



Fondation de l'Hôpital  
Brome-Missisquoi-Perkins  
Hospital Foundation



# Community initiatives

## Organizer's Guide





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## UNITE OUR FORCES

You believe in our mission, and you wish to get involved with us? Here is the guide that you need to start your fundraising project!

Thanks to your support, the Foundation will continue to improve the accessibility and quality of health care offered to the population of Brome-Missisquoi by collaborating in the financing of the purchase of state-of-the-art equipment and contributing to the implementation of continuous improvement projects for health care at the Brome-Missisquoi-Perkins Hospital.

We are committed to supporting the people that wish to organize a fundraiser in support of the Foundation. To this end, we are providing you with the tools and clear procedures to help you structure your idea and bring your project to life.

With this guide, we will be able to answer the most frequently asked questions and guide you through the different stages of setting up the project.

We are happy to work with you to better respond to the health care needs of the residents in our region.

***Thank you for caring about the well-being of the community and the health of your  
BMP Hospital!***

The board of directors  
BMP Hospital Foundation



## The “Before” Project

We encourage interested groups to present ideas and suggestions for events/activities to the Foundation for study. **A delay of 90 days is asked for to study the project before its approval.**

When considering new projects, we ensure that we maintain effectiveness, consistency, and the value of our actions. To this end, we pay particular attention to the following elements:

- **A balanced and well-coordinated solicitation**

We encourage the planning of initiatives that are complementary to existing events to avoid over-solicitation of donors and partners, the repetition of similar events, or overlaps with other causes.

- **The financial autonomy of community initiatives**

We value the autonomy and the creativity of the organizers. Therefore, projects must be designed to be self-financed. The costs related to the event must be covered by organizers without financial contributions or financial engagement on the part of the Foundation.

- **The respect of the integrity and the mission of the Foundation**

We support initiatives that have a clear philanthropic objective. For ethical reasons, no event should allow an individual or company to gain a financial advantage from their association with the BMP Hospital/Foundation or the use of its name.

With that in mind, are you ready to get started? Here are the different stages to reflect on:

### 1. Elaborate your project

**Reflect on the activity that you want to organize.**

Do you wish to do the event alone or with the help of a committee of organizers?

Will it be a one-day event or a multi-day event?

How many participants are you expecting? Do you plan to have spectators present?

Will you need volunteer support?



## **Objectives and strategies for fundraising**

What is the amount that you hope to collect?

How do you envision collecting these donations or revenues (tickets, product sales, online donations, a draw, etc.)?

Who are you soliciting to participate or contribute (businesses, individuals, partners)?

Do you plan on soliciting sponsors to cover certain expenses? \*

*\*If applicable, we encourage you to submit a list of sponsors you wish to approach in advance, so that you can discuss it with the events coordinator. This helps avoid excessive solicitations and any overlap or conflict with other activities supported by the Foundation.*

## **Event logistics**

Choose a date and location that is appropriate for the nature of the activity.

Are there fees to expect (renting a space, permit, security, food, entertainment, material)?

Do you need volunteers to help during this event?

What material will be required (speakers, posters, stage, etc.) for the proper functioning of the activity?

## **Legal aspects and rules**

Do you need a permit or authorization (sale of alcohol, draws, lottery, the use of a public space, etc.)?

Have you thought about getting a liability insurance to cover risks related to the event?

## **Financial planning**

Prepare a detailed budget forecast (to include in the form), including anticipated revenues and estimated costs.



### **Communications and promotion**

How are you promoting the activity (posters, social media, local media, newsletters)?

Do you need communication materials provided by the Foundation (logo, explanatory texts, donation forms)?

What do you plan to do in terms of saying thank you, photos, and recognition at the end of the event? How will you promote it?

### **Follow-up and retroaction**

Who assures the follow-up of donations and providing the funds to the Foundation?

What will be the structure of the financial report offered to the Foundation at the end of the event?

## **2. Submit your project**

Fill out and sign the approval form for organized projects, which can be found on page 11 of this document.

Read and sign the agreement and send it back by mail, by email at [info@fondationbmp.ca](mailto:info@fondationbmp.ca), or by coming directly to our office.

