

Thank you for being a Hospice Hero!



COMMUNITY FUNDRAISING *Toolkit*

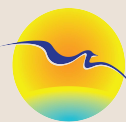
FOR MORE INFORMATION PLEASE CONTACT:

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NIPISSING SERENITY HOSPICE
LA MAISON SÉRÉNITÉ DU NIPISSING

nipissingserenityhospice.ca



A hero has compassion.
A hero offers hope.
A hero is a champion.



In this toolkit you will find everything needed to plan and host a successful event.

- *Fundraising ideas*
- *Planning checklist*
- *How to promote your event*
- *Agreement forms*
- *How your money helps*
- *What you'll need to know about charitable contributions and tax receipts*

Thank you for your interest in supporting Nipissing Serenity Hospice.



“You matter because of who you are. You matter to the last moment of your life, and we will do all we can, not only to help you die peacefully, but also to live until you die.”

Dame Cicely Saunders,
founder of the first modern hospice

Who we are?

Nipissing Serenity Hospice (NSH) is a bilingual, 10-bed residential palliative care facility. The NSH offers free services to residents of Nipissing and East Parry Sound districts, and welcomes patients regardless of age, religious beliefs or culture.

What we care about?

It is a place where spiritual, psychosocial and physical needs are met to relieve pain and suffering in the final stages of life. Professional staff and trained volunteers work alongside those who are living with life-challenging illnesses, supporting them and their caregivers through the difficult transition associated with grief & bereavement.

Why we need your help?

Although we are partially funded by the Provincial government for direct clinical care, we still need to raise close to \$700,000 annually to support our programs, operate our facility and enhance our residents' experience.

FUNDRAISING *Ideas*

Here are some fundraising ideas that you can safely do during Covid-19

1

Online Party
(Pampered Chef,
Thirty-One, Tocara,
etc.)

Who doesn't like to shop?! This is a great way to support local businesses or home party reps in your area. Ask the businesses to donate proceeds from sales or collect donations.

2

Special Occasions
(Birthdays, Weddings,
Anniversaries, etc.)

In lieu of gifts, collect donations or do a Facebook campaign.

3

**Workplace or
School Giving**

Get out of your yoga or pyjama pants and do a "dress-up" day from home and collect donations.

4

Do a 'Thon'
(Yoga-thon, walk-a-thon,
book-a-thon etc.)

Keep engaged with friends and family and give back at the same time!

5

**Host an Online
Tournament**

Board games, video games etc. Collect an entrance fee and donate it.

6

**Make Crafts and
sell them**
(like masks, jewelry,
paintings, quilts etc.)

Donate the proceeds back to Nipissing Serenity Hospice.

Checklist

What to do next?

Here are a few ideas to get you started, you can use the free spaces to add your own important items to-do.

“ Have a bias toward action – let’s see something happen now. You can break that big plan into small steps and take the first step right away.
Indira Gandhi ”

- Pick an event
- Choose a name for the event
- Pick a platform (Zoom, Facebook, etc.)
- Choose a date
- Make a budget
- Set fundraising goals
- Create an invitation list
- Plan how to promote your event
-
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NOTES

How *Nipissing Serenity Hospice* supports your event?

1

First

The Fund Development Coordinator is available to offer you event planning and fundraising support.

2

Second

Promotional materials like pop-up banners, posters, and brochures.

3

Third

Communications such as letters of support, Nipissing Serenity Hospice logo, media release template, list of media contacts, and a thank you letter template.

4

Fourth

Mentions on Nipissing Serenity Hospice social media channels.

5

Fifth

Assist to secure volunteers.

6

Sixth

Post-event accounting support, big cheque presentation, and photo opportunity.

We will be with you
every step of the way!

Guidelines & Standards

Event organizers are responsible for obtaining and paying for all permits, licenses and insurance required to host the event.

01

You are responsible for obtaining sponsors and collecting donations.

02

You are responsible for selling tickets to your event.

03

All promotional materials must be submitted for approval before printing or posting online.

Promoting *your event*

A media contact list, media release template, Nipissing Serenity Hospice social media handles and tips are available as separate documents .



