

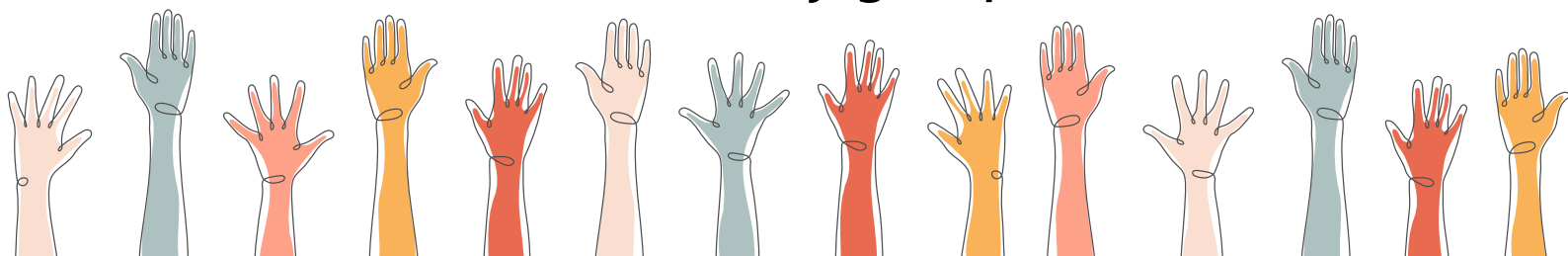


*Guide for developing  
fundraising activities for the*



Fondation  
**CHUDUMONT**  
Foundation

*(Community groups)*



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## ABOUT THE CHU DUMONT FOUNDATION

Created in 1983, the CHU Dumont Foundation directly supports the improvement of care offered at the Dr. Georges-L.-Dumont University Hospital Centre. It plays a leading role in improving specialized care, research and teaching programs, as well as infrastructure and equipment.

The CHU Dumont Foundation also helped finance the construction of the Mgr. Henri-Cormier Lodge, the complete redevelopment of the dialysis unit, the purchase of specialized equipment, the training of specialized teams, the purchase of a surgical robot and the digitization of nine surgical rooms, and many other projects that have greatly improved the health care services offered at the Dumont UHC.

## ABOUT THIS GUIDE

This practical guide has been designed to help you organize and plan your fundraising activities in support of the CHU Dumont Foundation. By organizing a fundraising activity, you're not only helping to improve health care in our communities, you're also raising awareness of a cause close to your heart.





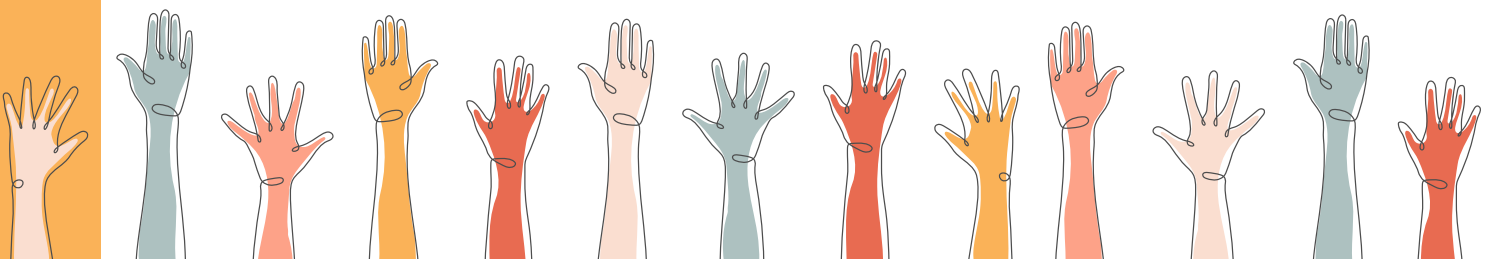
## WHAT IS A THIRD-PARTY FUNDRAISING ACTIVITY?

It is an activity organized by a volunteer, a community group, a school or a company that is not an official activity of the CHU Dumont Foundation. Acting independently and with the Foundation's approval, individuals and groups who organize such fundraisers are important allies in helping us meet critical community needs. When you organize a third-party fundraiser, you help the CHU Dumont Foundation support all patients who need to come to the Dr. Georges-L.-Dumont University Hospital Centre and the team that works there.

## ORGANIZING A FUNDRAISING ACTIVITY

It's a privilege for the CHU Dumont Foundation to have the support of people who volunteer their time to improve the health care services we offer by organizing fundraisers in our communities.

**We invite you to read the following information carefully, and to follow the procedures outlined in this guide whenever possible.** If you have any questions, please do not hesitate to contact us.

