



Community Event Toolkit

Welcome

Thank you for considering The Darling Home for Kids as the beneficiary of your fundraising event. As Canada's only paediatric organization providing respite, residential and hospice services, our mission is to improve the lives of children with medical complexity and their families. We do this by providing essential programs and services to enrich the lives of children day-to-day and help them reach their full potential. While we do receive funding from the government, it only covers a percentage of the Home's operational costs. As such, we rely on the help of our community events and donors to ensure our doors remain open for families who need us.

The following tools and templates have been developed to assist you in organizing your event, and allow us to support you in achieving your fundraising goals.

- 1 Event Ideas
- 2 Policies for Community Fundraising Activities - please review these policies and procedures carefully
- 3 Community Event Application Form – please complete and submit for approval prior to promoting your event
- 4 Sample Critical Path
- 5 Social Media Toolkit
- 6 Sample Donation Request Letter
- 7 Charitable Tax Receipt Policies

We are committed to helping you succeed in your fundraising efforts and look forward to working with you as you plan your event. Please call us with any questions you may have and let us know how we can help.

Happy Fundraising!

The Darling Home for Kids



Over 16,000 children are classified as medically complex in Ontario



Since 2004, DHK has provided over 500,000 hours of service



About Us

Built in 2004, The Darling Home for Kids is a unique home-like environment nested in nature, with many medical amenities found in a hospital. Our organization focuses its service provision on children who require intensive nursing support on a daily basis for survival, with a healthcare team that includes Registered Nurses, Registered Practical Nurses, Personal Support Workers and physician support.

We rely on the generosity of individuals, organizations and corporate partners in our community to allow us to offer our core programs of respite, residential and hospice palliative programs to the children we serve. Over the years we have seen an increase in demand for our services, not only for the children who are in our care, but also for their families. We have expanded to offer a Siblings Connect program where

the siblings of our children have the opportunity to gather with others in similar situations and share their experiences. We have also added a Parents Connect program for parents who are in different stages in their caregiving journey. Whether it's a new diagnosis or navigating the healthcare system, parents can share their experiences and support each other.

Our organization works in collaboration with the Ministry of Children, Community and Social Services, the Ministry of Health and Long-Term Care, and with physicians, acute care settings and community partners to provide essential respite, hospice palliative and residential care to families when they need it the most.



2019/2020 By the Numbers



Over 51,000 hours of service were provided



63 children, including **11 new children,** received care



14 children accessed the hospice palliative program including **3 new children**



Over 6,100 hours of palliative care were provided

Because of you...

My name is Amanda, and my daughter Lauryn is one of the children who benefit from the programs offered at The Darling Home for Kids.

My daughter Lauryn has a condition called STXBP1. If you have never heard of this before you are not alone. It is an extremely rare condition with an incidence rate of about 1 in 29 million. There are currently fewer than 300 known cases worldwide.

During the first six years of Lauryn's life she required more than 600 medical and therapy appointments, and completed several hundred additional hours of homework activities to support her development. It became apparent very quickly that Lauryn would continue to require a high level of support in all daily activities and at all times. From the physical risks of falls due to ataxia, poor muscle control and seizures, to the daily risks that are harder to prevent like choking, the high levels of support and care required became overwhelming at times.

Without realizing it our lives had changed profoundly. Lauryn's needs added an additional level of complexity to regular tasks of daily life, and most certainly the little things like going out to the park or even to play outside with her brothers took much more time and planning to manage.

Although we are still learning about this condition, what is known is that it involves ongoing seizures, neurological tremors, developmental delay, low muscle tone, difficulties with communication, and can occur with other conditions like mitochondrial disorders, which is the case for Lauryn. We also know that it is

most often progressive in nature, and that medical needs become more complex during the teenage years. Knowing that The Darling Home for Kids, a place full of positive memories, will be there for Lauryn and our family during those times is comforting.

This is why The Darling Home for Kids is so important to us. As a parent, finding someone I feel comfortable with to watch Lauryn has been incredibly challenging. At the same time, I want so much for my daughter to have the opportunities and experiences that I cherished as a child. One of my favourite things as a girl was having the opportunity to go away for a weekend or to summer camp. Because of Lauryn's condition, I believed these types of experiences would not be possible for her. Then we found The Darling Home for Kids. Now Lauryn gets to enjoy accessible outdoor spaces, making s'mores, lounging in the Snoezelen room and having pyjama and dance parties with friends - just like her non-disabled peers - all in a place where experienced and trained staff are able to respond to her needs when an emergency occurs. She also gets to invite her brothers to join her for seasonal events like the family BBQ and Christmas party, so they feel included too!