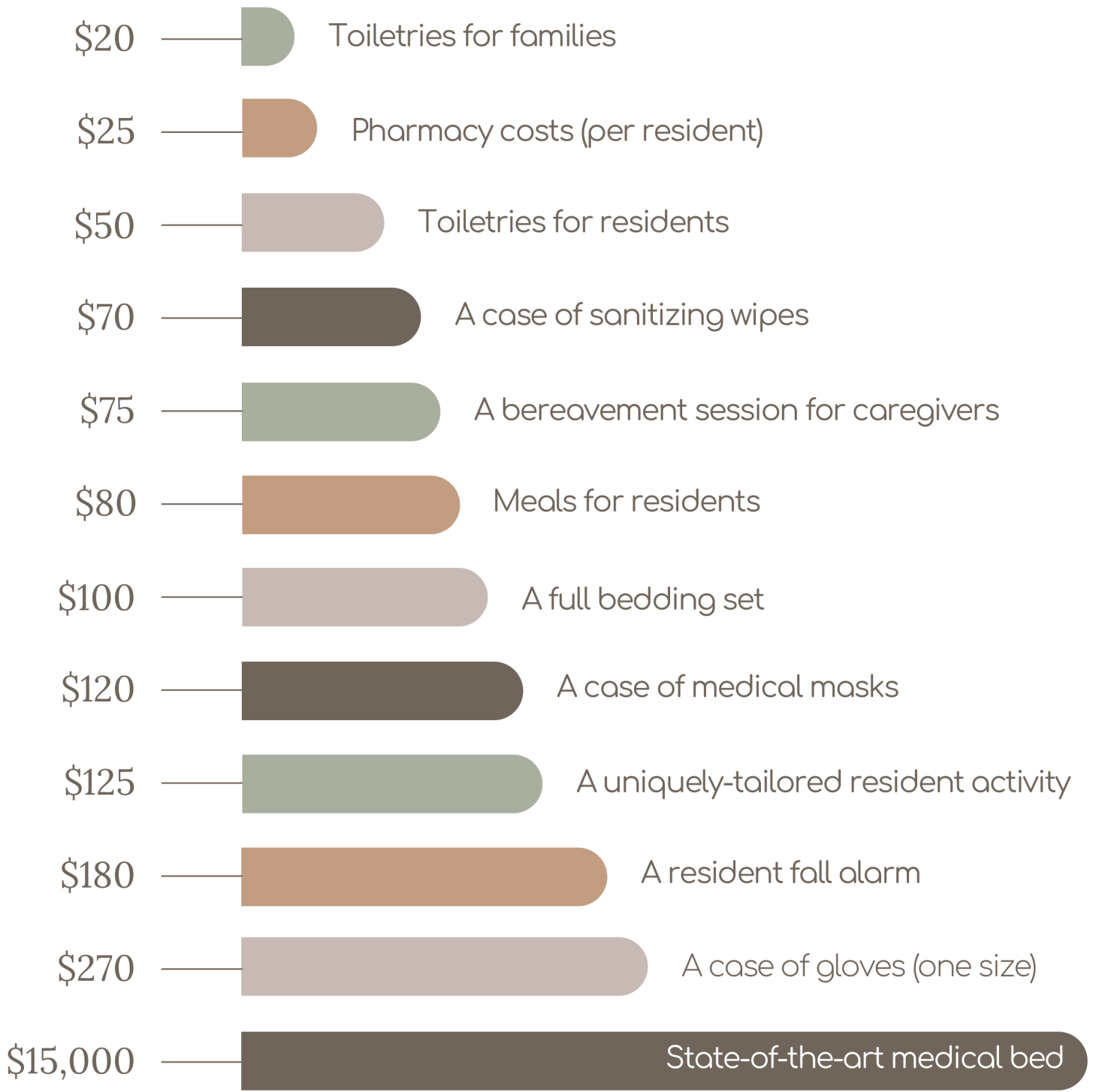
I did my epicure fundraiser for the hospice because I believe that the end of life care we give is incredibly important for both the resident and their families. The end-of-life journey is a challenging time for many and we do our part to make it as comfortable as possible for everyone involved.

Because of this, it was incredibly meaningful for me to be able to raise whatever money I could to aid in that experience.

JODI ORTON, PSW
Nipissing Serenity Hospice

EVERY DOLLAR COUNTS

These are some of the things that your donations help us buy:



Thank you for your support



“To me it is really quite simple: the hospice is a philosophy of care that offers physical, emotional, psychological and spiritual support to those living with a life limiting illness. The care focuses not only on the person who is ill, but also on the family and friends who are coming to terms with the terminal diagnosis of a loved one. To support the hospice is just the right thing to do, as a community supporter and as a caring human being.”

STUART PARKER, Owner/Operator
Your Independent Grocer, North Bay



CHARITABLE CONTRIBUTIONS *and Tax Receipts*

A charitable tax receipt is given to individuals or businesses who make a donation to a registered Canadian charity. Nipissing Serenity Hospice automatically receipts all eligible donations of \$20 or greater.

Sponsorships, admission fees, raffle tickets, item purchases and donations of services are not eligible for tax receipts. Some in-kind donations may be eligible to receive a receipt.

Tax receipts can only be processed by Nipissing Serenity Hospice once the funds are remitted with complete documentation.

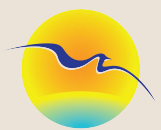
Processing tax receipts takes 2-4 weeks after the donation has been received.

To properly process a tax receipt we require the following information:

1. Donor's name
2. Donor's address (including postal code)
3. Email
4. Donor's telephone number
5. Amount of donation
6. The actual donation (cash, cheque or credit card)



Thank you!



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