

WELCOME TO YOUR COMMUNITY FUNDRAISING TOOL KIT

About This Resource

Thank you for choosing to support



Whether you're planning a bake sale, a birthday fundraiser, or a company-wide challenge, your efforts will help bring comfort, dignity, and compassionate care to individuals and families facing end-of-life journeys in our community. Every dollar raised supports essential services—from meals and grief support to residential care—that are offered at no cost to those who need them most.

This toolkit is designed to guide and empower you through every step of organizing your own fundraising initiative. Inside, you'll find ideas, planning tips, sample forms, and inspiration to help make your event meaningful and successful.

No matter how big or small your fundraiser may be, your impact is real. Together, we can ensure that every person receives the care they deserve—when they need it most.

Let's get started.

With gratitude,

The Team at the Sudbury Hospice Foundation

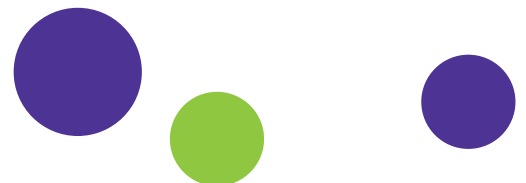




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For additional support, please contact the Sudbury Hospice Foundation

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Phone : 705-674-9252 ext. 228

E-mail : ashley@maisonsudburyhospice.org

About Us



Who We Are

Maison McCulloch Hospice is a bilingual home offering compassionate end-of-life care in Greater Sudbury. We provide both residential and community-based services that focus on comfort, dignity, and support for individuals and their loved ones. With the help of dedicated staff, volunteers, and generous donors, we ensure that no one faces their final journey alone.



Mission Statement

Maison McCulloch Hospice is a centre of excellence dedicated to the collaborative delivery of quality hospice palliative care and palliative care education in both official languages in the City of Greater Sudbury and the Sudbury District.

The Hospice helps individuals and their families realize their full potential to live even when someone is dying, by attending to their physical, psychosocial, spiritual, and practical needs, in the location of their choice.

Vision

Everyone should be able to live and die in peace, with dignity, free of pain, surrounded by loved ones, in the setting of their choice.

Values

Compassion - Dignity - Respect - Integrity

2. Fundraising Philosophy

At Maison McCulloch Hospice, we believe fundraising is more than raising money—it's about building a community centered on compassion, dignity, and care. Every event, gift, and effort contributes to an environment where families can focus on love and connection during life's most profound moments.

Core Principles:

- **Community-Centered:** We grow through kind partnerships—whether with schools, businesses, volunteers, or families—because everyone plays a vital role in supporting end-of-life care.
- **Transparent & Trust-Based:** We honor every donation by showing exactly how funds sustain meals, grief counseling, hospice stays, and more.
- **Inclusive & Respectful:** Our fundraisers welcome people of all backgrounds, abilities, and comfort levels—because everyone deserves to support and be supported.
- **Celebration of Impact:** From your first dollar to your 100th event, we spotlight stories of comfort, resilience, and connection made possible by your support.

Through thoughtful giving and collective action, we ensure no one in Greater Sudbury faces the end of life alone—and every moment remains filled with dignity and care.



3. Keys to Success for Fundraising Event Planning



1. Know Your “Why”

Start with purpose. Why are you organizing this event? Whether it’s in memory of someone or simply to give back, your “why” will inspire others to support you.



2. Tell Your Story

Share your personal connection to hospice care. Use photos, short videos, or social media posts to help others feel emotionally invested.



3. Ask – Clearly and Often

Many people are willing to help—they just need to be asked. Don’t hesitate to reach out directly to friends, family, colleagues, and local businesses.



4. Plan Ahead

Give yourself enough time to secure a venue, recruit volunteers, promote your event, and handle logistics like permits, insurance, or supplies.



5. Build a Support Team

Don’t do it alone. Get help with setup, promotion, collecting donations, and more. Assign roles to lighten the load and increase your reach.



6. Promote Creatively

Use every tool available—social media, flyers, word of mouth, community boards, local media. Don’t forget to tag the hospice and use approved logos.