I am often asked what I do when Lauryn is away at respite camp. Lauryn's brothers are 8 and 15 years old. Being a sibling of a child who has a disability often means we are attending medical appointments when other kids are out playing. During the times that Lauryn is off having fun at The Darling Home for Kids, I have an opportunity to give a little one-on-one time to her wonderful and very patient

brothers, who often have to take a back seat to their sister's needs.

Thank you so much for thinking of The Darling Home for Kids. Because of the generosity of individuals like you, they are able to offer programs that contribute to a more inclusive community, welcoming children regardless of the medical challenges they may face, so they too can have the wonderful experiences that all children should enjoy. The contributions of community events support not only the children who attend, but provide support to each child's whole family, often giving them a chance to recharge and rest so that we can continue to be the best parents we can be to our kids.

Thank You.




Event Ideas

Thank you – you’ve taken the first step and decided to host an event in support of The Darling Home for Kids. There are countless ways that you can raise funds – both in-person and online – and we can help make it easy. If you need assistance collecting funds, we can set you up with your own fundraising page that will allow you to collect donations via credit card for whatever event you choose to host. Personalise your page with pictures and a paragraph or two about your event/campaign and send it to all your friends, family and/or co-workers. We’ve included several event ideas below, many of which can be easily converted to a virtual event. Please adhere to regional health guidelines when planning your event. As always, we are here to help. Feel free to reach out if you need any assistance.

If you’re looking for other options, please contact [Nicole Walker \(Events & Sponsorship Lead\)](#) and she’ll be happy to work with you to create a unique opportunity.

Nicole Walker
Events & Sponsorship Lead

 905.878.7673 ext. 232

 nwalker@darlinghomeforkids.ca

A-THONS

Walk, skip, read, bike, dance, knit, swim, bowl, skate, exercise classes (i.e. Yoga). These are great events that can also be done virtually – set your own route and ask friends and family to donate. Post your training on social media and don’t forget to share when you’re done!

AUCTIONS

Donated goods, furniture, hand made goods, quilts, services and catered meals can all be auctioned off for charity. These can be fun and also hosted on a social media platform like Facebook. Post the item, set a minimum bid as well as a bid increment (suggest anywhere from \$2-20 depending on the value of the item) and make sure to list a ‘closing’ date and time. Share your posts and let your friends know that the funds raised will be directed towards The Darling Home for Kids.

Post and sell new or gently used items on the GiveShop app, with the proceeds going directly to The Darling Home for Kids. Similar to Facebook Marketplace, you will make arrangements with the winner to exchange the item. The GiveShop app will process the payment and distribute the funds directly to The Darling Home for Kids and you will receive a charitable receipt for the purchase price!

GALAS

Black tie dinner, concert, garden tour, homes tour, art exhibit/show, performance of a play, BBQ beach party, boat cruise, costume dinner/dance, proceeds from the dress rehearsal for a ticketed performance/play, food fair, dance, celebrity luncheon, talent show.

GAMING FUNDRAISER OR TOURNAMENT

Are you someone that likes to play video games? Why not turn it into a fundraiser! Stream your game live (using a platform like Twitch) and encourage your audience to donate during the stream. Let them make a donation and challenge you to complete a task within the game. Provide shout-outs to those that make a donation.

With the rise of e-sports, online gaming tournaments are getting more and more common. Pick your favourite game and challenge friends and family to a tournament. Participants will make a donation to join the tournament and possibly win prizes! Your tournament can run for a day, weekend or even over the course of a month.

Event Ideas *continued*

SPORTING EVENTS AND TOURNAMENTS

Baseball game, football game, golf tournament, tennis tournament, fishing derby, pool/billiards/darts tournament, soccer tournament. Teams and individuals can pay a registration fee with the proceeds directed towards The Darling Home for Kids. At the event, sell food, 50/50 tickets or host a raffle to raise more funds. Prizes can be solicited by local businesses to award to the winners.

SHOPPING NIGHT

Connect with a local business to host a private shopping event in support of The Darling Home for Kids. This could be done in-store or online. A portion of sales that evening will be donated to the Home. If hosting in-person, bring in snacks, beverages and your friends to shop 'til you drop while supporting a great cause.

TRIVIA NIGHT

Who's the smartest in your group? Do you have that friend who constantly shares "useless facts"? Now you can test their knowledge by hosting an online trivia night. Friends, family and co-workers can make a donation and gain access to the game! Award prizes for best costume and highest scores.

