

Fundraising Toolkit

Your Guide To Raising Funds for
Trillium Health Partners



Trillium
Health Partners
Foundation

Fundraising Tips

Thinking about hosting a fundraiser in support of Trillium Health Partners? If so, you're in good company!

Each year, families, friends, colleagues and community groups join together to create street parties, staff lunches, walks and lemonade stands, or galas and golf tournaments in support of Trillium Health Partners.

This toolkit will help you get started on planning your fundraiser. When you are ready to partner with us, please submit a Fundraising Agreement Form and a Foundation representative will connect with you on next steps.

Interested in corporate fundraising?



Cause-Related Marketing: Designate a per-unit donation or a percentage of total sales from a special product or selected products, while giving back to community health care. Demonstrate to your customers, employees and suppliers that you truly care about investing in health care, closer to home—right where it belongs.



Matching Gift Programs: Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Double your fundraising efforts by asking your employer if your company has a matching gift program. If not, lead the way and ask if they would be willing to match the funds you raise in support of Trillium Health Partners!



Create annual staff-led fundraisers: Get your staff engaged and involved in the community! Develop a team to create fundraising events throughout the year such as bake sales, pizza lunches for a donation, dress down days, arts and crafts sales, holiday parties and sports teams. Or even consider donating funds to THP in lieu of client/staff holiday gifts and give back to local health care.



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How we can help:

- Provide an acknowledgement letter proving authenticity of your fundraiser
- Provide guidance on planning your fundraiser through helpful templates
- Display your fundraiser brochures/poster at our three hospital sites
- Supporting your efforts in advertising your fundraiser
- Provide support materials for your fundraiser, such as a THPF-branded banner and presentation cheque
- Depending on your fundraiser, you may want to set up a **fundraising page online**. This can be done through our website! You can create an online fundraising page after you've submitted your Fundraising Agreement Form by visiting **trilliumgiving.ca/fundraisingpage**. If you have any question while setting this up, we're always here to help!
- Assist with collecting funds and arranging for charitable tax receipts for donations following your fundraiser as per CRA guidelines. **If you are looking to collect pledges, cash or cheques in person, please note that cheques must be payable to Trillium Health Partners Foundation. Please print or review Cash Donation Form on the website.**
- Prepare and mail thank you letters (accompanied with tax receipts)

Please note that we are unable to:

- Share donor mailing lists
- Offer funding or reimbursement for expenses
- Prepare and mail thank you letters to those who do not receive a tax receipt
- Issue tax receipts for registration, sponsorship, gift-in-kind donations such as services gift certificates, and use of vacation property



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Tax Receipting Tips: Financial Responsibility

It is very important that you understand the rules about tax receipts before you plan your event. It is your responsibility to communicate decisions surrounding tax receipting to all your event participants.

The Canada Revenue Agency (CRA) has set guidelines for issuing charitable tax receipts. Tax receipts will be issued to individuals and corporations that make a cash donation of \$20 or greater. Excluded are registration, sponsorship, and gift-in-kind donations—such as services, gift certificates, and use of vacation property.

If requested, a Business Receipt can be provided for non-tax receiptable gifts.

After your event, prepare and provide the Foundation with detailed electronic lists (please see pg 13) that specify individuals and/or corporations that require a tax receipt, along with your budget and copy of expenses. Trillium Health Partners Foundation has a legal responsibility to confirm with CRA tax laws, including auditing responsibilities and must accurately track donor records.

The tax-deductible amount for participation is calculated after the fair market value of goods and services has been deducted. For a further explanation and examples of this, please visit: trilliumgiving.ca/issuingreceipts.

The Foundation will not, under any circumstances, issue income tax receipts until it has received all documentation on costs and eligible amount of gifts.



Thank you for your interest in supporting Trillium Health Partners.

We look forward to working with you!

If pictures or video will be taken at your event, please be sure to post a sign at the event notifying attendees that content might appear on social media—and be sure to tag us!



TrilliumHealthPartners



Hospital: @THP_hospital

Foundation: @ THP_foundation



@trilliumhealthpartners

Stay in Touch:

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