



HILL HOUSE
HOSPICE



COMMUNITY EVENTS FUNDRAISING **TOOLKIT**





COMPASSIONATE HEARTS. EXPERT CARE.

Thank you for choosing to fundraise for Hill House!
Your donations count more than ever.

Since its doors opened in 1998, Hill House Hospice has been the final home to many residents living their last moments, surrounded by their families and attended to by the Hill House team with compassion and expert care. Hill House offers end-of-life care along with supportive programs and services, at no cost, to residents and their families.

Funding comes partly from the government and corporate partners but mostly from generous donors in the community like you. In this fundraising toolkit, you'll find valuable information for planning and running your event. It's a step-by-step guide to help you organize your event from start to finish so that your event is a big success. We are here for you if you need additional help to make your event a tremendous success.

Thank you for caring and good luck fundraising!

Yours truly,

Michelle Hambly, BScN, MBA
Executive Director
Hill House Hospice



HILL HOUSE HOSPICE AND OUR IMPACT

Hill House Hospice has served the community for over 2 decades, since 1998. We are the first residential hospice in York Region and the second residential hospice in Ontario. It is humbling to know that our impact on the community has been significant and that we must continue to provide these services. With your help, we can.

2023 IMPACT



100%
Occupancy Rate



1,000+
Nights of Comforting Care



3,500
Volunteer Hours



120+
Families Cared For



600+
People Supported



\$1,000,000
Savings by Not Staying in Hospital



\$0
Cost to Families and Residents

COMMUNITY EVENT IDEAS



Community events are a great way to bring people together and what could be more meaningful than an event that will benefit many others. A fundraising event in support of Hill House can be small or big, run for one day or many days, self-organized or require an event planner, in-person or virtual!



SALES AND GAMES:

- Rummage sale
- Bake sale
- Book sale
- Arts & Craft sale
- Beer/wine bottle drive
- Silent auction
- Mahjong game
- Treasure hunt



SPORTS AND HEALTH EVENTS:

- Fitness challenge
- Walk-a-thon
- Bike-a-thon
- Yoga retreat
- Tennis tournament
- Golf tournament
- Beach volleyball
- Ultimate disc tourney



COMMUNITY:

- Backyard BBQ
- Pub night
- Dance party
- Concert
- Birthday, wedding, anniversary
- Celebration of life
- Elegant soiree
- Fashion show



WORKPLACE:

- Workplace bake sale
- Office dress-down day
- Employer match campaign
- Corporate sponsorship

7 SIMPLE STEPS TO MAKE YOUR EVENT A SUCCESS!



STEP 1

PLAN YOUR EVENT

Let the brainstorming begin. Choose something based on your interest and your guests. Set your fundraising goals. Do not over-extend yourself — you want to have fun too! Determine if you need a committee or volunteers to help.

STEP 2

SET A DATE, TIME, VENUE AND BUDGET FOR YOUR EVENT

Be mindful of holidays and other events taking place. List your sources of income from ticket sales, sponsorships, donations, etc. and list your expenses such as costs for venue, decorations, food and entertainment.

STEP 3

REGISTER YOUR EVENT WITH HILL HOUSE

Our team will help you get started. You'll get access to brochures and online tools including a custom fundraising page to help manage your event. Plus you'll get access to our Community Event Logo to use on your marketing material. Any printed or digital material using the logo must be pre-approved by Hill House Hospice.

IN SUPPORT OF



STEP 4

ANNOUNCE AND PROMOTE YOUR EVENT

Send out invitations by mail or email. Post the event to your social media accounts. Tag us at #hillhousehospice. Tell us about it! If suitable, your event can be shared to our social media accounts. The event organizer must inform everyone involved that Hill House Hospice is only the beneficiary of the event and that we are not organizing the event. Furthermore, Hill House Hospice will not assume any liability – legal, financial, or otherwise – for the event nor accept any responsibility for damages or injuries due to the event.

STEP 5

ENJOY YOUR EVENT AND COLLECT FUNDS

Share photos on social media and enjoy your event. Use the online tools to collect donations or collect the donor's full name and mailing address so that Hill House Hospice can issue each person a charitable tax receipt. Cheques should be made payable to Hill House Hospice.

STEP 6

SUBMIT THE FUNDS RAISED

Submit your funds raised to Hill House within 30 days. Contact us at 905-737-9308 to drop the funds (cash/cheques) off in person or submit funds by mail, electronic funds transfer or over the phone for credit card payments.

STEP 7

THANK EVERYONE INVOLVED IN YOUR EVENT

Send a thank you card or email to the attendees, participants, donors and sponsors to show your appreciation. If you are considering a repeat event, let everyone know to "save the date!"

SOCIAL MEDIA GUIDE



LIKE US! TAG US!

#hillhousehospice
@hillhousehospice

 facebook.com/HillHouseHospice/

 instagram.com/hillhousehospice/

 linkedin.com/company/hill-house-hospice/

If we can help with your event, please contact us:

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