FUNDRAISING TOOLKIT

VICTORIA HOSPITALS FOUNDATION

Before life-changing equipment can be purchased, before critical care spaces can be enhanced, and before patients and families receive the support they need most, we rely on the generosity of community members like you. Together, we can help ensure the best possible care is available for everyone in our region.

Whether you are organizing a gala, golf tournament, bake sale, school fundraiser, workplace campaign, fitness challenge, or third-party event, your efforts make a meaningful impact for patients, families, caregivers, and care teams across our hospitals and programs. Thank you for being a champion for health care in our community.

This guide was created to help you successfully plan, promote, and execute a fundraising event in support of Victoria Hospitals Foundation. Inside you'll find:

- Event planning tools
- Audience and fundraising strategy guides
- Budget examples
- Marketing guidance
- Communications samples
- Volunteer planning tips
- Sponsorship guidance
- Donation and receipting information
- Event timelines and checklists
- Key Messaging

ABOUT VICTORIA HOSPITALS FOUNDATION

The Victoria Hospitals Foundation is a leading philanthropic organization on Vancouver Island that champions giving through prudent stewardship to advance and elevate care at Royal Jubilee and Victoria General hospitals. As a charitable partner of Island Health, we raise funds to invest in priority and best-in-class medical equipment, caregiver education, research, and special projects. Charitable registration number: 10793 5637 RR0001.

In 2024-25, more than $24.2 million was raised from over 5,635 donors to bring innovation to the forefront of patient care in Victoria. Since 1989, the Foundation has raised over $233 million to benefit Vancouver Island's acute care hospitals, which serve the region's 930,000+ residents.



HOW WE CAN SUPPORT YOU

We are here to support community organizers by providing guidance, resources, and approved messaging.

Depending on the type, timing, and scale of your event, VHF staff support may include:

- General event guidance and planning support
- Use of approved VHF name and logo
- Donation and receipting information
- General fundraising best practices
- Key messaging and impact stories
- Select printed or digital materials



You as the organizer are responsible for:

- Planning and executing the event
- Recruiting volunteers
- Securing venues and permits
- Managing finances and budgeting
- Obtaining insurance and licenses where required
- Sponsorship outreach
- Ticket sales and registration
- Promoting the event
- Ensuring event safety and compliance

PLANNING AN EVENT OR FUNDRAISER

What Makes A Fundraiser Successful?

Strong Guest Experience

- Clear signage
- Efficient registration
- Engaging programming
- Good flow throughout the event

Clear Fundraising Moments

- Explain where funds are going
- Make donating easy
- Share impact stories
- Make clear donation requests throughout the event

Before planning your event, take time to clarify the basics.

Event Vision

What inspired you to organize this fundraiser?
If you have a connection to health care or VHF, tell us about it.
What style of event and overall experience do you want guests to have?

Fundraising Goal

How much would you like to raise?
Is your goal realistic based on your audience size and event type?
What will success look like beyond dollars raised?

Audience

- Who are you trying to reach?
- Are you selling tickets?
- Are you targeting sponsors?
- Is your network made up of families, professionals, students, community members, and/or corporate partners?

Planning Capacity

- How much time do you have to plan?
- Will you need volunteers or a planning committee?
- What budget do you have to launch the event?
- Do you have previous event planning experience?

Choose the Right Event Type

Select an event that matches your audience, fundraising goal, timeline, volunteer base, and budget.

Event Type	Best For	Effort Level
Dinner Event	Corporate & donor audiences	High
Community BBQ or Pancake Breakfast	Families & local groups	Medium
Fitness Challenge	Teams & peer-to-peer fundraising	Medium
Golf Tournament	Sponsors & corporate networks	High
Online Fundraiser	Broad digital audience	Low
Silent or Live Auction	Existing supporter networks	High

Identifying Your Audience

Use this section to shape your experience, pricing, communications, and fundraising tactics.

