

VGH+ Independent Community Event (ICE) Fundraising Guide

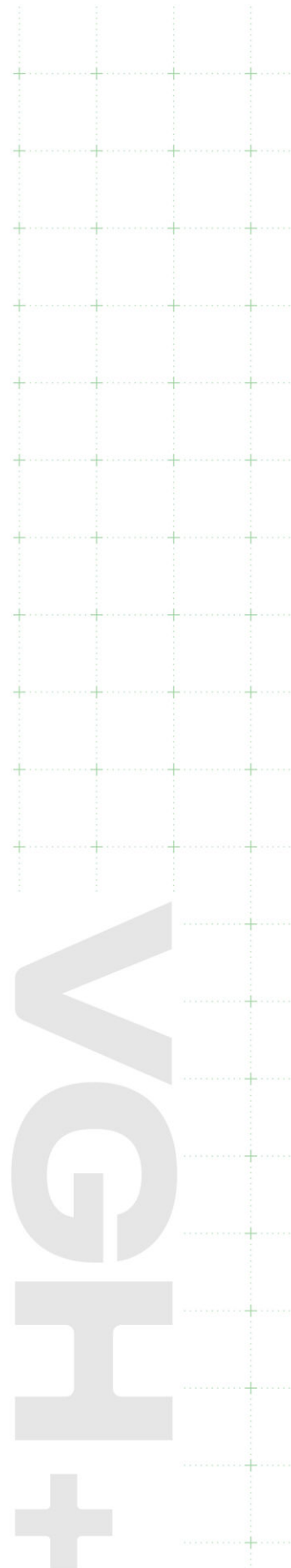
About Independent Community Events (ICE)

Independent Community Events (ICE) are fundraising initiatives and/or events that are organized by caring individuals, community groups, service clubs or businesses across British Columbia. Proceeds benefit VGH & UBC Hospital Foundation. Organizers often have a connection to our health care facilities - either they themselves or someone they know has been a grateful patient or they are inspired to help transform health care. You organize the event — we provide the tools, recommendations, and tax receipting support.

Upon request and subject to availability, here are some examples on how the Fundraising Events Team can support you:

- Planning and tax receipting guidance by phone or email
- Endorsement and acknowledgement letters (e.g., sponsors, gaming licenses)
- Sponsorship, auction, and donation templates
- Approved use of the Foundation's name, logo, and promotional copy
- Promotion through Foundation channels when appropriate
- One-pager on the Foundation
- Event materials (e.g. Foundation banner, donation box) or giveaway (e.g., donation forms, brochures)
- Thank-you letters for sponsors and donors
- Processing and designation of funds
- Tax receipts for eligible donors (upon receiving complete donor information)

Here are just a few examples of fundraising events our community members have organized:



Wildcard Weekend	No More NMO 5km	Fundraising for TRFBC
An annual pub fundraiser featuring a live NFL Wildcard game and silent auction that raised approximately \$45,000 over three years in support of the Solid Organ Transplant Unit's programming and equipment needs.	A family-friendly annual 5km walk/run that brings the community together to raise approximately \$23,000 each year in support of Neuromyelitis Optica research.	A student-led online campaign honouring his late brother raised \$1,420 for the Transplant Research Foundation of BC while increasing awareness of the critical importance of organ donation and transplant research.

Step-by-Step Guide to Planning Your Event

Step 1 - Brainstorm & Set Goals

Fundraising can be a great way to turn passions and creative ideas into a charitable event.

Spend some time thinking about:

- What type of event would you like to host?
- What are you raising funds for?
- Who is your target audience and what event they would enjoy?
- What is your fundraising goal?
- How will you raise funds?

An ICE Fundraiser can be anything from a pub night to a group lunch – the fundraising possibilities are endless! Here are some ideas to get you started:

Formal Fundraiser	Casual Fundraiser	19+ Fundraiser
• Gala • Concert/Recital • Luncheon	• Craft Fair • Walk/wheel/run • Trivia/Karaoke night	• Pub/Bar Crawl • Brewery/Winery Tour • Cocktail Class

Funds raised through your event can be designated to a health area you specify. Your event can support our Most Urgent Needs Fund which advances patient care, critical equipment, and innovative research, or one of our other designations. You can select from a full list when customizing your fundraising page, but here are just a few examples:

Unit/Service	Research/Education	Community Program
• Epilepsy Program • Acute Care for Elders • BC Brain Wellness Program	• MS Clinics & Research • UBC Hospital Alzheimer Clinic research • Vascular Surgery Development & Research	• GF Strong Rehab Centre • Sheway • Prostate Cancer Supportive Care Program

Step 2 — Form an Event Committee

Organizing a successful event requires hard work and planning. Rally like-minded individuals with different skills and experience who can help you with various aspects of your event. Many hands make work light!

