

# THIRD PARTY FUNDRAISING GUIDE







## WHY HOST A THIRD PARTY FUNDRAISER FOR THE CANCER ASSISTANCE PROGRAM?

**One in two** Canadians will be diagnosed with cancer in their lifetime and **one in four** will die from the disease. The number of newly diagnosed cancer patients continues to rise every year. With advances in medical care and treatment, cancer patients are living longer with the disease.

Associated with the emotional stress that a cancer diagnosis brings are the financial challenges that only come to light once treatment begins. Patients and their families are not prepared for the reality that **not all costs are covered** – lost time from work, travel costs and other medical expenses.

The Cancer Assistance Program (CAP) is a community-based, not-for-profit organization led by a team of staff and volunteers, offering **FREE** services to ease the physical, emotional and economic impact for all those in our community affected by cancer. CAP has been supporting cancer patients and their families for over 25 years with practical and essential services that help cancer patients live at home while receiving treatment.

Services provided include **transportation** to and from cancer-related medical appointments, access to **parking** for appointments taking place at the Juravinski Cancer Centre and Hospital, home health **equipment** loans and **personal care and comfort items** – wigs and head coverings, nutritional supplements, mastectomy garments and incontinence products. Supports continue for as long as individuals require them.

Those eligible for our services include those with a cancer diagnosis who live in or are being treated in the **greater Hamilton community** (including Stoney Creek, Binbrook, Mount Hope, Flamborough, Dundas and Waterdown).

With **no sustainable government support**, CAP is faced with the challenge each year of raising more funds to meet our community's demand and **we cannot do it alone**.

The Cancer Assistance Program relies greatly on third party or community fundraisers held by individuals and groups throughout the year. By hosting your own event with proceeds benefitting CAP, **you are helping make a very real and tangible difference in many lives**. Big or small, every dollar helps and you can feel great knowing that funds raised stay right here in our community impacting friends, family, neighbours and coworkers directly.

**With your support, we can continue our legacy of providing help when it is needed most.** Thank you for your interest in supporting the Cancer Assistance Program though a special fundraising event. We look forward to connecting soon!

## TYPES OF EVENTS



**A-THONS:** Turn almost any activity into an "a-thon." Examples include walk, bike, dance, bowl, skate, yoga and read. Encourage participants to collect pledges ahead of the event.

**PARTY/FESTIVAL:** Examples include gala, dinner/dance, carnival, holiday/themed celebration, wine & cheese pairing and beer or scotch tasting.



**SALES:** Examples include bake, garage, lemonade, specific item (e.g. calendar or cookbook), arts & crafts, barbecue, car wash and retail or restaurant promotion (e.g. percentage of proceeds from clothing or menu item).

**TOURNAMENT:** Turn almost any activity into a tournament. Examples include pool, sports (e.g. golf, baseball, hockey), board/card games and trivia.



**ENTERTAINMENT:** Examples include benefit concert, talent or fashion show, comedy or karaoke night and theatre production.

**OTHER:** Dress down/civvies day, donations in lieu of gifts or favours (e.g. birthday, wedding, anniversary), auction and drives (e.g. bottle, loose change or product).



# HELPFUL STEPS TO PLAN YOUR EVENT

1

## BRAINSTORM

With so many fun and unique ways to raise funds, make a list of the ones that interest you most. Feel free to contact our Fund Development Manager for guidance.

2

## FORM A COMMITTEE

Assign specific tasks to each committee member and share the workload.

3

## DEVELOP A PLAN

Identify your audience and determine your objectives and goals for the event. Choose a date, time and venue, noting what permits, licenses or insurance is required. Set realistic timelines to ensure maximum preparation.

4

## CREATE A BUDGET

Make a list of anticipated revenue and expenses associated with the event. Try to keep expenses at no more than 20% of gross revenue.

5

## SUBMIT YOUR FORM

Complete and submit the CAP third party fundraising application form. You'll receive a response within 5 business days. Please note that fundraising and promotion may not begin until you've received approval from CAP.

6

## PROMOTE YOUR EVENT

Once your application has been approved, secure required permits, licenses or insurance and begin promoting your event through email, social media, word of mouth, posters, news releases, etc.

7

## THANK SUPPORTERS

Be sure to thank everyone who supported your event and let them know the impact and results of their efforts.

8

## ARRANGE DONATION

Contact CAP to make arrangements to deliver and celebrate funds raised. We love meeting with our supporters and sharing your stories with our followers.

# HOW CAP CAN HELP

The Cancer Assistance Program staff and volunteers organize and host three annual signature fundraising events alongside other campaigns. By hosting a third party fundraiser, you assume responsibility for all aspects of your event, from planning to implementation, independent of CAP resources. Cancer Assistance Program is pleased to support you in the following ways:

» **Answering any questions and providing guidance throughout the planning process**

» **Use of Cancer Assistance Program name and logo with CAP's approval**

- All materials using name or logo must be pre-approved by CAP prior to use

» **CAP marketing and informational materials**

» **Social media promotion on CAP's Facebook, Twitter and Instagram pages**

» **CAP representative at event**

- Not guaranteed, but every effort will be made to make this possible

» **Issuing tax receipts according to CRA guidelines**

- Offering tax receipts must be pre-approved by CAP
- Tax receipts will be issued according to Canada Revenue Agency guidelines (learn more [here](#))
- Once approved, tax receipts will be issued for gifts of \$20 and above
- Tax receipts will only be issued if full name and address of donor is provided
- Tax receipts will NOT be issued for sponsorships as the company will have received marketing value in return
- Cancer Assistance Program will issue a letter to businesses and corporations regarding the donation, which should suffice as evidence of the charitable gift

## YOUR CAP REPRESENTATIVE



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