Question	Notes
Who is your ideal attendee? (donors, sponsors, families, professionals, or community members, etc.)	
What motivates them to attend?	
How will they hear about the event?	
What price point feels accessible?	
What type of experience are they expecting?	

Key Questions

- Will the event rely primarily on ticket fees or sponsorship to cover costs?
- Is your audience more likely to donate online or in person?
- Are you creating a premium experience or an accessible community event?
- Will guests expect food, entertainment, speakers, or activities?
- Will your event need?
  - Insurance
  - Permits
  - Liquor licensing
  - Gaming licenses (50/50, Raffle, etc.)
  - Security
  - First aid
  - Accessibility planning
  - Weather contingency plans (i.e. tents)

Example Event Planning Timeline

Depending on the complexity of the event you are planning, below are some suggested timelines for you to consider:

6-12 Months Before

- Establish planning committee
- Set fundraising goal
- Choose date and venue
- Confirm event concept
- Create preliminary budget
- Draft sponsorship package
- Develop marketing & social media plan



2–5 Months Before

- Secure sponsors
- Launch ticket sales or registration
- Confirm vendors and entertainment
- Recruit volunteers
- Request VHF materials if applicable
- Confirm Rentals
- Develop event timeline

1 Month Before

- Increase promotional activity
- Confirm logistics, final event timelines, etc.
- Finalize auction items
- Confirm speakers and emcee
- Send guest reminders
- Train volunteers
- Confirm donation process
- Prepare signage and materials

Week Of Event

- Review event-day roles
- Finalize attendee numbers
- Test AV and presentations
- Prepare donation intake process (i.e. cash box, payment processors, etc.)

After the Event

- Thank guests, sponsors, volunteers, and donors
- Reconcile finances
- Celebrate fundraising total
- Submit funds to VHF
- Share event highlights and photos
- Evaluate successes and lessons learned
- Record recommendations for future events
- Save templates and documents for next year

Evaluation Questions

- Did we reach our fundraising goal?
- What worked best?
- What challenges did we encounter?
- What feedback did attendees provide?
- Would we host this event again?

BUDGET PLANNING



A successful fundraising event balances impact with expenses.
Per CRA guidelines, charitable fundraisers and events should aim to keep their cost to fundraising ratio below 35%. This is calculated by dividing your fundraising expenditures by your fundraising revenue.

Tips

- Keep expenses as low as possible
- Seek gift-in-kind donations and sponsors to help cover costs
- Build in contingency funds
- Track every expense and revenue source
- Review your net proceeds—not just gross revenue

How to Build a Budget

Check all that apply to your event:

Revenue Sources

- ☐ Ticket or registration fees
- ☐ Sponsorships or Corporate Donations
- ☐ Silent auction
- ☐ Raffle Sales
- ☐ Live auction
- ☐ Donations
- ☐ Peer-to-peer fundraising
- ☐ Food and beverage sales
- ☐ Merchandise

Expected Expenses

- ☐ Venue
- ☐ Catering
- ☐ AV and production
- ☐ Décor
- ☐ Printing and signage
- ☐ Entertainment
- ☐ Marketing and advertising
- ☐ Insurance and permits
- ☐ Volunteer recognition expenses
- ☐ Payment processing fees

Budget Template

Enter all determined revenue streams from the list above into a template like this:

Revenue	Estimated	Actual
Ticket Sales		
Sponsorships		
Donations		
Auction/Raffle		
TOTAL REVENUE		

Enter all determined expense categories from the list above into this template:

Expenses	Estimated	Actual
Venue		
Food & Beverage		
Marketing		
Rentals		
Other Expenses		
TOTAL EXPENSES		

Enter the totals into the template below to determine the total funds raised:

Final Summary	Amount
Total Revenue	
Total Expenses	
Net Funds Raised	



Budget Best Practices

- Assign one person to oversee finances
- Use tracking spreadsheets
- Keep receipts and records
- Secure cash appropriately
- Reconcile revenue quickly after the event

DONATION PROCESSING & TAX RECEIPT GUIDELINES

What donation collection methods will you use?

