



CENTRE *for* MENTAL HEALTH CARE
CENTRE *de* SOINS *de* SANTÉ MENTALE

Community Event Toolkit

A Guide to Helping Plan and run a Successful Fundraiser



Message from the CEO

According to the Canadian Mental Health Association, in any given year, 1 in 5 people in Canada will personally experience a mental health problem or illness.

Thank you – from all of us at Waypoint – for holding an event in support of the boundless potential of healing and recovery amidst some of life’s greatest challenges.

Offering unwavering support, Waypoint guides individuals through their darkest moments with compassion and excellence. We challenge the stigma surrounding mental illness and addiction and strive to foster a world where every person is embraced with understanding, acceptance and empowerment.

Through the transformative power of therapeutic relationships, Waypoint inspires each individual to reclaim their lives and rewrite their stories. No challenge is too great, and no triumph too small: we believe every journey contains the promise of a better future.

Together, we can cultivate a future of hope and resilience.

A handwritten signature in black ink, appearing to be 'NSG'.

President and CEO
Waypoint Centre for Mental Health Care



Supporting Mental Health and Addictions Care, Treatment and Research

Table of Contents

Planning Your Fundraiser

| | |
|--------------------------------------|-------|
| Thanks from Waypoint | 2 |
| About Waypoint | 4 |
| Hosting an Event and Who to Contact | 5 |
| Event Ideas | 6 |
| Planning Your Event | 7 |
| Promoting Your Event | 8 |
| Online Resources | 9-10 |
| Other Ways to Promote your Event | 11 |
| Applying | |
| Community Event Form | 12 |
| Community Event Terms & Conditions | 13 |
| Third Party Fundraising Application | 14-16 |
| Templates | |
| Thank-You Letter Template | 17 |
| Charitable Donation Receipt Process | 18 |
| Donation Tracking Sheet for Receipts | 19 |



Community Fundraising Events

Thank you for hosting an event for Waypoint in support of mental health and addiction care, treatment and research through the programs and services offered across the region.

By organizing a tournament (golf, card, gaming or pickle ball), a walk, run or cycle event or challenge, a raffle or silent auction, a craft or bake sale, a car wash, or by designating gifts in lieu from a birthday, anniversary or retirement to Waypoint, you can help someone on their journey to wellness.

About Waypoint Centre for Mental Health Care

Waypoint Centre for Mental Health Care is a 315-bed academic and teaching hospital and Community Health Hub that provides specialized mental health, addiction and geriatric care. Located on the shores of Georgian Bay, we serve some of the most complex and disadvantaged individuals in Ontario.

Waypoint's dedicated staff improve lives and bring hope to people with mental illness and substance use issues. The care we deliver on site, in the community and through partnerships is informed by our innovative practices and – most importantly – patient voices. Each patient's journey is unique, and we support their recovery with compassion, dignity and inclusivity.

Waypoint staff are internationally recognized for their leadership and research, which they approach with professionalism and humility. This dedication deepens understanding of mental health and addiction, and helps to build a better future for patients, their families and care partners, staff, the community and the health-care system.



Hosting an Event

By hosting a fundraiser, you will be standing tall in making mental health a priority and improving the lives of those that struggle with their personal journey.

How we can help:

- Brainstorm event ideas that can work for you and/or your group
- Provide an online fundraising page that makes it easy to collect funds through our hosted event platform
- Contribute Waypoint literature and promotional materials, and share our logo for you to use on your materials
- Share your event on our social media channels
- Depending on availability, a staff or board member may be able to attend your event (please make a request for this and we'll let you know if someone is able to attend)
- Issue charitable donation receipts – under some circumstances - see page 18

Ways we can't help:

- Prepare or design your event materials and provide advertising
- Guarantee attendance from Waypoint or media coverage
- Provide event administration
- Share mailing or email lists
- Reimburse expenses or provide insurance coverage

Waypoint's Vision

As an inspired organization, we will change lives by leading the advancement and delivery of compassionate care.

Please contact: Shelly Price, Development Officer – Special Events

Tel #: 705-433-4249 Cell: 705-529-5947

Email: sprice@waypointcentre.ca

Charitable registration: #838367027RR0001



Event Ideas

When selecting an event, consider cost and how much time it will take to organize. Also think about who would realistically participate.

Birthdays, weddings, graduation and other special occasions

In lieu of accepting gifts, ask your friends and family to donate to Waypoint Centre. It is a great way to show that you are grateful for what you have on your special day and would like to share your blessings with others.

Challenge events such as runs, walks or sporting events

Host your own challenge event and ask participants to join or create a team and fundraise a minimum amount. You will be doing something good for yourself and Waypoint patients.

Craft sales, car washes and other community events

Turn your passion into a fundraising tool with the proceeds from your event being donated.

Memorial and tributes honouring a loved one

Create a fundraising page in tribute or in memory of a love one.

School or corporate events

Engage students, co-workers or employees. You can host a fun event that gets everyone involved.



