



Third Party/Community Event Policy

Developed By:	Foundation Staff & Governance Committee
Approved By:	Board of Directors
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Position Responsible for Developing and Maintaining this Policy:	Executive Director/Governance Chair

Disclaimer: If there is a discrepancy between this electronic policy and the written copy held by the Responsible Position, the written copy prevails.

Purpose

The purpose of this policy is to provide procedures and responsibilities *(for both event organizers and Foundation)* for Third Party/Community Events.

Philosophy

A key method of fundraising for Groves Hospital Foundation is Third Party/Community Events. These being events held by community groups, schools, businesses, volunteers, families, and/or individuals with the funds being directed to the Foundation. Through a clearly defined Third Party/Community Event Policy, the Foundation can ensure that event organizers are aware of their responsibilities, the responsibilities of the Foundation, and are treated fairly and consistently.

Approval

Where possible, the event organizers will approach the Foundation and fill out a [Third Party/Community Event Form](#), to state your intent to hold a fundraiser, prior to promotion of the event. The form is linked above, and should be emailed to sarah@grovesfoundation.com or brought into the Foundation office once complete. The Foundation will reply to all applications in no more than 2 business days.

Should the event be repeated or become annual, the Foundation does not require repeated application forms, but appreciates advance notice of the event's reoccurrence such that it can be promoted through our channels. Should substantial changes be made to your event upon reoccurrence, please advise the Foundation so that we are aware of the new format.

The Foundation reserves the right to terminate their involvement with a third-party event, should the event's purpose/nature/promotion contravene any of our other stated policies or become controversial within the community.

Foundation Support

Once we have received your application and provided approval, here are some of the ways the Foundation is able to support Third Party/Community Events.

We can:

- Call/Email/Meet with you to discuss your event and provide suggestions and/or feedback.
- Provide a high-resolution copy of our logo for use on your promotional materials and/or provide assistance with your promotional materials, if requested.
- Provide a sample letter of support for your event, for event organizers to send to prospective sponsors.
- Promote the event on our website in the Events section.
- Promote the event within the Hospital, and in our e-newsletters, if timing is appropriate.
- *Please note: we cannot provide our donor contact information and/or email lists for either hospital or external contacts, to be emailed by third parties.*
- Arrange for a representative to attend and/or speak at your event, if requested/possible.
- Lend you a Foundation pop-up banner, for display at your event.
- Lend you a donation collection box, for use at your event.
- Produce an online donation collection page, with unique QR code and URL, to collect donations in advance of/during your event.
- Provide a sample thank you letter for use in thanking sponsors/donors of goods and services.
- Provide you with a sample chart, to collect donor information at your event (*for donations, freely given, of \$20+ only*).
- Issue charitable tax receipts, if applicable; based on [CRA guidelines](#). The guidelines include information on “in kind” giving.
- Hold a cheque presentation, following the event, to accept the proceeds; this will be shared on our social media and website (*and in our e-newsletter, if timing is appropriate*).
- Should the funds raised exceed \$10,000; recognize the event on our Donor Wall.

Event Organizer(s) are responsible for:

- Covering all upfront event expenses including rental of facilities, supplies, vendors, food & beverage, etc.
- Researching rules and restrictions based on the location and type of event (*i.e., permitting and licensing requirements*).
- Clearly communicating in promotional materials that the event is “in support of Groves Hospital”, or similar, and not an event being held by the hospital/Foundation itself.
- Not claiming to represent Groves Hospital at any time in relation to the event, including, without limitation, in the solicitation of donations, sponsorships, or products. It must be clear that the event is being held by the organizers, with the beneficiary being Groves.
- Not taking commission, for any purpose, on funds raised as a part of an event benefitting Groves Foundation.
- Handling all monetary transactions for the event (*unless other arrangements have been made, such as an online donation page/QR*) and present the proceeds to Groves Hospital within 30 days of event.
- Providing all names and addresses for tax receipts (*if required*), within 30 days of event.
- Securing volunteers or staff to work at the event, as needed.
- Securing sponsorship and/or donations of goods and services, if applicable to event type.
- Applying for permits, [gaming](#) or [alcohol licenses](#), and/or [insurance](#).
- Producing a press release and reaching out to media contacts, if desired.

- Promoting the event on their own channels/through their own contacts.

Conclusion

The Foundation is very grateful for the support of Third Party/Community Events and the vital funds they raise for the advancement of health care for our patients. Support from these community events help fund the vital needs of Groves Memorial Community Hospital's staff and physicians. These events also assist in the promotion/awareness of the hospital's needs, as they expand the Foundation's reach and resources. We thank those interested in hosting events to benefit GMCH and appreciate their time and efforts on our behalf.