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Having  
*fun*  
 can be good  
 for everybody's  
 health!



The Rouge Valley Party Planner

## Holding a 'Third Party' event.

### What is a 'Third-Party' event?

No, it's not the event you hold on Sunday, after late nights on Friday and Saturday! A Third-Party Event is a fundraising event held by a group, company or organization to support the work of the Rouge Valley Health System. We depend on the generosity and hard work of Third-Party Event planners to help us achieve our goal of providing patients with excellent care, close to home.

### Who can hold a 'Third-Party' event?

Any family, group, company or organization that would like to support health care in our community. Each event is approved by the Foundation on an individual basis.

### Why hold a 'Third-Party' event?

We all have our own reasons for supporting the Rouge Valley Health System. Perhaps you or someone in your organization was recently treated at the Centenary or Ajax and Pickering sites and you'd like to express your appreciation for the care received. Perhaps you'd like to celebrate the life of a loved one or valued colleague. Maybe you're just looking for a meaningful way to give something back to you community.



*Check out the competition before setting your date. Are there already major events planned for the same weekend? If so, maybe you should consider another time of year.*



*Provide each table at your event with an instant camera. Guests can have fun taking pictures of one another, and you'll end up with a wonderful record of the event.*

Maybe you just wanna have fun! Special events can be lots of fun to plan and attend. Third-Party Events are a great way to rally your friends or members and get them working together for a great cause.

### What kind of events can we hold?

Almost any kind. Your imagination is the limit! The more creative you are, the more likely that people will attend and help you raise money for Rouge Valley. Hold a costume party and ask your guests to come as their favorite TV characters. Have a progressive dinner, with each course representing a different international cuisine. Get a youth group together to wash windows in your neighborhood. Raffle a hand-made dollhouse. Hold a fun run for women over 40, or offer a charity casino night.

Whatever you choose, make sure it will be fun for everyone involved, because it will certainly be hard work.



*No matter how successful your event, consider choosing a different theme each year to keep it fresh. Carry the theme through in your choice of venue, your invitations and promotional materials and your decorations.*



## Here's a guide to holding a wildly successful 'Third Party' event. All you need is willing volunteers!

- 1 Get together with your group and decide what kind of event you'd like to have. Choose a date, time and place, and think about how many people might attend and how many volunteers you'll need.
- 2 Set up a draft budget. Think about the expenses of holding your event, and about potential revenue from participants and sponsors. The difference between expenses and revenue is the proceeds of your event, which will be contributed to Rouge Valley Health System. **Make sure that the proceeds represent fifty per cent or more of your total budget.**
- 3 Complete the form on the back of this booklet and send it to the Rouge Valley Health System Foundation. Once your event is approved, you can use the Rouge Valley logos on your materials. We also issue charitable tax receipts for eligible donations. **Check with the Foundation about the eligibility of any tax receipts you want to issue. Revenue Canada rules are complicated!**
- 4 Start approaching sponsors who might be interested in donating money or in-kind contributions to your event. For example, a local grocery store might provide the drinks for your fun run. Mall merchants may donate items for a silent auction. A major supplier to your organization might write a cheque. **Please check all sponsorship prospects with the Foundation, to ensure that they are not already being approached for support.**



*You can't start too soon! Planning for a major event could start as early as a year before the event.*



*Research your market carefully. Will your community support a \$250 per-person formal dinner, or would you do better with a cheap and cheerful soup lunch?*

- 5 Promote your event throughout the community. Paid advertising can be expensive, but newspapers often have free event listings. Flyers or posters can also be effective. **Please be sure that any promotional materials using our logos are approved by the Foundation office.**
- 6 Events are in the details. Plan carefully. Develop a list of everything that needs to be done before your event and be sure that someone in your group is looking after each item.
- 7 If you have any questions or run into any problems, contact the Foundation. Let us know if you'd like a representative from the Foundation at your event and if you need help selling tickets, sending out media releases, or in any other way. We'll do our best to help. **We'll also provide you with Rouge Valley signage and information to use at your event.**
- 8 Have fun! After all, you're holding a party! If you and your fellow organizers are having a good time, everyone else will.
- 9 Celebrate. When the event is over, hold a 'post-mortem' to pat yourselves on the back, and to talk about what worked well and what could be improved in future.
- 10 Thank everyone. Be sure that someone in your group has agreed to write thank-you letters to your supporters. That person will work closely with the Foundation to coordinate tax receipts, too.
- 11 Report the complete details of funds raised and expenses, along with an event evaluation, to the Foundation within a month of your event.



*Be clear about what you are offering sponsors. Will they receive free tickets? Their name on promotional materials? An opportunity to set up a table at the event or distribute advertising?*



*You can never have too many signs. Help participants find their way to your event with plenty of clear signs on major roads and inside buildings.*



## Here's a sampling of some successful 'Third Party' events in and around the community!

### Run the Lake

Thanks to the Rotary Club of Ajax, hundreds of people take part in a sponsored lakeside run each June. In eight years, the event has raised more than \$35,000.

### Golfing for Dollars

For the past ten years, grateful patients Howard and Donna Sidsworth have organized a charity golf tournament. Last year alone, they raised \$32,500!

### Going, Going, Gone

An eight-year tradition, the Ajax & Pickering Rotary Clubs and Hospital TV Auction has raised more than \$500,000 to support Rouge Valley, Ajax and Pickering.

### Bevy of Baskets

Former patient Gail Snyders collects gift baskets from local Scarborough businesses, then sells raffle tickets at the hospital and in local malls. Gail has raised more than \$24,000 to help buy equipment for the Transamerica Breast Screening and Diagnostic Centre at the Centenary Site.

### Walking for Health

For the past fifteen years, Dr. Marion Hilliard Senior Public School has organized a walk-a-thon in support of Rouge Valley Centenary, raising more than \$33,000.

### Pub with Heart

The owner of Magwyers Pub in Ajax holds an annual golf tournament to support Rouge Valley Health System. In the past three years, the tournament has raised \$3,000.



*Don't forget the weather! If your event is planned for outdoors, be sure to have an alternate location if the skies open. If your event is indoors, weather is still a factor. Do you need coat racks and boot trays?*

## Planning to hold a 'Third Party' event?

That's great – thanks for your support! Complete this form and return it by mail or fax, to one of the two Foundation sites that will benefit from your event proceeds. We'll be in touch. We look forward to working with you to make your event a big success.

YOUR NAME \_\_\_\_\_

YOUR COMPANY OR ORGANIZATION *(if applicable)* \_\_\_\_\_

ADDRESS \_\_\_\_\_

(       ) \_\_\_\_\_

DAY PHONE \_\_\_\_\_

(       ) \_\_\_\_\_

EVENING PHONE \_\_\_\_\_

(       ) \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

### Event Information

Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_

What type of event are you planning to hold? (brief description)

\_\_\_\_\_

\_\_\_\_\_

How much do you hope to raise for the Rouge Valley Health System?

\_\_\_\_\_

\_\_\_\_\_

**Please fax back or mail your event request to the Rouge Valley site that you wish to support, listed on the back of this booklet.**