VIEWING PARTY

Have your friends donate the amount of a regular movie ticket and watch a movie together from the comfort of your own living rooms (using Netflix, Disney or HBO). This feature includes a chat bar where you can all talk with each other while watching the movie.

OTHER IDEAS

- Garage Sale – This can be done using the GiveShop App!
- Bake Sale
- Head Shaving
- Loonie/Twoonie Drive
- Car Wash/Pet Wash
- Arts and Crafts sale/show
- Carnival
- Holiday Celebration – donations in lieu of birthdays, Christmas, anniversaries, gifts, etc.
- Theatre Event
- Theme Party
- "Dress Down" Day
- School Event
- Raise a set \$ amount to make your boss/principal do something: e.g., dress up, make lunch for the team, etc.



Policies For Community Fundraisers

- 1** No party may use The Darling Home for Kids name or logo or otherwise indicate to the public that an event is being held for the benefit of The Darling Home for Kids without the prior written consent from The Darling Home for Kids.
- 2** Upon approval of your affiliation with The Darling Home for Kids, you will be provided with approved logos to be used on your materials. The official logo of The Darling Home for Kids should be appropriately used in conjunction with such an event and may not be altered in any way. Any use of The Darling Home for Kids logo must adhere to established graphic standards.
- 3** The Darling Home for Kids must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution. Organizers must clearly communicate to all supporters, attendees, sponsors, etc., what percentage of proceeds and/or portion of the ticket price will benefit The Darling Home for Kids.
- 4** Named recognition may not be approved, if, in the opinion of the organization, circumstances respecting a recognized individual, organization or corporation, contradict the mission, ethics and values of The Cedarbrook Society o/a The Darling Home for Kids.
- 5** Guest attendees from The Darling Home for Kids will receive complimentary tickets or admission when invited to speak or attend a Community Event.
- 6** By publically naming the Home as the beneficiary of your event, you are required to donate the full amount agreed upon, of the net proceeds, to the Home within 30 days of the date of the event (unless otherwise agreed upon in writing).
- 7** Organizer(s) should establish a timetable and action plan prior to the event, which will enable The Darling Home for Kids to promote the event when given sufficient lead time.
- 8** The Darling Home for Kids can provide brochures, pamphlets and other informational materials, promoting and explaining The Darling Home for Kids, its goals and accomplishments. Advance notice is needed regarding the quantities needed for the event.
- 9** The Darling Home for Kids can provide a representative to speak at the event on behalf of the organization at the request of the organizer, depending on availability. Advance notice is required.
- 10** The Darling Home for Kids cannot provide funding for your event, nor will it be responsible for any costs associated with the planning and/or execution of your event.
- 11** Organizer/sponsors are responsible for obtaining all permits – especially those for raffles/games of chance. For more information about permit applications, please contact The Darling Home for Kids.
- 12** Organizer/sponsors must obtain their own liability insurance to cover the event, if applicable. The Cedarbrook Society O/A The Darling Home for Kids will not be liable for any direct, indirect, incidental or other damages arising out of, or in connection with, your event.
- 13** Please note that The Darling Home for Kids is unable to:
 - Supply prizes, auction items, awards, etc.
 - Endorse products
 - Provide funding or reimbursement of expenses
 - Distribute/sell company products
 - Place our logo on tangible items, such as books
 - Sell or provide access to our Donor Database mail/email list

Community Event Application Form

We are thrilled that you have chosen to raise funds for The Darling Home for Kids and we are eager to support you in planning your event. You are an important part of our fundraising efforts.

Should you have any questions about this form or wish to discuss your event, please contact:

Nicole Walker
Events & Sponsorship Lead



905.878.7673 ext. 232



nwalker@darlinghomeforkids.ca

REMINDER

- 1** A Community Event Application Form must be completed in full and returned to The Darling Home for Kids as soon as possible. Please allow 5-10 business days for approval.
- 2** All lotteries/raffles/draws must have a Lottery License. Please provide the Lottery License Number prior to your event.
- 3** The Darling Home for Kids must approve all event/promotional materials including the use of our logo/name prior to print production.

EVENT CONTACT INFORMATION:

Company Name (if applicable): _____

Contact Person: _____

Address: _____

Telephone Number: _____

Email Address: _____

EVENT INFORMATION:

Event Name: _____

Event Date: _____

Event Location: _____

Event Description:

Event Proceeds Goal (Estimated): _____

List of other charities involved (if applicable):

% of proceeds to DHK _____

Special Guests:

Community Event Application Form *continued*

What inspired you to host this event in support of The Darling Home for Kids?

How can we help to ensure the success of your event?