7. Take Lots of Photos

Capture the spirit of your event! Photos can be shared afterward, help with future promotions, and inspire others to fundraise too.



8. Say Thank You

Always thank your donors, sponsors, volunteers, and guests. Gratitude builds long-term support and community goodwill.



9. Follow Up

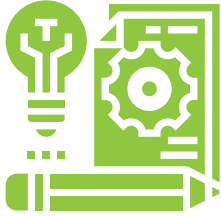
Submit collected donations and forms promptly. Share your success with the hospice and celebrate what you achieved!



10. Reflect & Repeat

What worked well? What would you change next time? Consider making it an annual tradition—it often gets easier and more impactful each year.

4. EIGHT STEPS TO SUCCESSFUL EVENT PLANNING



First Things First

- Brainstorm your event idea.
- Build your planning committee (if applicable).
- Set your fundraising goal.
- Choose a tentative date.



Tell Us About It

- Complete and submit the Fundraising Agreement Form to the Sudbury Hospice Foundation (see appendix A).



Create A Budget

- Use the sample budget as a guide to estimate revenue and expenses (see appendix B).
- Find sponsors to cover initial costs (venue, printing, etc).
- Events can be expensive to host. Having sponsors not only alleviates some of the financial burden, but will help later on with promotion and ticket sales!

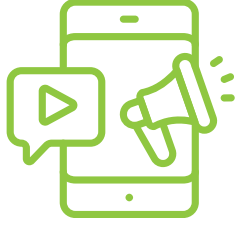


The Logistics

- Confirm your venue.
- Apply for necessary permits and insurance.
- Gather supplies and equipment.
- Recruit volunteers (emcee, set-up/tear-down, AV, food, photographer, etc.).

*This is where things really start coming together. Communication between the event coordinator (that's you), and all other members involved is crucial at this point.

Make sure to ask your venue what resources they have on-site that could benefit your event (ex: chairs, sounds system, etc.)



Promoting

- Once you've secured your venue and date, you're ready to begin telling everyone about your event.
- Promote your event using flyers, newsletters, websites, emails, and word of mouth.
- Use social media and tag the hospice foundation with approved handles.
- Create posters and media outreach.



Invite the media

- Send invitations to local media, radio stations, or community partners.
- Include your event in local community listings and calendars.



The Fundraising

- Ask local businesses or your employer for matched donations.
- Challenge friends or family to help you meet your goal.
- Be proactive—ask, ask, ask!
- See section 6 “How to Ask” for more details.



Post Event

- Post-Event
- Collect and submit outstanding pledges and donations.
- Send thank-you notes to sponsors, donors, and volunteers.
- Share 3–4 high-resolution photos with the hospice for social media.
- Consider making it an annual or recurring event.
- The first time is the hardest!

Fundraising events shouldn't be taken on alone! There can be a lot of moving pieces and it can feel like a big endeavor.

Ask for help! We are here to support you!

5. Fundraising Ideas

Businesses & Corporate Groups

- Dress-Down Days – Employees donate to wear casual clothes.
- “Donate a % Day” – A portion of daily/weekly sales goes to the hospice.
- Corporate Matching – Match employee donations dollar for dollar.
- Holiday Gift Wrapping Station – Set up at retail locations for donations.
- Lunch & Learn with a Cause – Offer workshops or talks in exchange for donations.
- Office Olympics or Trivia Challenge – Lighthearted competition between departments.
- Retirement or Anniversary Gifts in Lieu of Presents

Community-Based Events

- BBQs / Community Picnics / Block Parties
- Yard sale or Bottle Drive
- Craft Show / Farmers' Market Table
- Silent or Live Auctions
- Community Carnival / Family Fun Day
- Coffee House or Open Mic Night
- Outdoor Movie Night with Concession Stand
- Polar Plunge or Cold Water Challenge
- Seasonal Events – Pumpkin carving, Easter egg hunt, Holiday markets

Individual or Family-Led

- Birthday Fundraiser (Gifts in Lieu of Presents)
- Personal Challenge – Walk, cycle, or run X km in memory of a loved one.
- Online Craft or Art Sale
- Facebook/Instagram Fundraiser
- DIY Workshop (knitting, painting, etc.) with an entry donation
- Photo Contest or Virtual Pet Show

Schools & Youth Groups

- Dance-a-thon / Walk-a-thon / Read-a-thon
- Spirit Week Fundraising – Pajama day, hat day, crazy hair day (donation to participate).
- Bake Sales & Popcorn Days
- Talent Show or Student Showcase
- Battle of the Bands
- “Coins for Care” Classroom Challenge – Compete to collect the most change.
- Garage or Book Sale – Students and families donate items.
- Create a Cookbook – Recipes from students, teachers, and families.
- Collect “pop tabs”

Just remember: Make it fun!