Planning Your Event

A well-planned event will help things run smooth and will increase the success of your fundraising. Here are some steps to follow.

Build a Team

Recruit friends, family and coworkers to help plan and execute your event. Delegating tasks to a group of people, instead of trying to do everything yourself, will makes things easier.

Pick an Event

Brainstorm ideas with your team (we can help here too!) and run them by your potential audience. Do they seem enthusiastic about participating? If not, you may want to choose something else.

Resources

Make the most of the information and tips that are available on the internet. There are many resources from others that have extensive experience running successful fundraisers.

Cost

Keeping costs low will increase the amount of funding that goes to Waypoint Centre while also reducing financial burden on your end.

Set a Goal

Set a realistic financial goal to reach. It will motivate your team and encourage donors to give more in order to reach it.



Promoting Your Event

It is important to get the word out early and often about your event. Below are some ways to spread the word.

Word-of-Mouth

Tell friends, family, neighbours, co-workers — the more people know about your event, the better and encourage them to share your information with their networks.

Social Media

Using social media, such as Facebook and Instagram, is an effective and free way to advertise your event. Encourage family and friends to share your event posts for maximum exposure.

Tips for using social media to promote your event include:

- Create an open Facebook event or group and invite your friends, family, neighbours and supporters to join and follow. This gives you the opportunity to stay in touch with event attendees, provide regular updates and share photos and post event thank-you messages.
- If you're active on Instagram, use the following platforms to promote your event and ask people in your community to share your posts. This will help spread the word to a new audiences that your posts may not reach.
- If this is an annual event, or you hope to make it reoccurring, consider creating a dedicated Instagram or X account for your cause. You can grow your audience and share regular content targeted specifically to people who are really invested.

Posters

Create a post and distribute wherever you think your potential audience would see it.

Traditional Media

If you are planning a larger event, consider contacting your local newspaper, radio station and TV station. Ask if they might be interested in doing a story in advance.



Don't forget to tag Waypoint in your social media posts!



FACEBOOK: @WaypointCentreForMentalHealthCare



INSTAGRAM: @WaypointCentre



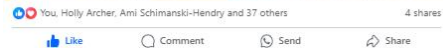
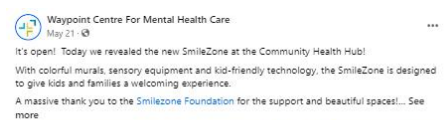
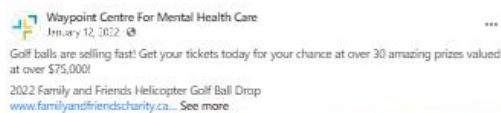
LINKEDIN: WaypointCentreforMentalHealthCare



Board Vice-Chair - Steve Parry's



walk of the Camino de Santiago



Online Resources

As mentioned earlier, the internet is a great place for fundraising resources from people and organizations with plenty of experience.

Event ideas

<https://www.eventbookings.com/blog/event-ideas/>

Tips for Peer-to-Peer Events

<https://www.qgiv.com/blog/peer-to-peer-fundraising-tips/>

To-Do Checklist

After reviewing how Waypoint can assist with your event, complete the form on page 9 to let us know about your event.

To set up your own fundraiser or peer to peer fundraiser please follow these steps:

- Click this link to take you into to fundraising platform
<https://interland3.donorperfect.net/weblink/WebLink.aspx?name=E920241QE&id=41>
- Click the button to enter the platform
- Name your fundraiser and add your email
- Make sure you click Canadian currency
- Click to the next page
- Add Waypoint Centre as the Organization and personalize your page (don't forget to upload an image)
- Following the instructions to the end and you have set up your event
- Once you receive the confirmed email with the URL link you can share that with all your contacts



Other Ways to Promote your Event

- Promote your event via word of mouth, traditional and social media, email
- Provide updates and encouragement throughout your event to keep your supporters engaged
- If your fundraiser runs several weeks, send a “Last Call” message to your friends and family five days before your event end date so they can help you reach or exceed your fundraising goal
- If you have received any funds by cash or cheque, please provide Waypoint Centre with the funds within 30 days of your event end date
- Show plenty of gratitude and thank each person who donated so they feel appreciated for contributing to your fundraising event



Community Event Form

Thank you for your support of mental illness and addiction care, treatment and research through Waypoint Centre. We want to ensure that your event is successful and want to learn about your plans and to determine how we can help. Please complete this form and return it to donate@waypointcentre.ca.

- Waypoint Centre will determine permission for the event to use its name and logo and reserves the right to withdraw the use of its name at any time. It will not assume any costs that may be involved in doing so.
- In order to cancel the event, the Event Coordinator agrees to contact Waypoint Centre at least 48 hours prior to the event.
- Waypoint Centre will not assume any legal or financial responsibility for the event or its promotion.
- Waypoint Centre is not responsible for any damage or accidents to persons or property.



