



Event Planning Guide

Thanks for your interest in planning a fundraising event for Sinai Health! By supporting Sinai Health you're helping to push the boundaries of what can be achieved in patient care, research and education. We have lots of tools to help you along the way. Here's how to get started.

Pick your fundraiser!

There are lots of ways to support Sinai Health. Be creative! Host a gaming social, sports tournament, party or online fundraiser. Pick something you'll enjoy organizing. Your passion will come through and the donations will roll in!

Create a plan, set your goal!

Create a plan for how you'll organize and execute your fundraising event. Your plan should include how much you want to raise (be realistic), the costs, what needs to be done, how you'll promote the event and if you'll need volunteers. Tip: a great way to keep costs down is by asking local companies to donate items and services, or give you a charitable discount. Check out the **planning resources** we've created for you!

Fill out the form!

Have an event plan and know how you're going to fundraise? Great! It's time to fill out the **Events Proposal Form**. A member of the Community Events team will contact you within five business days of receiving the completed form.

We're Here to Help!

We're extremely grateful for the work and dedication required to organize a fundraising event. Check out additional ways **we can help support** you! Funds raised by the generosity of event organizers helps fuel everything we do, from hospital initiatives, to compassionate care, to scientific discovery. Proceeds raised from your event will help improve the quality of life of our patients and their families.

How Sinai Health Can Help You*

- Provide one-on-one support via email or phone
- Provide Sinai Health's "In Support of" logo
- List your event in our online **events calendar**
- Provide a letter of endorsement (for asks to sponsors and donors)
- Create a personalized online fundraising page
- Provide charitable tax receipts for **eligible gifts**
- Provide support materials to help you out along the way. Check out the **planning resources** we've created for you

Sinai Health Is Unable to Provide*

- Access to donor or staff lists
- Funding or reimbursement for event expenses. Event expenses should be deducted from event revenue
- Assistance with ticket sales, securing corporate sponsorships or donations
- Insurance coverage for events
- Assistance with media coverage
- Prizes, auction items or awards
- Guaranteed attendance of staff or volunteers
- Assistance in applying for a special occasion permit from the LCBO (to serve alcohol at a non-licensed venue)
- Assistance in applying for gaming licenses from the City of Toronto

* The above indicates an overview of how we can support an event and is not an exhaustive list. Support for each event will be determined on a case by case basis by Sinai Health through discussion with organizers.

Community Events Policy

1. The “In Support of” Sinai Health’s logo is available for approved community events. We ask that you submit all your marketing materials to your staff representative for review before they are printed,
2. Sinai Health will not assume any legal or financial liability for your event. Event organizers are responsible for ensuring adequate insurance, licensing and permits.
3. Event proceeds must be received by Sinai Health within 30 days of the event in order for proper receipting to be issued.
4. Sinai Health reserves the right to withdraw the use of its name and association at any time and will not assume any costs that may be involved in doing so.
5. If your event is cancelled, you must notify Sinai Health as soon as possible – ideally two weeks prior to the date the event was supposed to be held.
6. All community event organizers will be asked to sign an Event Service Agreement on an annual basis.
7. Charitable tax receipts will only be issued in accordance with [Canada Revenue Agency guidelines](#). The final decision to issue charitable tax receipts will be made by Sinai Health Foundation. For any questions regarding tax receipts for events, please review the **Sinai Health tax receipt policies** or contact your staff representative.

For any additional questions check out the **FAQs** or contact us if you have questions.

Sinai Health Foundation
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