- Please send me a banner (*subject to availability*)
- I would like someone from your organization to come and speak at my event (*subject to availability*)
- Please send me print materials to distribute to attendees (*newsletters, brochures, etc*)
Quantity required (please allow two weeks for delivery): _____
- Other

Comments:

- I/we acknowledge receipt of The Darling Home for Kids Policies for Community Events and agree to comply with all provisions in organizing and holding our fundraising event.

Signature of Responsible Party

Date

Signature of Responsible Party

Date

RETURN COMPLETED FORMS TO:

-  **The Darling Home for Kids**
5657 15th Side Road
Milton, ON L9E 0C8
-  nwalker@darlinghomeforkids.ca
-  (905) 878-9886

INTERNAL OFFICE USE:

Date Received: _____

Date Contacted: _____

DHK Team Member: _____



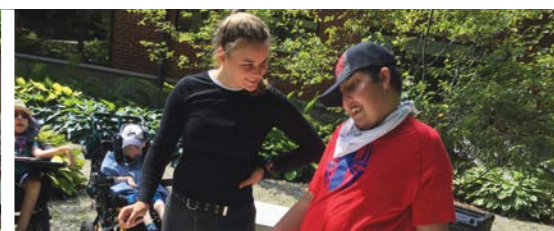
Sample Critical Path

A critical path is a useful tool to help you keep on track when planning your event. Use it to set goals and monitor progress.

6-12 MONTHS BEFORE EVENT	PERSON RESPONSIBLE	DATE COMPLETED
Decide on the type of event you would like to organize		
Choose a date (review other potential competing events in the area)		
Develop fundraising goals and budget (including expenses)		
Contact The Darling Home for Kids to register your event		
Form a volunteer planning committee: volunteers can help with planning your event and are great to help promote ticket sales (if appropriate), ask for donations or other fundraising activities		
Assign committee tasks		
Secure a venue		
Determine entertainment and vendor needs (i.e. caterer, AV, photographer)		
Develop promotional strategy - how will you spread the word about your event? Social media, newspapers, posters, etc. Ask us for tips and tools to help share the event!		
Create an online fundraising page (with The Darling Home for Kids) - a great way to collect donations from those who may not be able to attend your event.		
Understand tax receipting - we can help!		
Draft a request letter for donations (to local businesses/people) - we can help!		
Determine what supplies are needed to execute your event - what can be donated?		
Determine if any permits or licenses are required		
4-6 MONTHS BEFORE EVENT		
Secure donations for event		
Determine rental needs - book rentals (typically require 6-8 weeks notice)		
Start promoting your event - ticket sales, implementing marketing strategy; see our "Social Media Toolkit" for tips		
Finalize vendors: caterer, photographer, etc.		
Recruit event day volunteers if needed		
Determine any print needs (signs, etc).		
2-4 MONTHS BEFORE EVENT		
Determine event day set up needs		
Big push for ticket sales		
Place your event on local media calendars - newspapers, radio stations, etc., to help promote the event		
Develop a hashtag for social media campaign		
Connect with The Darling Home for Kids - how can we help?		

Sample Critical Path *continued*

1 MONTH BEFORE EVENT	PERSON RESPONSIBLE	DATE COMPLETED
Finalize numbers with caterer (14 days notice)		
Finalize volunteer schedule and roles		
Ensure deposits for vendors are paid		
Finalize details with vendors - set up timing, load out, etc.		
Finalize agenda for the event - who is speaking/performing when		
Finalize print collateral for event		
Ensure food & beverage available for volunteers and on-site vendors		
Start collecting and packing event day essentials		
Determine method to collect donations/sales on-site at the event		
1 WEEK BEFORE EVENT		
Finalize event run of show (timing); send to all vendors and suppliers		
Finalize supplies/pack for event		
Send detailed info to volunteers		
Do a last push on social media		
Prepare a list of important phone numbers (committee members, suppliers, etc)		
DAY OF EVENT		
Arrive early to set up (prior to volunteer arrival)		
AV sound check - always test all equipment		
Live stream/post on social media about the event (as it happens)		
Enjoy the event!		
POST-EVENT		
Thank you's - letters to donors/sponsors		
Social media - share photos from the event day (make sure to tag The Darling Home for Kids)		
Check in with volunteers and committee members - get feedback		
Pay all outstanding invoices		
Once event is complete and expenses are paid, please submit proceeds within 30 days to The Darling Home for Kids (unless otherwise agreed upon in writing).		



Social Media Toolkit

Thank you for showing your support of The Darling Home for Kids. Below is a selection of social media tips that you can use to help promote and share your event.

If pictures or video are to be taken at the event and will be posted to a website or public social media account, please be sure to post a sign at your event that indicates your photos may appear on the web.

