions will support Heron Hospice Society's mission and programs.
- Funds Destination: Ensure every penny raised goes straight to Heron Hospice Society of Delta – we're all about the mission.

## **11. Legal and Safety Compliance:**

- Play by the rules! Ensure you follow local laws and regulations for fundraising activities. Get the licenses, insurance, permits, and approvals – safety first, party second!

## **12. Collaboration with Heron Hospice Society of Delta:**

- Keep the Heron Hospice Society in the loop! We're your partners in this, so keep us informed throughout the planning and execution.
- Teamwork: Collaborate with the organization for promotional support and spread the word through their channels.

## **13. Communication with Participants:**

- Event Mission: Shout it loud! Clearly communicate that your event is all about supporting Heron Hospice Society of Delta.
- Education Corner: Share info about Heron Hospice Society's mission and the incredible impact they have on those facing end of life challenges.

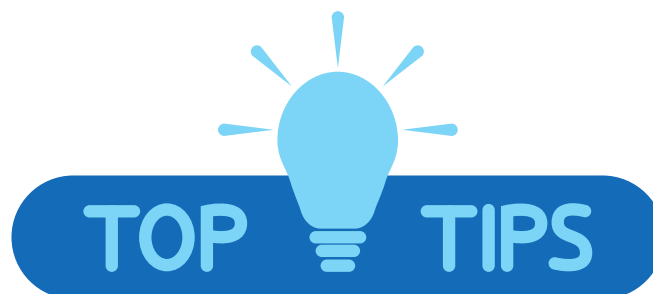
## **14. Post-Event Follow-Up:**

- Success Cheers: After the event, let Heron Hospice Society know how it went and provide any extra info they might need.
- Thank You Fest: Shower gratitude! Thank your participants, sponsors, and volunteers on behalf of Heron Hospice Society.

## **15. Ongoing Relationship:**

- Post-Event Friendship: Maintain a relationship with Heron Hospice Society beyond the event. Maybe there are more collaborations or initiatives on the horizon?

By following these guidelines, you're ensuring a seamless and mutually rewarding partnership with Heron Hospice Society of Delta. Your passion and effort mean the world to us. Let's make your fundraiser a roaring success!



# Get Creative for a Good Cause!

Ready to bring the party to support Heron Hospice Society of Delta?

We've got some fun and friendly fundraising ideas to get your creativity flowing:

- 1. Talent Show:**
  - Showcase the hidden talents in your community through a talent show. From singing sensations to juggling wizards, everyone gets a chance to shine!
- 2. Crazy Costume Day:**
  - Encourage participants to wear their wackiest, wildest costumes for a day. Have a costume parade, and maybe even hand out prizes for the most creative outfits!
- 3. Fitness Challenge:**
  - Get people moving with a fitness challenge. Whether it's a dance-off, yoga marathon, or a step-count competition, it's a fun way to promote health and raise funds.
- 4. Recipe Swap & Cook-Along:**
  - Bring people together through their love of food. Organize a virtual or in-person recipe swap and host a cook-along session. Participants can donate to join and learn new delicious recipes.
- 5. Pet Parade & Contest:**
  - Let the fur babies steal the show! Organize a virtual pet parade where participants can showcase their pets. You could even have a contest for categories like "Best Dressed" or "Most Talented Pet."
- 6. DIY Craft-a-thon:**
  - Tap into everyone's artistic side with a DIY craft-a-thon. Participants can create and showcase their crafts, and you can auction off the masterpieces to raise funds.
- 7. Art/Craft Show or Exhibition:**
  - Join forces with local artists and crafters for an art show where pieces are not just beautiful but also make a difference. A portion of the sales will go to support Heron Hospice Society,
- 8. Themed Costume Party:**
  - Get ready for a costume bash where donations are the ticket to fun! Spice it up with a costume contest, and let's give away some fabulous prizes.
- 9. Trivia Night:**
  - Challenge your brainpower at a trivia night! Entry fees turn into support for Heron Hospice, and who knows, you might snag some cool prizes from local businesses.
- 10. Sports Tournament:**
  - Game on! Organize a sports tournament where teams pay to play, and fans contribute donations. It's a win-win for everyone.
- 11. Book Sale or Book Club Fundraiser:**
  - Dive into the world of books! Host a sale or a book club event where book lovers donate to join the literary fun.

