



# **Sinai Health Foundation Event Fundraising Toolkit**

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## Introduction

Thank you for choosing to hold a fundraising event for Sinai Health Foundation!

Every year, our events raise more than \$5 million for people who rely on Sinai Health System. From bake sales to golf tournaments to galas – every event is crucial to support exceptional care in hospital, community and home, focusing on the health conditions with the greatest impact on the overall health of the population.

Sinai Health System (SHS) is an integrated health system comprised of four leading health-care organizations (Mount Sinai Hospital, Bridgepoint Active Healthcare, Circle of Care, and the Lunenfeld-Tanenbaum Research Institute), pushing the boundaries to realize the best health and care for people with specialized and complex care needs. Your support of Sinai Health Foundation allows us to ensure future generations can lead healthier lives.

Organizing an event is a fun and fulfilling experience. This toolkit was created to help you execute a successful fundraising event.

Thank you for your support of Sinai Health Foundation.

**4** institutions have come together to combine:

Hospital + Rehabilitation + Home Care + Research



**Mount Sinai  
Hospital**  
Sinai Health System  
Joseph & Wolf Lebowitz  
Health Complex



**Bridgepoint  
Active Healthcare**  
Sinai Health System



**Circle  
of Care**  
Sinai Health System



**Lunenfeld-Tanenbaum  
Research Institute**  
Sinai Health System

# Hosting Your Event

Hosting a fundraising event is a fun and easy way to support Sinai Health Foundation. When you host an event to benefit Sinai Health, you'll help provide exceptional care in hospital, community and home, focusing on the health conditions with the greatest impact on the overall health of the population.

## 1. Type of Event

There are lots of different ways to support Sinai Health. Here are a few examples of different types of events you can host:

- Galas/Parties: Host a gala, dinner party, concert, fashion show, BBQ, craft party, or picnic
- Sporting Events: Gather your friends and organize a run/walk, off-road racing, bike event, mountain climb, scavenger hunt, or tournament
- Product Sales: Capitalize on your unique talents and passion through jewelry sales, food fairs, garage sales, car washes or craft sales
- "In Lieu of" Events: Have guests make a donation to Sinai Health Foundation in lieu of gifts for birthdays, graduations, bridal showers, weddings, bar and bat mitzvahs, or any other life occasion

## 2. Event Details

Once you know what kind of event you'll be hosting, you'll need to choose an event name, date, time, and venue. When selecting your event date, make sure you consult a calendar to avoid booking your event on scheduled holidays.

## 3. Register your Event

Please fill out our Events Proposal Form and submit it to Sinai Health Foundation. Once we have key information about your event, we can promote it on our website.

## 4. Create a Budget

It's important to create a financial goal for your event, as well as plan for appropriate expenses. We've created some templates to help track spending in the Budget section on p. 10.

## 5. Promote your Event

Now that your event details are established, you need to reach out to the community! There are lots of free ways to promote your event and increase attendance and revenue:

- Contact your local media (newspaper, radio and TV station): Ensure you include all of your key event details (date, time, place, cause) and why you created this event. Explain why you've decided to support Sinai Health and why it's important to your community.
- Share it on social media: Leverage free platforms, like Facebook, Twitter, and Youtube to help reach out to people online and share information about your event. If you're new to social media, check out [Twitter 101](#) and [Facebook's Events Help page](#). Keep in touch with us at @supportsinai on Twitter, our [Support Sinai Facebook page](#) and our [Sinai Health System's Instagram](#) so we can help promote your event!

## 6. Execution

To help your event run smoothly, organize a committee, create a detailed event plan and assign tasks to execute your event. It's best to create this plan in advance and ensure you are staffed accordingly, and have enough volunteers to ensure a successful event.

Sinai Health System and Sinai Health Foundation hold firmly to Ontario legislation which requires zero tolerance for harassment and violence. While violence is generally understood, harassment is behavior that is unwelcome, demeaning, hurtful or intimidating, including demeaning remarks, and jokes, displays of racist or sexually suggestive materials, bullying, inappropriate sexual advances, yelling and swearing.

All third party events that benefit Sinai Health System and Sinai Health Foundation will be held to the same standard of no tolerance for harassment and violence.