- Tracked cash and cheque donations from individuals
  - Ensure you are prepared to collect the appropriate donor information, here is a template to support you.
- Donation boxes (non-trackable cash gifts)
- VHF online fundraising page
  - If you would like to use an online fundraising page, contact us to set one up by emailing VHFEvents@islandhealth.ca.
- Pledge Cards
  - If you would like to hand out and collect pledge cards, here is a suggested template
  - IMPORTANT: Ensure there is a sealed safe place for pledge cards to be submitted as they will often include confidential credit card information

Tax Receipts

As the organizer, you must receive prior approval from Victoria Hospitals Foundation to offer CRA tax receipts for any donations that are not made directly to the foundation. Not all gifts are automatically eligible for a tax receipt.

Examples that may affect receipting:

- Ticket purchases where guests receive an element of benefit (i.e. a meal, a gift bag, entertainment, green fees, etc.)
- Auction purchases
- Raffle ticket purchases
- Sponsorship or promotional benefits

Receipts will not be issued for:

- Sponsorship contributions
- Donated items for which the market value cannot be determined
- Purchase of merchandise
- Donation of auction items
- Purchase of auction items
- Purchase of lottery tickets
- Donation of personal, professional or legal services such as printing, event planning, photography, website design, moving, etc.
- Donation of rental space
- Donation of items with an advertising component
- Donation of old clothes, used furniture, etc.

**Please consult Victoria Hospitals Foundation before promoting tax receipt eligibility.*

CORPORATE SPONSORSHIPS

Building Sponsorship Packages

Sponsors want:

- Brand visibility
- Community impact
- Employee engagement opportunities
- Positive public recognition
- Alignment with trusted organizations

A strong sponsorship package clearly explains your event, audience, and impact opportunity. Ensure your package includes:

- Event or fundraiser name
- Date and time
- Venue/location
- Expected number of attendees or participants
- Audience demographics (families, youth, professionals, corporate leaders, community members, etc.)
- Event overview and purpose
- Information about Victoria Hospitals Foundation and the cause being supported
- Sponsorship levels and benefits
- Marketing and recognition opportunities
- Social media and promotional reach
- Contact information
- Deadline for sponsorship confirmation

Level	Contribution	Example Benefits
Presenting Sponsor	$$$$	Top logo placement, speaking opportunity, VIP tickets
Gold Sponsor	$$$	Exclusive event signage, social media recognition, tickets
Silver Sponsor	$$	Logo recognition, digital mention
Bronze Sponsor	$	Name recognition

Sponsorship Tips

- Start with existing relationships (who do you already know?)
- Personalize sponsor outreach (whether calling or emailing, imagine you're meeting them in person rather than a generic blanket message)
- Share your fundraising goal and impact
- Include audience demographics where possible (outline why your sponsor would be interested in your audience)
- Follow up promptly
- Thank sponsors publicly and privately

MARKETING & COMMUNICATIONS

The best community events start promotion early and communicate consistently.

Typical communication channels:

- Email
- Social media
  - Don't forget to tag VHF on:
    - Instagram @ourvichospitals
    - Facebook
    - LinkedIn
- Posters and flyers
- Community calendars
- Corporate outreach
- Word of mouth
- Team fundraising pages
- Media outreach

Suggested Promotion Timeline:

Launch Phase

- Save-the-date announcement
- Ticket or registration launch
- Sponsor announcements

Momentum Phase

- Weekly social posts
- Prize and entertainment previews
- Fundraising milestones

Final Push

- Countdown messaging
- Last chance reminders
- Day-of-event information

If you want to use VHF assets in your marketing and event materials, please see our resources guidelines below:

- In Support of VHF logos
- Brand Colours
  - #b0bc22 (green)
  - #ffffff (white)
  - #efeeed (light grey)
  - #3d3d3d (black)
- Poster Template

For support with content for social media posts and email communications, see our Sample Communications on pages 11 and 12.