The more fun you are having, the less it feels like work!



6. How to ASK

How to Ask Sponsors or Local Businesses for Support

Do Your Homework

- Research businesses that already support community causes or align with hospice values (healthcare, compassion, family).

Be Clear & Professional

Create a short, personalized letter or email that includes:

- What your fundraiser is (brief description)
- Why you're raising money (highlight impact of hospice care)
- What you're asking for (cash donation, prize for auction, matching gift)
- How they'll be recognized (logo on poster, social media shoutout, signage at the event)

Make It Easy to Say Yes

- Offer different giving levels (e.g., Bronze/Silver/Gold sponsor tiers) with specific benefits for each.

Follow Up in Person

- After sending your message, stop by in person if possible. It builds trust.

Thank & Recognize Them Publicly

- Gratitude leads to future support.

How to Ask Friends and Family for Donations

Make It Personal

- Share why hospice care matters to you.
- Mention a specific story or connection.

Use Social Media Creatively

- Post with photos, short videos, or personal messages.
- Include a link to your donation page or QR code.

Be Specific in the Ask

- Instead of "Please donate," try:

👉 "Will you help me raise \$250 for Maison McCulloch Hospice by donating \$25 today?"

👉 "Would you donate the cost of a coffee this week to support end-of-life care?"

Offer Updates

- Share your progress—people love helping you reach a goal.

Say Thank You Promptly

- A quick message or post expressing gratitude goes a long way.

How to Get Community Members Involved in Collecting Donations or Pledges

Make Them Feel Like Partners

- Ask for help with a shared goal:
👉 "Would you be part of my fundraising team to help raise \$1000 for hospice care in Sudbury?"

Give Them Tools

- Provide:
👉 Pledge forms or donation links (see appendix C for pledge for sample).
👉 A sample message
👉 A script for door-to-door or phone calls (if applicable)

Gamify It

- Add fun incentives:
👉 Small prize for most pledges collected or team fundraising competition

Show the Impact

- Share what donations will do—e.g., "\$50 provides a day's worth of meals for a resident."

Recognize Their Effort

- Highlight them in social media posts

7. Support Provided

We are deeply grateful for your efforts to raise funds in support of hospice care. While we cannot organize or manage third-party events, we are happy to assist in the following ways:

✓ We CAN:

- Provide event planning advice and fundraising guidance
- Issue a letter of support confirming your fundraiser is “in support of” Maison McCulloch Hospice
 - Offer a listing on our event calendar or website (if applicable)
 - Share approved logos and branding with usage guidelines
- Provide digital or printed promotional materials (e.g., banners, brochures, hospice facts)
 - Attend your event when possible (e.g., for a cheque presentation or short speech)
- Share or repost event content on our social media (if aligned with our mission and messaging)
- Issue official tax receipts in accordance with CRA guidelines for eligible donations

⊘ What We Are Unable to Do

While we are here to support your efforts, there are limitations to what we can provide to ensure fair use of our resources and compliance with CRA and privacy regulations.

✗ We CANNOT:

- Fund or reimburse any event costs or provide upfront money
- Provide donor contact lists or solicit donors on your behalf
- Apply for permits, insurance, or licenses required for your event
- Solicit prizes, auction items, or sponsorships from local businesses
- Share personal information about our residents, families, donors, or staff
- Be listed as an event co-host, organizer, or partner—your event must be clearly promoted as “in support of Maison McCulloch Hospice”
- Guarantee staff presence at all community events due to limited availability

8. Legal Guidelines for Event Planning in Ontario

1. Permits & Permissions

Depending on your venue or activities, you may need:

Municipal Permits for using parks, roads, or community centers.