Delegate different aspects of the event to your committee members – logistics, volunteers, vendors, sponsorships, and marketing are all essential to a successful event.

Step 3 — Set a Date and Venue

Choose a date, time, and venue (or a virtual platform if you're organizing a virtual event) that allow enough time to plan and promote your event. Secure any required licenses or insurance and avoid major holidays or competing events.

Step 4 — Create a Budget

Identify your fundraising sources (e.g., sponsorships, ticket sales, auctions, donations, raffles) and estimated event expense and aim to keep costs below 50% of total revenue.

Keep in mind that securing sponsors for your event is a great way to cover event costs while helping to promote caring companies and businesses in your community.

Step 5 — Fill Out the Event Application Form

Once you've chosen your event idea, complete the [Independent Community Event Application Form](#) so our team can support you. We will follow up with you as soon as we can.

Please note that VGH & UBC Hospital Foundation **Does Not**:

- Host events on hospital or Vancouver Coastal Health sites
- Share donor or staff lists
- Sell tickets
- Engage in sponsorships or donation solicitations for external fundraising events
- Cover expenses or manage event finances
- Provide insurance for events

Step 6 — Fundraise

Start fundraising! Common fundraising options include ticket sales, sponsorships, auctions, raffles, and asking your network to donate. You can raise funds online, offline, or both. Let us know if you need help with messaging!

- Online fundraising: Create an online fundraising page with your story on why this is important to you, collect donations and thank supporters easily.
- Offline fundraising: Collect cash, cheques (payable to VGH & UBC Hospital Foundation), or credit card information using Foundation donation forms, ensuring donor details are recorded for tax receipting.

Step 7 — Spread the Word

Share your story and what inspired you to have this fundraising event! ☞ Promote your event using channels that best reach your network & audience and consider listing it on local online event calendars if appropriate.

Some ideas include:

- Email blasts,

- Social media (e.g. Instagram, Facebook, and LinkedIn)
- Print media (e.g. flyers, posters, and letters)

Please see our brand guidelines for information on acquiring and using the Foundation's logo. If using the Foundation's name or logo, please submit materials for approval at least five business days before printing or publishing.

Step 8 — Complete Your Checklist

- ☐ Set your goal, date, and budget
- ☐ Book your venue and key vendors
- ☐ Set up our online fundraising page with your story and cause
- ☐ Recruit committee members and assign roles
- ☐ Secure sponsors, licenses, and insurance (if required)
- ☐ Promote your event and invite your network

Step 9 — Execute and Enjoy

Enjoy the day, share your story and focus on fundraising—take photos to share (feel free to post on social media platforms e.g. Facebook, Instagram, and LinkedIn). Thank your supporters and make it easy for guests to donate online or via donation forms so eligible donors can receive tax receipts.

Step 10 — Collect & Submit Funds

Make sure to collect and submit funds to the Foundation within 30 days of your event.

Cheques or completed donation forms can be mailed or delivered in person to:

VGH & UBC Hospital Foundation
 ATTN: Events Team
 190-855 West 12 Ave
 Vancouver, BC V5Z 1M9

Donation forms are available upon request.

Please see page 7 for tax receipt guidelines, and feel free to consult us while planning your event.

Email: events@vghfoundation.ca

Phone Number: 604-875-4676

Step 11 — Stewardship

Thank everyone who supported your event and let them know how their generosity is making a difference for patients, families, and care teams. Share photos and results with your committee, participants, sponsors, community, and on social media to celebrate your success.

Have more questions? Check out our FAQ page!

About the Foundation

VGH & UBC Hospital Foundation is the leading charity investing in health care innovation in BC. As Vancouver Coastal Health's primary philanthropic partner, the Foundation fuels groundbreaking research, world-class health care teams, and life-saving treatments for the most complex cases across the province.

Our hospitals and health care centers are acclaimed for exceptional care and breakthrough treatments. We partner with donors to raise essential funds for Vancouver General Hospital (VGH), UBC Hospital, Vancouver Coastal Health Research Institute (VCHRI), G.F. Strong Rehabilitation Centre, and Vancouver Community Health Services.