Promotion Terms & Conditions

1. Waypoint Centre will determine if it has the capacity to work with the Event Coordinator on promotional and/or publicity efforts.
2. Use of Waypoint Centre's name and logo requires written permission to include on any printed or media form including but not limited to brochures, flyers, posters, banners, web site promotion, and press release.
3. All information to be shared with the media needs to be reviewed and approved by Waypoint centre prior to distribution.
4. The Event Coordinator assumes complete responsibility for making media contacts on behalf of the community event when requesting coverage or participation.
5. Promotion of the event to Waypoint Centre staff and volunteers will be provided if applicable and at the discretion of Waypoint Centre Communications.
6. Application is to be approved by Waypoint Centre prior to publicizing or holding events.

Financial Terms & Conditions

1. Waypoint Centre has a legal obligation to be consistent with Canada Revenue Agency (CRA) guidelines related to issuing official charitable donation receipts.
2. To ensure there is a distinction between Waypoint Centre and community events, the Event Coordinator must handle all monies until the official donation receipt Tracking Sheet is submitted to Waypoint Centre.
3. All promotional materials must clearly state the percentage of proceeds that will benefit Waypoint Centre.
4. Funds raised on behalf of Waypoint Centre must be received within 30 days of the event.
5. Financial reporting on the event income and expenses may be requested by Waypoint Centre upon completion of the event.



Contact Information

Organization Name (if applicable):

Contact Name (Event Coordinator):

Address:

City/Postal Code:

Phone:

Email:

Event organizer is a:

☐ Nonprofit ☐ Service Club ☐ Corporation ☐ School

☐ Individual ☐ Other

About the Fundraiser

Name of Event:

Type of fundraising at the event is:

☐ Raffle ☐ Silent Auction ☐ Ticket Proceeds ☐ Sponsorship ☐ Pledges

☐ Product Sale Proceeds ☐ 50/50 ☐ Other

Event Description (300 words max):



Date(s):

Time:

Location/Address:

Is this event open to the public: Yes No

How many people do you expect to attend?

Will this be an annual event? Yes No

What's your fundraising goal: \$

Please list any other organizations attending/benefitting from this event.

What inspired you to fundraise to support mental health through Waypoint?

How do you plan to promote the event:



Waypoint Centre Participation

Are you requesting Waypoint Centre literature be at the event/promotion?

Yes No

If possible, but not required:

Are you requesting attendance by Waypoint staff or volunteers?

Yes No If possible, but not required

If yes, purpose of attendance:

Please read and sign below.

I/we hereby understand, agree and submit the following:

Waypoint Centre will not assume any legal or financial liability for the above referenced fundraising activity. Furthermore I/we understand and agree that Waypoint Centre must approve any use of its name or logo prior to any printing and distribution.

Event Contact Signature:

Date:

We're grateful for your interest in giving back. Please return this completed form to:

Shelly Price

Waypoint Centre - 500 Church Street

Penetanguishene, ON L9M 1G3

Email: sprice@waypointcentre.ca - 705-433-4249



Thank-You Letter Template



Date

Name

Address

City/Prov/Postal Code

Email:

Dear <name of donor>,

We're grateful for your donation of <enter the amount> to our <name of third party fundraiser/event>. With your help, we raised <enter dollar amount>. Thank you!

You are changing lives by supporting innovative, compassionate care through the programs and services Waypoint provides. No challenge is too great, and no triumph too small: every journey contains the promise of a better future and you can be part of that through your donation.

Your contribution is so much more than a donation, it's also a commitment to making a difference in the lives of people living with mental illness and addiction, and people needing specialized geriatric services across the region.

Together we will be able to provide essential resources and services to individuals and families affected by mental health and addiction challenges, and fund research aimed at improving mental health care and treatment.

Your kindness and generosity inspire us and every donation makes a difference in someone's journey to wellness.

<Name of event organizer>



Charitable Donation Receipts

Waypoint Centre for Mental Health Care is a registered charity and will issue charitable tax receipts upon request if the following Canada Revenue Agency conditions apply:

- Waypoint Centre requires a list of donors that contributed cash gifts to the event, including name, mailing address, email, amount and date of donation.
- Charitable receipts can only be issued to those who have not received a product or tangible item in exchange for their donation (this means that buying a ticket to have the chance to win any type of prize or bidding on and winning an auction item is not considered a donation).
- Waypoint Centre is not able to issue charitable receipts for donated services or paid services (e.g., graphic design, advertising, construction, entertainment, tent setup etc.), or for in-kind donations of products.

Donation Tracking Sheet for Receipts

Event Name: _____

Event Organizer: _____

Email: _____ Phone: _____

Charitable receipts for income tax purposes can only be issued for cash or cheque donations \$20 or more. All contact information including name, mailing address, phone number and email must be recorded on this form.

Please submit the tracking sheet below with the proceeds from your event to:
Shelly Price, 500 Church Street Penetanguishene, ON

Charitable Registration #: 838367027RR0001



List of Donors for Charitable Receipts

| Donor Name | Address | City | Postal Code | Phone # | Email | Donation \$ | Cash Cheque Online |
|------------|---------|------|-------------|---------|-------|-------------|--------------------------|
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