Noise permits for amplified music/events.

Food handling permits if serving or selling food (required through your local public health unit).

Liquor licence from the AGCO if alcohol is being sold or served.

Special Occasion Permit (SOP) for alcohol at fundraising events.

🧠 Tip: Always check with the municipality or venue about what's required at least 4–6 weeks in advance.

2. Insurance

- You may be required to obtain liability insurance for your event, especially if:

- It's in a public venue
- You're serving alcohol or food
- Vendors or volunteers are involved

- Ask if your venue requires you to name them as an “additional insured”.

🧠 Tip: Consider adding volunteer insurance if helpers are lifting equipment or handling logistics.

3. Fundraising Activities with Legal Restrictions

Some fundraising elements are regulated by law:

Activity	Regulated?	What to know
Raffles 50/50 Bingo	✓ Yes	Require a municipal lottery licence
Online Raffles	✓ Yes	Regulated by AGCO
Alcohol Sales	✓ Yes	Need a SOP from AGCO
Silent Auctions	✗ No	Permitted, but not tax receiptable

Community Fundraising Agreement Form

Please open the community fundraising acknowledgment form by clicking on the link below or by scanning the QR code.

Once the form is filled out or if you have any questions, please contact:

Ashley Betrand
Director
Sudbury Hospice Foundation
705-674-9252 ext. 228

ashley@maisonsudburyhospice.org

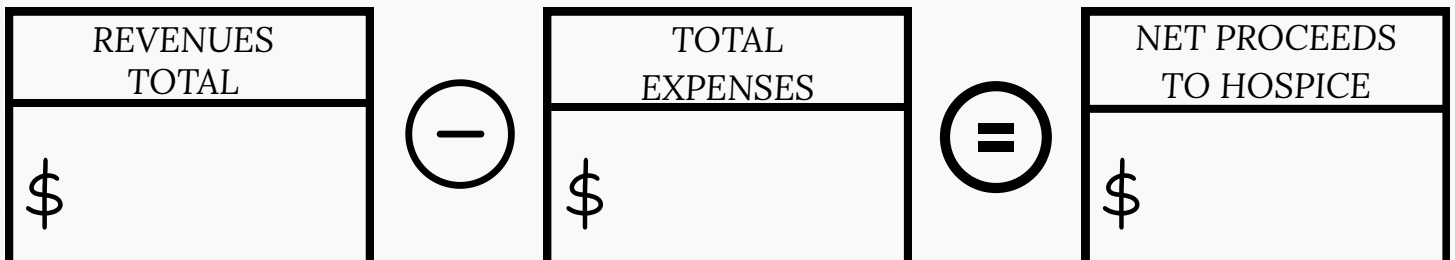
[CLICK HERE](#)



SAMPLE BUDGET

Revenues		Expenses	
Source	Amount (\$)	Source	Amount (\$)
Ticket Sales		Venue	
Donations		Catering	
Sponsorships		Printing	
Auction		Advertising	
Other		Supplies	
TOTAL REVENUE		Prizes	
		Licenses/Permits	
		Other	
		TOTAL EXPENSES	

Net proceeds



PLEDGE FORM SAMPLE

*** To receive a tax receipt, the following donor information is required: name, address, phone number, e-mail address, and donation amount (minimum of \$10). All cheques must be made out to "Sudbury Hospice Foundation".

Pledge Forms are an easy way to keep track of collected donations. Please ensure that written pledge information is legible. Electronic pledge forms are also acceptable.

Add your logo (if applicable), your name and contact information, and the event details (date, time, location, fundraising goal) here

Add the Sudbury Hospice Foundation logo and the above mentioned tax receipt information here.

First Name	Last Name	Address	City & Province	Postal Code	Phone Number	Email Address	Donation Amount	Donation Type
John	Doe	0 Anywhere St	Example, ON	AOA 0A0	(555-555-5555)	doejohn1@email.email	\$10	Cash

Mention that all proceeds will directly benefit Maison McCulloch Hospice and include our hospice logo here.

Grand total