



EVENT PLANNING KIT

Thank you for organizing a fundraiser for the Windsor Cancer Centre Foundation. Completing this form allows us to become familiar with your fundraiser and to determine how we can assist you.

Please complete, sign, and return this form to: info@windsorcancerfoundation.org

FUNDRAISER COORDINATOR CONTACT INFORMATION

Name: _____ **DOB (optional):** _____

Contact Number: _____ **Email:** _____

Address: _____

City: _____ **Prov.:** _____ **Postal Code:** _____

How did you hear about the Windsor Cancer Centre Foundation?

Please provide your reason(s) for coordinating this fundraiser/event:

FUNDRAISER/EVENT DETAILS

Fundraiser/Event Name: _____

Date and Time (Start & End Time): _____

**It is strongly advised to consult local community calendars for potential conflicts with your proposed date.*

Location (Include contact information, address, and phone number):

Description of Fundraiser (including ticket price, if any):

(Continued on next page)

Will your fundraiser include any of the following: (check all that apply)

Raffle 50/50 Draw Auction(s) Giveaways Alcohol* Collecting Pledges

**Liability insurance coverage up to \$2 million is required for all events which use the name and/or logo of the Windsor Cancer Centre Foundation. The Windsor Cancer Centre Foundation will provide this at no additional cost. If interested, please request this coverage from the Windsor Cancer Centre Foundation and allow 2 weeks to process.*

Do you anticipate this becoming an annual fundraiser? Yes No

Do you require the Windsor Cancer Centre Foundation to provide: (we request at least 3 weeks' notice)

1. **Volunteers to assist with the fundraiser?** Yes No

If yes, how many? _____ Hours required per volunteer: _____

2. **A Windsor Cancer Centre Foundation representative to:**

attend your fundraiser speak at your fundraiser

3. **Official tax receipts?** Yes No

Receipts can be issued for donations \$20 or more. Donor name and mailing address must accompany all donations. All cheques must be made payable to the "Windsor Cancer Centre Foundation". If a cheque(s) is made payable to the fundraiser or fundraiser coordinator(s), a photocopy of each cheque must be provided to the Windsor Cancer Centre Foundation for official tax receipting purposes. Please see the Taxation Guide for details about what qualifies for an official tax receipt. The Windsor Cancer Centre Foundation can only receipt for monies received.

4. **A letter of endorsement?** Yes No

5. **A thank you to participants, donors, sponsors, etc.?** Yes No

If yes, please provide us with a list of individuals to be recognized along with their contact information.

I would like to direct the fundraiser proceeds to:

Where Most Needed Men's Health (Grow On Windsor) Scholarships
 Systemic (Chemotherapy) Women's Health (Lock Out Cancer) Patient Assistance Fund
 Seeds4Hope (Research) Radiation

How/where do you plan to promote this fundraiser? (E.g. social media, posters, radio, television, etc.)

CONSENT

By signing this form, you agree to allow the Windsor Cancer Centre Foundation to release your name, fundraiser/event information and fundraiser/event photos to the media and authorize the Windsor Cancer Centre Foundation to post your event information on our website, social media, and any other promotion we deem appropriate.

Additionally, you agree to abide by current COVID-19 protocols in Windsor-Essex, as specified by the Ontario Government, and to ensure event participants are aware of the COVID-19 protocols they must follow.

Print Name

Signature

TOOLS FOR SUCCESS

SUGGESTIONS FOR YOUR FUNDRAISER/EVENT

- Keep fundraiser concept straightforward
 - Rather than creating an item specifically for the Windsor Cancer Centre Foundation, consider donating a portion of proceeds from an existing item or from all sales during a specific time frame.
- Make promotional materials easy to understand (e.g. use high resolution photo of product/event vs. company logo)
- Prepare a plan to promote your fundraiser:
 - Post on your social media and tag us:
 - *Facebook:* Windsor Cancer Centre Foundation
 - *Instagram:* @WindsorCCF
 - *Twitter:* @WindsorCCF
 - See below for a sample post that had great uptake
 - Send emails to your customers/clients
 - Create and circulate posters to partners
 - Add banner to your website home page
- If you are planning to have individuals register for your fundraiser/event:
 - Make registration process simple
 - Include registration information on promotional materials

SAMPLE SOCIAL MEDIA POSTS:




Photo of the product

Tag @WindsorCCF

Indicate where the proceeds are going

Include price

Indicate how to purchase




Photo of the product

Tag @WindsorCCF

Indicate where the proceeds are going

Include price

Indicate how to purchase

FUNDRAISER/EVENT IDEAS

- “Thons”: bowl-a-thon, walk-a-thon, read-a-thon
- Walking / running events
- Silent auction and dinner
- Concert / music event
- “Sales”: yard sale, book sale, bake sale
- Golf / mini-golf tournament
- Three-on-three basketball tournament
- Poker / Euchre tournament
- Regatta
- Car wash
- Jail and bail
- Toonie drive
- Stair climb
- Quiz night
- Scavenger hunt
- Art / talent show
- Fashion show