Any confirmation of such behaviours will result in the removal of all Sinai Health System brands, marks and identification generally and a discontinuance of the relationship between Sinai Health Foundation and the third party fundraisers. Monies raised at an event which is shown to have included harassment and/or violence will not be accepted by Sinai Health Foundation and receipts will not be issued to the donors.

All third party event fundraisers and hosts will be asked to sign a new proposal form on annual basis.

## **7. Thank Participants**

The people who support and attend your event are key to your event's success. Make sure you take the time to thank all of your participants, as well as your committee and volunteers. You can also let your participants know how much money was raised, and any plans or details for next year's event. You can thank people through a letter, an email or on social media.

## **8. Remit Total Funds**

After your event, Sinai Health Foundation requires that proceeds are issued within 30 days. It is important to submit the funds within this deadline to ensure proper tax receipting and so funds can be issued to the Sinai Health immediately.



## How We Can Help

### Logos

We can provide our logo (In support of Sinai Health Foundation) for use in promotional materials (brochures, posters, website, etc.) for your event. Use of other partner logos will be looked at on a case-by-case basis.

**Prior to printing, Sinai Health must receive a draft of any promotional materials to approve.**

### Promotional Communications

We can help to promote your event by creating an event listing on our website. Event listings are subject to space availability and the communications schedule.

If you would like your event promoted on our website, please provide the following information 6 to 8 weeks prior to the desired posting date:

- Name, date, time and location of event
- Contact information including name and phone number/email address
- High resolution JPEG image that represents your event
- Short description about the event (3 – 5 sentences)

### Patient and Staff Ambassadors

We can help secure a patient or staff ambassador to speak at your event and share their experiences at Sinai Health. Having a patient or staff ambassador speak on behalf of Sinai Health Foundation can help strengthen the connection to the cause and help create a successful event.

If you are interested in working with one of our patient or staff ambassadors, please contact our events team at [shfevents@sinaihealthsystem.ca](mailto:shfevents@sinaihealthsystem.ca) or 416-586-8203.

## Key Messages

The following are key messages for Sinai Health. You can use these messages to develop event communications materials and connect your audience to the cause. If you require further information or key messages on a specific program or research project, please contact us.

**Sinai Health System is an integrated health system comprised of four leading health-care organizations (Mount Sinai Hospital, Bridgepoint Active Healthcare, Circle of Care, and the Lunenfeld-Tanenbaum Research Institute) who are:**

- Serving patients across the continuum and across the life course from healthy beginnings to healthy aging.
- Integrating complex chronic care, acute, rehabilitative care with primary and community-based care.
- Creating new, academic, clinical models for complex patients.
- Building an integrated research enterprise, focused on discovery and innovative health solutions.

### **Sinai Health System Vision:**

A leading integrated health system, pushing the boundaries to realize the best health and care for people with specialized and complex care needs.

### **Sinai Health System Mission:**

Sinai Health System delivers exceptional care in hospital, community and home, focusing on the health conditions with the greatest impact on the overall health of the population. We discover and translate scientific breakthroughs, develop practical health solutions, educate future clinical and scientific leaders, and lead efforts to eliminate health inequities.

The following infographics provide more detailed information on each organization within the Sinai Health System.