Donor support is critical to ensuring that seriously ill and injured patients from across the province continue to have access to world-class care, now and into the future. When it's serious, the people of BC need the best, most specialized care — plus YOU.

Thank you for choosing VGH & UBC Hospital Foundation as the beneficiary of your fundraising event!

For more information about the Foundation please visit us at vghfoundation.ca

Registered Charity Number 132173063RR0001

Brand Guidelines

Our brand is a representation of the mission, vision, and values of the Foundation. To protect the integrity of the VGH & UBC Hospital Foundation brand, please read and follow these guidelines carefully and ensure to submit any Foundation branded materials for approval at least five business days before printing or publishing.

Name

When referencing VGH & UBC Hospital Foundation, please use “VGH & UBC Hospital Foundation” or “the Foundation”.

Please do not:

- Replace the “&” with “and”
- Refer us as
 - VGH Foundation
 - UBC Hospital Foundation
 - VGH UBC Hospital Foundation

Logo

The “In Support Of” VGH & UBC Hospital Foundation logo is used for events hosted by third-parties to signify their support for the Foundation. We are happy to provide you with a high-resolution version of this logo for use on digital and print media.

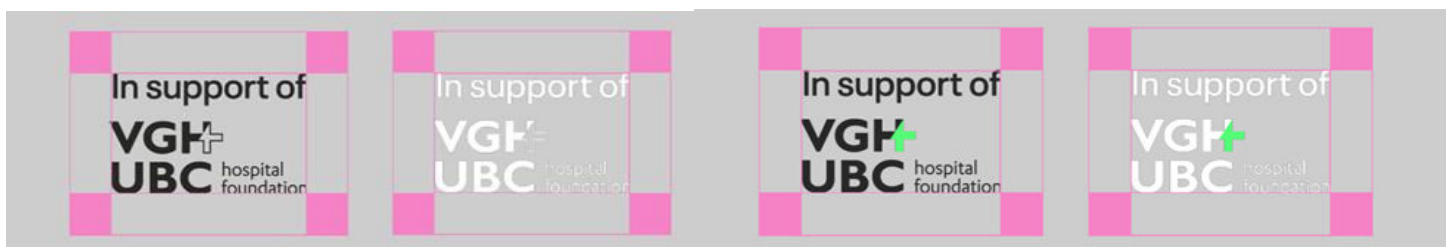
Please do:

- Use the official version provided by the Foundation
- Use the version (CMYK/RGB) most compatible with the form of media (digital/print)
- Maintain proper spacing surrounding logo

Please do not:

- Use an unofficial version from Google or our website
- Alter the logo colours
- Apply graphic effects to the logo
- Stretch, rotate, or otherwise distort the logo

Clear rules around size, spacing, contrast, and placement of our logo aren’t just aesthetic preferences—they ensure accessibility standards are met.



If you have any questions, wish to consult a staff member, want to request Foundation branded materials, or submit your materials for approval, please reach out to the Events Team.

Email: events@vghfoundation.ca

Phone Number: 604-875-4676

Tax Receipting Guidelines

VGH & UBC Hospital Foundation strictly follows the tax receipting rules and regulations of the Canada Revenue Agency (CRA). Receipts are issued once the full donation and donor details are received.

What is a gift?

- A gift must be given freely. If a gift is made as a result of a contractual or other obligation (for example, a court order) a receipt cannot be issued
- Monetary donations from individuals or organization donors
- In-kind donations are subject to appraisal by qualified Foundation staff with proof of purchase/invoice
- Auction bids over 125% of an item's fair market value will qualify for a tax receipt for the full difference between the successful bid price and fair market value

What does not qualify for a tax receipt?

- Contributions made because of a contractual or legal obligation (such as a court order)
- Donation of Services
- Event sponsorship support (a business receipt can be issued upon request)
- Purchase of merchandise or auction items
- Purchase of lottery tickets
- Donation of used items
- Donation of items with no proof of fair market value (or difficult to determine)

How do I get tax receipts for donations collected?

- Official tax receipts will be issued by the Foundation upon receipt of the full donation amount, full name/address of the donor/organization, and supporting documents
- A donation form (used to collect donor information) can be provided upon request
- The total value of issued receipts MUST NOT exceed the proceeds of the event
- Tax receipts are issued for donations over \$25 unless requested otherwise

For more detailed information, visit www.cra.gc.ca