**It is important to wait for approval from the BMP Foundation team before proceeding with your project.**



## COMMITMENT TO COMMUNICATION AND VISIBILITY

### 3. Publicize your project

The BMP Hospital Foundation logo is a registered trademark and its use is restricted. **Use of the Foundation/Hospital name is subject to specific guidelines. Please contact the Foundation for more details.**

When the Foundation's name is used for advertising material, the Foundation requests that said material receives prior authorization from the Foundation.

In cases where the profits from an event are shared between more than one charitable organization, the Foundation requests that the percentage of the share be clearly stated in any prior publicity so that supporters are informed of how the funds will be allocated.

#### **Can the Foundation support the initiative in its communications and promotion of the project?**

Yes. As part of your project, the Foundation is committed to ensuring visibility on its communication platforms.

More specifically, we offer:

- Four posts on our social media (spread out at strategic times before, during and after the event)
- A feature in our monthly newsletter
- A visual mention on the PowerPoint presentation shown at the main entrance of the Hospital.

If you wish to produce promotional material (e.g., posters, leaflets, digital visuals) or display it in shops or other public places, all promotional and communication content must be submitted to the Foundation for approval.

**We ask that you allow us 7 working days to review and approve these elements in order to ensure that the message is consistent with the image and values of the Foundation.**



## AFTER YOUR PROJECT

### 4. Returning the profits to the Foundation

We ask that you return the profits from your project **within 10 days after your fundraising campaign**.

Cheques should be made payable to the BMP Foundation.

### 5. Are there any accounting requirements?

Yes. The Foundation has legal obligations to maintain to be financially transparent. Therefore, the Foundation asks all organizing committees to manage their accounting as follows:

- A reasonable forecast of income and expenses must be prepared and submitted to the Foundation in advance.
- Following the event, we request that a financial summary of the event be submitted to the Foundation **no later than 10 days after the activity**.
- The Foundation requests that the funds raised be paid to the Foundation **no later than 10 days after the event**.
- If financial results are to be announced during the event/activity, the Foundation requests that the amount reflect the net profits that will be distributed at the end of the event.
- The Foundation is committed to publicizing the results of the activity and to giving appropriate recognition to the activity.

### Can the Foundation issue tax receipts?

Yes. The Foundation can issue tax receipts, in accordance with the guidelines of the Canada Revenue Agency. However, it is important to discuss the process with the Foundation in advance to ensure that donations meet the tax authorities' requirements for issuing a receipt. Some contributions may not be eligible for a tax receipt.





## PROJECT IDEAS

Here are some ideas that might inspire you! Don't hesitate to contact the Foundation if you need help developing your fundraising project.

### **Individuals:**

- “Donate Instead” Campaign: Replace wedding, birth, or retirement gifts with a donation to the Foundation.
- Create a personal or athletic challenge.
- Create a themed event: movie night, karaoke, video game tournaments, quiz nights, or bingo.
- Sell artwork for the cause.
- Workshops or training: Offer a class (cooking, knitting, dance, language, etc.) in exchange for a donation.

### **Businesses:**

- Dedicated sales: donating a percentage of a product or service for a specific period.
- Denim day or themed dress day: employees pay a contribution to participate.
- Workplace fundraising.
- Charitable team-building activity.
- Matching donations: the company matches donations made by its employees.



## FREQUENTLY ASKED QUESTIONS

### **Can the Foundation provide volunteers?**

The Foundation's office and its small team of volunteers can provide some administrative support (mailing materials, producing materials, lending an online ticketing platform, posting on Facebook, mentioning our website, etc.) provided that all requests are made in advance and specified in the project proposal.

If the BMP Foundation incurs expenses to provide these services (printing, postage, credit card fees, etc.), the Foundation will deduct these costs from the profits generated by the event.

### **Is there a recommended way to solicit sponsorship for an event?**

Yes. To avoid overwhelming our supporters, we ask that all requests for contributions be made in the name of the event itself, and not in the name of the Foundation or the Hospital. The list of companies approached must be approved by the Foundation beforehand. The organization must also have our authorization to solicit sponsorship before beginning the process.

### **Can the Foundation help with ticket sales?**

Depending on the nature of your event, the Foundation can offer support with ticket sales, either online through its platform or directly at its offices.