STORYTELLING & FOUNDATION KEY MESSAGES

People support causes when they understand the impact. Whenever possible:

- Share a personal connection
- Highlight local care impact
- Explain why the fundraiser matters
- Include patient-care language where appropriate and approved

Sample Impact Messaging

More than 40% of the equipment in the Royal Jubilee and Victoria General hospitals is funded by donations. Your support helps advance health care for patients and families in our community.

- 1 in 5 Island residents rely on care at Royal Jubilee and Victoria General every year.
- 8,900+ healthcare professionals serve our community with expertise and compassion.
  - 120,000+ patients cared for at Royal Jubilee Hospital
  - 119,000+ patients cared for at Victoria General Hospital
- Both our hospitals rank #3 and #4 in BC (Newsweek 2025)

Community generosity powers innovative care initiatives and programs that improve patient experiences.

VOLUNTEER ENGAGEMENT

Volunteer Roles May Include

- Registration table
- Setup and teardown
- Silent auction support
- Guest services
- Floaters/runners
- Social media content
- Photographer
- Donation support

Volunteer Tips

- Recruit early
- Confirm shifts in advance
- Provide orientation materials
- Recognize volunteers after the event

Volunteer Coordination

- Assign clear roles
- Provide timelines and expectations
- Share emergency contacts
- Create shift schedules

THANK YOU

Thank you for supporting Victoria Hospitals Foundation through community fundraising. Your creativity, leadership, and generosity help strengthen health care in our community. We are grateful to be part of your event journey.



SAMPLE COMMUNICATIONS

Media Release template

Event Launch Social Media Post
We're excited to announce [EVENT NAME] in support of Victoria Hospitals Foundation! Join us on [DATE] as we come together to support health care in our community.

Learn more or register here: [LINK]

Fundraising Milestone Social Media Post
Thanks to our incredible community, we've already raised [AMOUNT] toward our goal for Victoria Hospitals Foundation.

Thank you for helping improve care for patients across on Vancouver Island.

Sponsor Recognition Social Media Post
Thank you to [ORGANIZATION] for their generous support and leadership by sponsoring [EVENT NAME].

Thank You Social Media Post
Thank you to everyone who supported [EVENT NAME]. Because of you, we raised [AMOUNT] for Victoria Hospitals Foundation.

Your generosity is helping advance health care close to home.

Sponsorship Outreach Email
Subject: Community Event Supporting Victoria Hospitals Foundation

Hello [NAME],
I'm reaching out to share an opportunity to support [EVENT NAME], a community fundraiser benefiting Victoria Hospitals Foundation.

Our goal is to raise funds that support health care in our community, and we would love to explore a sponsorship partnership with [COMPANY NAME].

The event will take place on [DATE] and is expected to attract [AUDIENCE DETAILS]. Sponsorship opportunities include brand visibility, community recognition, and alignment with a meaningful local cause.

I've attached additional event information and would welcome the opportunity to connect.

Thank you for your consideration.

Sincerely,

[YOUR NAME]

Event Invitation Email
Subject: Join Us for [EVENT NAME]

We're excited to invite you to [EVENT NAME] in support of Victoria Hospitals Foundation.

Date: [DATE]
Location: [VENUE]
Time: [TIME]

Join us for [SHORT DESCRIPTION OF EVENT EXPERIENCE].
More than 40% of the equipment in the Royal Jubilee and Victoria General hospitals are funded by donations. Together, we can help support health care for our community.
Tickets/Register: [LINK]

We hope to see you there!

[YOUR NAME]

Thank You Email
Subject: Thank You for Supporting [EVENT NAME]

Thank you for supporting [EVENT NAME] in support of Victoria Hospitals Foundation. Because of your generosity, we raised [AMOUNT] to help advance health care in our community. We are deeply grateful for your support and participation.

With appreciation,

[YOUR NAME]