# Mount Sinai Hospital

Sinai Health System  
Joseph & Wolf Lebovic  
Health Complex

## BY THE NUMBERS



27,052  
admissions/yr



61,953/yr  
emergency visits



1,242 nurses



4,575 total staff



**FIRST EVER**  
Canadian acute care  
hospital to make  
geriatrics a priority



6,833 births/yr  
largest women's & infants  
program in the country



**FIRST**  
MAGNET hospital  
in Canada



330  
physicians



386  
beds in service



# Bridgpoint Active Healthcare

Sinai Health System

## BY THE NUMBERS



2,487  
admissions/yr



85,000  
hours of patient  
programming



19,210/yr  
outpatient visits



11 average amount  
of disciplines per  
interprofessional  
patient care team



18  
design awards



**FIRST EVER**  
purpose-built hospital for  
complex patients



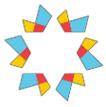
414  
total beds



**#1 PATIENT CHOICE**  
in rehab and complex care



1,143  
total staff



**Circle of Care**  
Sinai Health System

# BY THE NUMBERS



13,256 clients



754 volunteers



178,803 meals delivered



24 languages spoken



1,129 total staff



533,307 client calls received



1,153,737 hours of personal support



115,424 rides for seniors in 46 vehicles



1,500 Holocaust survivors served



**Lunenfeld-Tanenbaum Research Institute**  
Sinai Health System

# BY THE NUMBERS



360 scientists, clinician scientists and research trainees



625 primary research articles



\$19 million Canadian Institutes of Health Research direct funding



233,000 square feet of research space



353 new clinical research projects



11 Canada Research Chairs, 12 fellows, Royal Society of Canada



500 total technical and administrative research staff



**HIGHEST** impact worldwide in endocrinology & metabolism research of health care, research and academic institutions



**TOP 4** in impact in fundamental cell biology research among North American academic or health care institutions

# Budget

When organizing an event, you will generate revenue (through registration fees, donations, silent auction, etc.) and also may incur expenses (from printing, catering, entertainment, etc.). It is important to maintain a list of your generated revenue and expenses, to help Sinai Health Foundation issue receipts appropriately and to keep accurate financial records of your event.

There are a few tracking templates to help you keep track of your revenue and expenses.

## Budget Tracking Template

- Itemized breakdown of all sources of revenue and any expenses

## Revenue Tracking Template

- Track donations you receive along with complete contact information for each donor to facilitate tax receipting
- Ticket sales (if applicable)

## Gift In-Kind Template

- Track any gift in-kind donations (items that are donated to you for free) and the value of these items
- Please indicate here if any of these donors would like a tax receipt in exchange for the item(s) donated

## Tax Receipting

All charitable donations made in support of Sinai Health Foundation are eligible for official tax receipts. We require full address information, including postal code and amount donated, to issue tax receipts. Tax receipts will be issued for any donation over \$20.00. Please have cheques made out to *Sinai Health Foundation*, with your event name written in the Memo portion of the cheque. Tax receipts will be issued 4 to 6 weeks after receiving your detailed breakdown of your supporters and their complete address information.

### **Sponsorship**

In some cases, you may be soliciting sponsorship for your event. Please note that sponsorships are not eligible for a tax receipt due to the recognition that is received in exchange for sponsorship. However, sponsorships are eligible for a business receipt.

If you are soliciting sponsorship and are unsure about the receipting process, please contact Sinai Health Foundation for more information.

Like other charitable organizations, Sinai Health Foundation is bound by the Canada Revenue Agency's guidelines for tax receipting. By raising funds on behalf of Sinai Health System, your event is also bound by these same guidelines and regulations.

For more detailed information about tax receipting guidelines, you can visit the [Canada Revenue Agency](#) website.

# Post-Event Checklist

## Wrapping Up

Congratulations! Your fundraising event has taken place and was a successful one! Below are items listed to help you pull together the information that Sinai Health Foundation will require to issue receipts and document your event appropriately.

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## Financial Tracking Sheets

- Budget Tracking Template** with itemized totals of revenue received and expenses

## Cheques/Cash Donations

- Completed **Revenue Tracking Template** with donor names, complete addresses and donation amounts
- Cheque(s) made out to Sinai Health Foundation
- Cash with the total amount counted and verified
- Credit card information complete with expiry date, name on card, amount to be charged and phone number of the donor

## Gift In-Kind Donations (if applicable)

- Completed **Gift In-Kind Tracking Template** with donor names, complete addresses with contact information and the retail value listed of each item
- Official invoice or receipt for each gift in-kind item received that would like to receive a tax receipt issued for the item donated

## Photos

- We'd love to see your event photos and promote your event's success through the Foundation's communications (.jpeg, .tiff, .bmp, .gif)

## Contact Us

We are extremely grateful for the work and dedication required to put on a fundraising event. Revenue 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.

Should you have any questions or require clarification on any details in this booklet, please do not hesitate to contact us:

Sinai Health Foundation  
Joseph & Wolf Lebovic Health Complex  
1001 - 522 University Avenue, Toronto, ON M5G 1W7  
416-586-8203  
[shfevents@sinaihealthsystem.ca](mailto:shfevents@sinaihealthsystem.ca)