This arrangement must be discussed with management and approved well in advance of the start of ticket sales.



# FORM AND AGREEMENT

## FUNDRAISING PROJECT FORM

To submit a fundraising activity proposal for review by the Foundation, please print the form and send it to us by email or in person 90 days before the activity at: [info@fondationbmp.ca](mailto:info@fondationbmp.ca)

### INFORMATION ABOUT THE PROJECT MANAGER

First name: \_\_\_\_\_ Last name: \_\_\_\_\_

Name of the organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ PC: \_\_\_\_\_

email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Do you have an organizing committee for the project: ☐

### DESCRIPTION OF THE PROJECT

Name of the project: \_\_\_\_\_

Description of the project:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Virtual event: ☐ \_\_\_\_\_ Location: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Target audience: \_\_\_\_\_

Number of participants (estimation): \_\_\_\_\_

### BUDGET AND TIMELINE

Financial objective (proceeds donated to the Foundation): \_\_\_\_\_

Revenue: \_\_\_\_\_ Costs: \_\_\_\_\_

How will the donations be raised? \_\_\_\_\_

\*(continued on the back)



# TERMS OF AGREEMENT

## 1. TAX RECEIPTS

The Foundation is committed to issuing tax receipts, in accordance with the guidelines of the Canada Revenue Agency (CRA), for all donations of \$20 or more. Under no circumstances should the organizer guarantee to donors, participants, or sponsors the eligibility of a donation for tax receipts without confirming with the Foundation first.

## 2. RESPECT FOR THE IMAGE AND VALUES OF THE FOUNDATION

Requests to use the logo must be approved in advance by the Foundation. The responsible party agrees to respect the proportions and colours and to provide details of the intended use, including the nature of the application and a proof illustrating the logo's use. Use of the Foundation's logo for online commerce for the purpose of selling or marketing products and services is prohibited.

Furthermore, anyone undertaking a community initiative associated with the Foundation is seen as an ambassador for our organization. It is therefore important to adopt a respectful attitude and conduct towards the Foundation, its members, and your participants. Any negative or disrespectful comments, whether in person or online, go against the Foundation's values and will not be tolerated. We rely on your commitment to reflect our values with kindness.

## 3. SOLICITATION OF SPONSORSHIPS

If the event requires sponsorship, I agree to provide a list of potential sponsors for review by the Foundation. This list must be submitted as an attachment to this form or during the project.

## 4. ENGAGEMENT

A report of the activity and the amount raised must be returned to the Foundation within 10 days of the event. I hereby commit to donating 100% of the profits from this activity to the BMP Foundation. The cheque, made payable to the BMP Foundation, should be sent to the Brome-Missisquoi-Perkins Hospital Foundation office, 950 Rue Principale, Cowansville, Quebec, J2K 1K3. I authorize a representative of the BMP Foundation to review the activity's accounting records, if necessary. Under no circumstances will the Brome-Missisquoi-Perkins Hospital Foundation be held liable for the activity.

## 5. RESPONSIBILITY

If the activity requires any type of permit, the application must be made in the name of the person or organization responsible for the activity, not in the name of the BMP Foundation. The BMP Foundation is not responsible for any commitments made by the person(s) responsible for the activity. The Brome-Missisquoi-Perkins Hospital Foundation is not responsible for any accidents that may occur during the activity and cannot be sued for compensation or otherwise by any injured party or their estate. The Brome-Missisquoi-Perkins Hospital Foundation reserves the right to refuse or postpone its decision until it has received the necessary information through this form.

☐ I confirm that I have read the organizer's guide, the above terms and conditions, and I undertake to comply with all current policies and directives of the Foundation within the framework of my project.

### SIGNATURE OF THE RESPONSIBLE PERSON

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_



COMMUNITY INITIATIVE	REAL BUDGET	FORESEEN BUDGET
<b>REVENUE</b>		
Sponsors		
Ticket sales		
<b>TOTAL REVENUE:</b>		
<b>EXPENSES (taxes included)</b>		
Room		
Materials		
Food		
Drinks		
Decorations		
Music		
Photography		
Publicity		
<b>TOTAL EXPENSES</b>		
<b>% of expenses on the revenues</b>		
<b>NET PROFIT</b>		