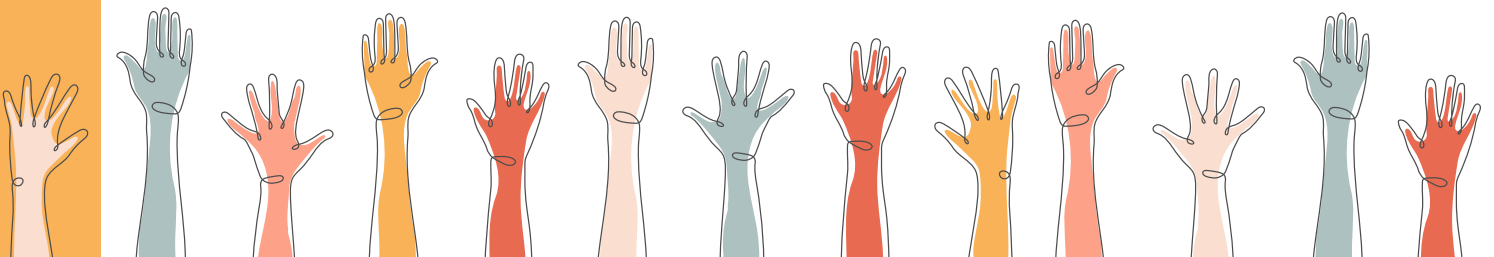




## HOW CAN THE CHU DUMONT FOUNDATION HELP YOU?

- Offer practical advice on organizing activities;
- Write a letter of support to validate the authenticity of your activity and/or to obtain a lottery permit;
- Approve the use of the CHU Dumont Foundation name and/or logo. Please note that you must obtain the approval of a CHU Dumont Foundation staff member to use the name and/or logo of the CHU Dumont Foundation and its entities;
- Promote your activity in the CHU Dumont Foundation's social media;
- Provide support and advice in media relations;
- Provide promotional items (please request by completing the order form);
- Upon request and, depending on schedules, a representative of the CHU Dumont Foundation could be present at the event or for a cheque presentation.

**Please note that the CHU Dumont Foundation cannot finance or reimburse your expenses. In addition, the CHU Dumont Foundation cannot share its lists of donors, sponsors or volunteers.**



# STEPS TO A SUCCESSFUL FUNDRAISER

## Before you begin

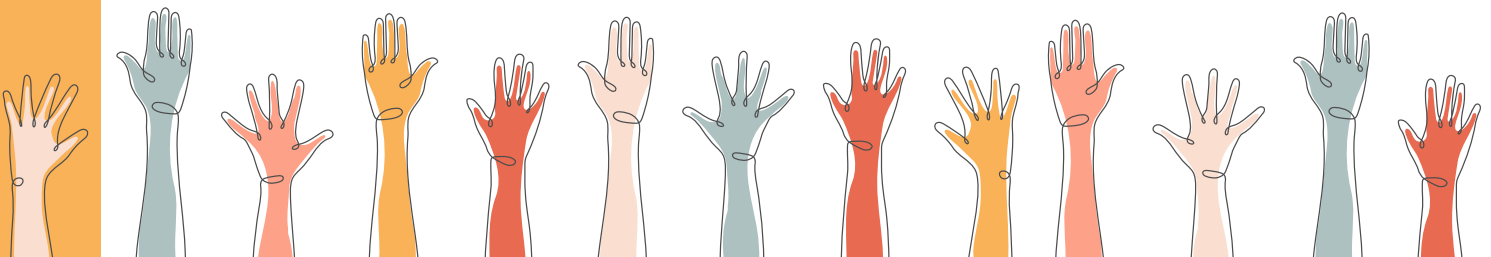
### Brainstorm your ideas

Talk to your friends, colleagues and family members and come up with a fun and original activity that will generate enthusiasm. Running out of ideas? Here are a few examples of popular activities (a more exhaustive list can be found [here](#)):

- the “-thons”: wash-a-thon, rock-a-thon, walk-a-thon, bowl-a-thon, marathons, etc.;
- sports tournaments: golf, hockey, pool, darts, etc.;
- auctions and garage sales;
- community barbecues, lunches and dinners (in person or to go);
- partnerships with local businesses (% of sales are donated to the cause);
- craft, bake and cookbook sales;
- Jeans Days;
- bingos, casinos, lotteries and raffles (please note that such activities require a lottery permit from the province of N.B.);
- dances and benefit shows;
- fashion shows and makeover events;
- bottle drives;
- virtual activities (painting parties, yoga, trivia, etc.);
- payroll deduction programs within your company;
- challenges issued to your competitors, other companies or offices.



The more creative, innovative and daring you are, the greater the chances your activity will be successful. Your activity should correspond to the mission and values of the CHU Dumont Foundation and promote an appropriate image.



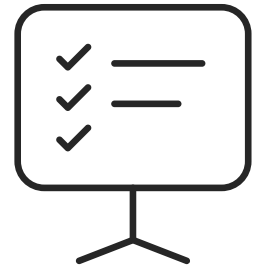
## Set up an organizing committee

The success of your activity depends entirely on the dedication of your volunteers. Start by filling key positions (chairperson, secretary, etc.). Also look to recruit members with special knowledge or talents for example, in graphic design, sponsorships, marketing, event management, etc. Make sure you have committed and creative people to help you design, plan and execute your activity.