## **12. Community Garage Sale:**

- Declutter for a cause! Donate items for a community garage sale, and every purchase supports Heron Hospice.

## **13. Virtual Fundraising Challenges:**

- Go digital with challenges! From fitness feats to reading marathons, gather pledges for a virtual adventure.

## **14. Bake Sale or Cooking Class:**

- Whisk up some support! Host a bake sale or cooking class where the funds roll in with every delicious treat.

## **15. Gardening Workshop or Plant Sale:**

- Grow kindness with a gardening workshop or plant sale. Green thumbs unite to support our mission.

## **16. Live Streaming Event:**

- Stream for good! From gaming marathons to live performances, let the audience donate while enjoying the show.

## **17. Birthday or Milestone Celebration:**

- Celebrate by giving back! Instead of gifts, collect donations for Heron Hospice Society.

## **18. Poker Tournament:**

- Bet on fun! Host a poker night where the buy-in supports Heron Hospice, and maybe the winner takes a share too.

## **19. Dinner Party or Potluck:**

- Feast for a purpose! Host a dinner party where donations are the entry fee, and the vibes are as upscale as the cause.

## **20. Pub Tournament:**

- Charge patrons to compete in darts, skittles, or cards, with a winner's prize shining bright

## **21. Board Game Tournament:**

- Game night, anyone? Bring out the classics like Scrabble or Monopoly, gather your squad, and let the games begin for a good cause.

## **22. Digital Game Night:**

- Turn your hangout into a community cause! Whether it's digital games or a trivia night, have fun while raising funds with your friends.

## **23. Karaoke Night:**

- Sing your heart out! Participants make a splash on the stage, and attendees can groove while making donations to support Heron Hospice.

## **24. Wine Night:**

- Sip for a cause! Invite friends for a night of socializing with a buy-in fee, all while enjoying the company and a glass of wine.

Ideas for fundraising are endless! Remember to tailor your fundraising idea to the interests and preferences of your community while keeping in mind the values and mission of Heron Hospice Society of Delta. The key is to have fun while making a positive impact. Let your creativity shine, and let's make this fundraiser a blast!

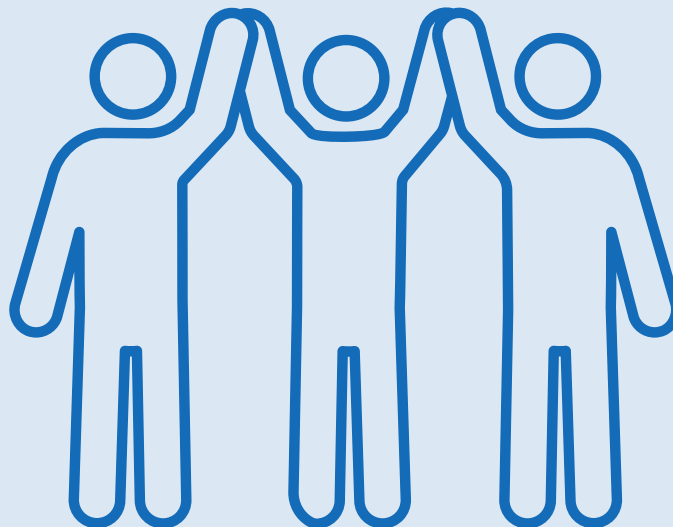
# How We Can Support Your Event

## **Heron Hospice Society of Delta CAN:**

- Offer you advice on how to organize your event. We are happy to help guide your fundraising initiative by discussing your ideas with you. Feel free to direct any questions about the Third-Party Event application process to us.
- Help you promote and recognize your event by posting on our communication channels.
- Send a Society representative to attend your event, if available.
- Issue tax receipts, subject to Canada Revenue Guidelines.
- Authorize the use of our name and logo at your fundraising event for Heron Hospice Society of Delta