For more tips or assistance, don't hesitate to contact us!



FACEBOOK

- Create an event on Facebook and invite your friends, family and fans to attend.
- By leaving the event public, it encourages your attendees to invite their friends and family too.
- For larger or annual events, consider creating a **dedicated Facebook group**, where your members can receive updates throughout the year.
- Upload photos and videos for your members to share, receive comments and questions from your community and create a central location of information on your event. For best results, keep your Facebook group set to public.
- Be sure to tag **@darlinghomeforkids** in your posts where possible (our name should pop up as you write, which you should then highlight to have us tagged) as we can comment and like the post.
- Share your event on **The Darling Home for Kids** Facebook page. Your event will appear in the "Visitor Posts" section of our page for people to see (and we can also like and engage with the post).

TWITTER

- Start by following the **Twitter 101 Guide** to help you get started using Twitter.
- Create either a personal or event-specific account. Keep the handle easy to share and remember.
- Begin by following influential individuals you believe would be interested in your event. These might be people who would already have a strong follower base.

- o For example: If it's a run – follow athletic companies, other runs and people who show an interest in running
- Like and share similar content – get noticed!
- Be sure to tag our handle **@darlinghome4kid** and use the hashtag **#DH4K** to help define yourself as a member of The Darling Home for Kids' Community.
 - o We will keep an eye out for you and retweet when we can to help spread your event message even further.
- For Twitter best practices and a full guide to Twitter lingo, please visit the **Twitter for Business Guide**.

INSTAGRAM

- Visit the **Instagram Help Center** to learn how to sign up for your free account. Make your account public so that others can find you and like/comment on your posts.
- Create a hashtag for your event. You can search directly on Instagram for hashtags that others are using (to avoid duplication or to strategically tie in with a popular hashtag).
 - o Keep it simple and easy to remember. Users can then search by your hashtag to find all pictures posted about the event.
- Post pictures about your event or similar topics and tag influencers or others who may be interested in liking and sharing.
- Be sure to tag our handle **@thedarlinghome4kids** and use the hashtag **#DH4K**
 - o We will like/comment on posts to increase engagements.

Sample Donation Request Letter

Name
Company
Address
City, Prov PC

Dear NAME,

My name/organization is {INSERT} and we are hosting {DESCRIBE EVENT/ OPPORTUNITY} to raise funds for The Darling Home for Kids. {Include details of why you are hosting this event/opportunity, the date, etc.}.

As Canada's only paediatric organization providing respite, residential and hospice services, their mission is to improve the lives of children with medical complexity and their families. The Darling Home for Kids does this by providing essential programs and services to enrich the lives of children day-to-day and help them reach their full potential.

I am writing to request your support of our event. {Include how you'd like their support – buy tickets, sponsor, donate an item for auction or make a monetary donation}.

Your support will help medically complex children and their families who utilize The Darling Home for Kids. If you have any questions, please feel free to contact me at {PHONE} or by email {INSERT EMAIL}.

Sincerely,

Name
Role (if applicable)



Charitable Tax Receipt Policies

The Darling Home for Kids is committed to following the rules and regulations regarding the issuing of official charitable receipts set out by the Canada Revenue Agency (CRA). This is important to protect our registered charitable status.

Donations made directly to The Darling Home for Kids (via cash, cheque or directly online) that are a value of \$20 or greater are eligible for a tax receipt if no goods, services or advantage were received in return for that donation (i.e. raffle tickets, event admission, fees, auction items, etc).

Note:

- Official charitable receipts dated for the year of your event can only be issued if all money and complete information, including full name, mailing address, phone number and email for each donor, is received by December 31st of that year.
- Tax receipts are issued in the name listed on the method of payment (i.e. name on credit card).

Gift-in-Kind Contributions

Tax receipts will not be issued for Gift-in-Kind donations provided to a community event

Further tax receipting information is available at the [Canada Revenue Agency](#) website.



Thank You

Thank you for choosing The Darling Home for Kids as the beneficiary of your Community Event. We will review your submission and respond within 5-10 business days. Upon approval, you will be provided with a letter acknowledging your event as well as a link to a folder containing images that you may use for your event, including our logo.

We will be there to help you along the way. If you have any questions, please don't hesitate to contact us.




Warm Regards,

Nicole Walker
Events & Sponsorship Lead
The Darling Home for Kids

 905.878.7673 ext. 232

 nwalker@darlinghomeforkids.ca

FOLLOW US!

-  @darlinghomeforkids
-  @thedarlinghome4kids
-  @darlinghome4kid