## Activity details

Choose a date for your activity. Set a financial goal. Make the necessary reservations (rooms, caterers, entertainment, photographer, etc.). Make a list of all tasks to be performed and resources required. Set deadlines. Assign responsibilities. Hold regular update meetings.



## Tell us about your fundraiser

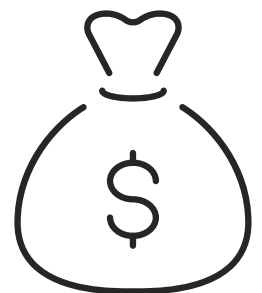
Send the information of your activity to [info@fondationdumont.ca](mailto:info@fondationdumont.ca) for approval.

Be sure to let us know if you would like a member of the CHU Dumont Foundation to attend your activity.



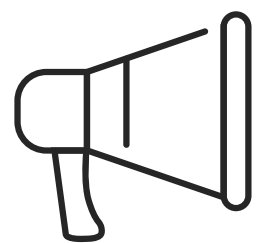
## Create a budget

Prepare a budget and identify all possible sources of income and expenses. Income could include sponsorships, cash gifts and in-kind donations (goods and services provided free of charge). In expenses, include miscellaneous rentals, permits, graphic design, printing, advertising, purchase of prizes and various products.



## Promote your activity

Get the word out about your activity through flyers, posters, word-of-mouth, social media posts, e-mails, etc., making sure that all promotional material bearing the name or logo of the CHU Dumont Foundation or one of its activities is previously approved.





### ***During the activity*** ***Assign responsibilities***

Make sure you have people in charge of all aspects of your activity (arrival of participants, donation table\*, emergency management, etc.) and make sure that the list of people in charge is shared with everyone involved.

\*If you receive a donation and the person asks for an official receipt, be sure to record the complete information for each donor on the [donation form](#).

### ***After the activity*** ***Forward proceeds to the Foundation***

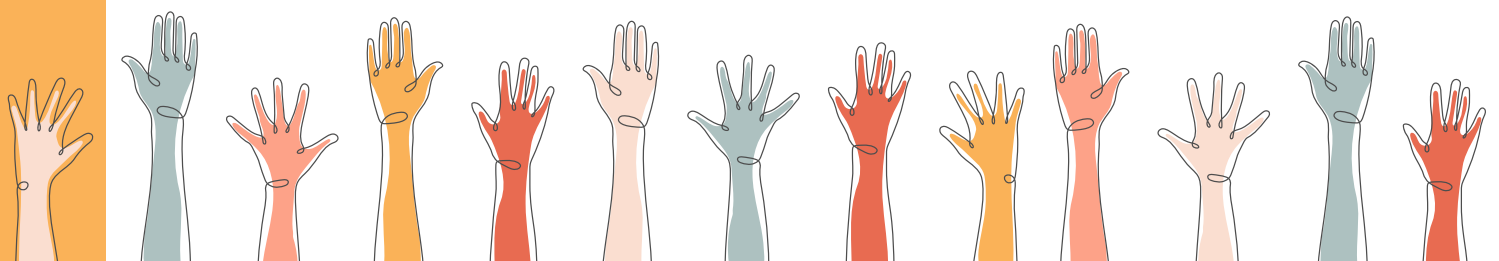
We ask that proceeds be sent directly to the CHU Dumont Foundation within 30 days of the activity.

### ***Hold a post-mortem meeting with your organizing committee***

It's very important to provide feedback on the organization and flow of your activity in order to discuss successes, areas for improvement and recommendations for subsequent editions.

### ***Thank those who have contributed***

Don't forget to acknowledge and thank everyone who has contributed in any way to the success of your activity (volunteers, donors, sponsors, entertainers, etc.).



## Official tax receipts

The CHU Dumont Foundation issues official tax receipts in accordance with the rules and policies of the Canada Revenue Agency.

It is important to note that an official tax receipt can be issued to donors **if they have not received benefits in exchange for their donation**. The purchase of tickets for a draw or lottery, tickets to an event, or promotional material are just a few examples of contributions that are not eligible for tax receipts.

On the other hand, a portion of a donation may be eligible for an official tax receipt even if the donor has received something in return, as in the case of a benefit dinner, auction or golf tournament.

We suggest that you do not promote a specific value for an official tax receipt issued to donors. It's preferable to use general language, such as: "An official tax receipt for the **net value** of the donation will be issued."

For information about Canada Revenue Agency guidelines and the issuance of tax receipts for charities, we invite you to contact the CHU Dumont Foundation staff.

### Still have questions?

#### Mailing address:

CHU Dumont Foundation  
330 Université Avenue  
Moncton NB E1C 2Z3

Telephone: 506-862-4285

Toll-free: 1 800 862-6775

Fax: 506-862-4474

Email: [info@fondationdumont.ca](mailto:info@fondationdumont.ca)

Website: [dumontfoundation.ca](http://dumontfoundation.ca)



The CHU Dumont Foundation works tirelessly to support you in your fundraising activities. Your collaboration and your donations are vital in helping us pursue our mission.

Thank you from the bottom of our hearts!  
The CHU Dumont Foundation team