## **Heron Hospice Society of Delta CANNOT:**

- Fund or reimburse any event expenses.
- Provide Society donor or sponsor lists.
- Guarantee attendance of staff or volunteers at your event.
- Solicit individuals or companies to acquire donations or sponsorship for auctions or raffles. The event organizer is responsible for any canvassing.
- Apply for licenses (e.g. bingos, raffles, liquor, insurance) for your event.
- Provide tax receipts for cash or in-kind goods that were not directly received by the Society (please also see information on tax receipts).





# Ready to Get Started?

When organizing a third-party fundraising event for Heron Hospice Society of Delta, it's essential to have a clear agreement in place to ensure transparency, alignment with organizational values, and legal compliance.

## Your Checklist: Before the Big Day

- Choose Your Event: Think of something awesome! What makes you excited?
- Pick a Date and a Perfect Spot: When and where? Make sure it matches your vibe and guest list.
- Goals and Budget Time: Set your fundraising goal and figure out your budget. Let's dream big!
- Complete the Third-Party Application Form (page 10) – it's like the VIP pass to fundraising!
- Recruit Your Squad: Call in the troops! Recruit volunteers if you need extra hands. Teamwork makes the dream work!
- Lock in the Agreement: Sign and submit the Third-Party Fundraising Agreement (page 12) – it's like the official handshake!
- Time to charm sponsors! Start with friends, family, and that coffee shop you love. Employers might even double the fun by matching donations!
- Create a timeline! Let's keep things organized and on track.
- Shout It Out! (in a Friendly Way): Advertise your event! Use social media, posters, email and more. But, check in with us first to make sure we're all on the same friendly page!
- Be Prepared: Gather all the materials you need at least a week before – smooth sailing is the key!

## On the Big Day:

- Team Pep Talk: Your volunteers need a pep talk! Make sure everyone knows their role and is ready to shine.
- Donation Duty: Assign someone to handle the cash flow and make sure those donation pledge forms are filled out with accuracy.
- Most important step – HAVE FUN! It's your time to shine, so enjoy every moment.

# Share Your Fundraising Plan!

## Third-Party Fundraising Application

### Section 1: Contact Information

Organization Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/ Postal Code: \_\_\_\_\_  
Day Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Minors: Are you under the age of 19? \_\_\_ Yes \_\_\_ No  
If yes, provide name of your Parent or Guardian

\_\_\_\_\_

### Section 2: Fundraising Information

Fundraising Activity Name: \_\_\_\_\_  
Fundraising Activity Description:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date(s): \_\_\_\_\_ Time: \_\_\_\_\_

Location/Address: \_\_\_\_\_

Is this event open to the public? \_\_\_ Yes \_\_\_ No

How many people do you expect to attend? \_\_\_\_\_

Will this be an annual event? \_\_\_ Yes \_\_\_ No

If there are costs associated with the event, will you be taking these out of proceeds?  
\_\_\_ Yes \_\_\_ No

If you are generating money through ticket sales/entry fees/product purchase, please indicate what percentage or amount will be donated to HHSD. \_\_\_\_\_

What insurance covers the event/promotion?

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Please list any other organizations attending/benefitting from this event.

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How do you plan to promote the event?

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### Section 3: Heron Hospice Society of Delta Participation

Are you requesting HHSD literature be at the event/promotion?

Yes  No  If possible, but not required

Are you requesting attendance by HHSD staff or volunteer?

Yes  No  If possible, but not required

If yes, what is the purpose of their attendance?

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Please read and sign below.

I/we hereby understand, agree and submit the following:

Heron Hospice Society of Delta will not assume any legal or financial liability for the above referenced fundraising activity. Furthermore, I/we understand and agree that Heron Hospice Society of Delta must approve, prior to any printing and distribution, any use of its name or logo.

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Third-Party Fundraising Signature      Date

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HHSD Representative Signature      Date

#### **Please return the Third-Party Fundraising Application to:**

Heron Hospice Society of Delta  
4631 Clarence Taylor Crescent  
Delta, BC V4K 4L8  
Email: [info@heronhospice.org](mailto:info@heronhospice.org)

# Let's Make it Official!

## Third-Party Fundraising Agreement

This Agreement (the "Agreement") is entered into on \_\_\_\_\_, by and between:

\_\_\_\_\_  
[Your Organization/Your Name] (the "Organizer")

\_\_\_\_\_  
[Organizer's Address]

and

**Heron Hospice Society of Delta** (the "Beneficiary")

4631 Clarence Taylor Crescent

Delta, BC V4M1P8

**Purpose:** The Organizer agrees to organize and conduct a fundraising event (the "Event") for the benefit of Heron Hospice Society of Delta. The Event details, including date, time, and location, are specified in Exhibit A, attached hereto.

### Terms and Conditions:

#### 1. Approval:

- The Organizer agrees not to promote or host the Event without obtaining written approval from Heron Hospice Society of Delta.

#### 2. Compliance:

- The Organizer agrees to comply with all applicable laws and regulations governing fundraising activities in the region where the Event takes place.

#### 3. Use of Funds:

- All funds raised through the Event shall be donated to Heron Hospice Society of Delta. The Organizer shall not use the funds for personal gain or for any purpose other than that agreed upon with Heron Hospice Society.

#### 4. Financial Reporting:

- The Organizer agrees to provide a detailed financial report to Heron Hospice Society within 14 days after the conclusion of the Event. The report shall include funds raised, expenses incurred, and net proceeds.

#### 5. Promotion and Branding:

- The Organizer agrees to clearly state that the Event is a third-party fundraiser benefiting Heron Hospice Society of Delta. The use of Heron Hospice Society's logo and branding materials must be approved in advance.

#### 6. Insurance:

- The Organizer is responsible for obtaining any necessary insurance coverage related to the Event, including liability insurance

**7. Indemnification**

- The Organizer agrees to indemnify and hold Heron Hospice Society of Delta harmless from any claims, damages, or liabilities arising from the Event.

**8. Communication:**

- The Organizer agrees to keep Heron Hospice Society informed throughout the planning and execution of the Event and collaborate with the organization for promotional support.

**9. Termination:**

- Either party may terminate this Agreement upon written notice if the other party fails to comply with its terms.

**Miscellaneous:**

- This Agreement constitutes the entire understanding between the parties and supersedes any prior agreements or understandings.
- Any modifications to this Agreement must be in writing and signed by both parties.

**Signatures:**

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[Your Name and Title/Organization]

Date: \_\_\_\_\_

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[Authorized Representative of Heron Hospice Society]

Date: \_\_\_\_\_

# Accessing Charitable Tax Receipts

Heron Hospice Society of Delta would be more than happy to issue official receipts for income tax purposes upon request, but all gifts must meet the conditions defined by Canada Revenue Agency (CRA).

1. Tax receipts will be automatically issued for all donations of \$20 or more. We will issue a receipt for a smaller amount upon request only.
2. Official receipts require the full name and address of the individuals who made the donations.
3. If a company or business wishes to receive a donation receipt, the receipt will be issued only if the CRA criteria are met.
4. Tax receipts can only be issued to those who have **not** received a product or tangible item in return for their donation. The purchase of raffle tickets, admission tickets, green fees, auction items, and performances are a few examples of gifts that are not eligible for a tax receipt.
5. For further information on Canada Revenue Agency Tax Receipt policies, please visit <http://www.cra-arc.gc.ca/chrts-gyng/chrts/prtng/rcpts/fndrsng-eng.html>

## Questions? Connect with Us:

Heron Hospice Society of Delta

Tel: 604 245-7380

Email: [info@heronhospice.org](mailto:info@heronhospice.org)

Address: 4631 Clarence Taylor Crescent,  
Delta, BC V4L 4L8

Web: [heronhospice.org](http://heronhospice.org)

