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Toronto Rehab Foundation  UHN

**GIVING TOGETHER**

*2018-2019 Staff Campaign*

# 2018/ 19 Committee Toolkit

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## All-OA & Posting Guidelines

### All-OA:

- The Foundation will send out **All-OA Communications** announcing campaign goals, monies raised to date, success stories and more throughout the Giving Together Campaign.
- **Each program can send out Site Specific OA email's throughout the Campaign.** Each email should be comprehensive outlining all upcoming activities and events. The Site Specific OA should be sent out by the program manager or designated Giving Together program lead, as appropriate and with approval.
- If you have any questions regarding All OA emails, please contact Vanessa Sousa at [vanessa.sousa@uhn.ca](mailto:vanessa.sousa@uhn.ca)

### Postings:

- Committee Members are asked to be mindful in selecting appropriate areas for Giving Together postings. To best reach staff, we suggest posting in the following areas:
  - Elevators
  - Bulletin Boards
  - Staff Lunchrooms
  - Reception Areas / Switchboard Area
  - Mail Boxes
- Please also ensure all postings include a Giving Together logo.

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## **10 Steps To Planning Your Successful Fundraising Event**

1. Brainstorm with your Giving Together program committee
2. Contact Vanessa Sousa at ext. 3742 to review your event idea
3. Set your fundraising goal/ target
4. Schedule the event
5. Determine event logistics
6. Determine event promotion and publicity
7. Host your event (in a high traffic area i.e. front lobby)
8. Use a Goal Thermometer to track participation or success of the event
9. Collect and submit your funds
10. Send thank you letters (as appropriate)

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## **Event Ideas**

1. A Re-Gifting Sale/ Basket Sale
2. Amazing Race
3. Bake Sale
4. Balloon Burst
5. Barbecue
6. Bottle Drive
7. Cook-Off
8. Craft or Country Fair
9. Dinner/ Dance
10. Dress Down Days
11. Fashion Show
12. Fundraising Cookbook
13. Garage Sale
14. Golf/ Mini-Putt
15. Live Auction
16. Moustache Growing Contest
17. Movie Trivia/ Scrabble/ Word Search Contests
18. Pledged Events or “A-thons”: Skip, Read, Bike, Bowl, Swim
19. Raffles
20. Workplace Casual Dress Days
21. Silent Auction
22. Sports Tournaments: Hockey, Baseball, Frisbee, Tennis, Table Tennis
23. Swear Jars (collect change)
24. Toonie Toss
25. Used Book, DVD, CD and Magazine Sales
26. Board Game Contest

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## Silent Auction Tools and Templates

The following pages provide Tools and Templates to help you run your Giving Together **Silent Auction**. Sample Templates include:

- **Sample of a Silent Auction/ Prizing Solicitation Letter**
- **Sample of a Silent Auction Bid Sheet**
- **Sample of a Silent Auction Table Sign**

For questions or concerns regarding Silent Auction materials, please contact: Vanessa Sousa at ext. 3742

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DATE

NAME

COMPANY

ADDRESS

TORONTO, ON Postal Code

Dear NAME,

Toronto Rehab is proud to present our annual **Giving Together Staff Campaign** in support of the **Toronto Rehab Foundation**.

Each year, thousands of patients are admitted to one of Toronto Rehab's seven programs, across five sites, to begin their recovery from what are often life-altering events such as: head and spinal cord injuries, hip and knee replacement surgery, cancer, traumatic injury, heart attacks and strokes. In addition, our complex continuing care program and long-term care facility provide a unique range of diagnostic and therapy services for patients requiring complex medical and nursing support.

The Giving Together Campaign provides an opportunity for the staff of Toronto Rehab to show our commitment and dedication to the improvement of our community and the Greater Toronto Area at large. All funds raised will be used directly to improve program areas that have been identified by staff.

**Please consider making a donation of a gift or service to be used as part the 2018-2019 Giving Together Staff Campaign.** Your donation will be used as prizing for silent auctions, raffles and staff driven event incentives. Alongside to having the opportunity to display your item during the Campaign, your generosity will be acknowledged in all print materials and websites as applicable.

Please support Toronto Rehab to ensure that we can continue to add good quality years to the lives our patients and their families.

For more information about Toronto Rehab or to make a donation to the **Giving Together Staff Campaign** please contact Vanessa Sousa at 416.597.3422, ext. 3742.

With best regards,

*Volunteer Signature Here*

**VOLUNTEER NAME HERE**

Volunteer Committee Member, Giving Together 2016

**Charitable Business Number: 11925 2336 RR0001**

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## Gift-in-Kind Reply Form

Company Name as you wish it to appear:

\_\_\_\_\_

- ☐ Yes, I would like to make a gift-in-kind donation to **Toronto Rehab's 2018-2019 Giving Together Staff Campaign**

Product Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Retail Value: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Tel: (\_\_\_\_) \_\_\_\_\_

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

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

- ☐ Please send me a business receipt (if applicable)
- ☐ Please contact me regarding Charitable Tax Receipts. ***Please note: as per CRA guideline donations of services/ gift certificates are not eligible for charitable tax receipts.***

*For more information please contact:*

Vanessa Sousa | Toronto Rehab Foundation | 416.597.3422, Ext. 3742  
550 University Avenue, 3<sup>rd</sup> Floor, Toronto, ON M5G 2A2

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## Silent Auction: Bid Sheet

Prize: \_\_\_\_\_

*All proceeds benefit Toronto Rehab's 2018 Giving Together Campaign*

Generously Donated By: \_\_\_\_\_

Opening Bid: \$ \_\_\_\_\_

Minimum Incremental Bid: \$ \_\_\_\_\_

Retail Value: \$ \_\_\_\_\_

Bid Amount Please Print Clearly	Name, Department and Phone Number Please Print Clearly
Opening Bid \$	

*Please note: We reserve the right to reject any bid.*

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## **Silent Auction: Table Display Sign**

**Prize:** \_\_\_\_\_

**Generously Donated By:** \_\_\_\_\_

**Opening Bid: \$XX**

**Minimum Incremental Bid: \$XX**

**Retail Value: \$XXX**

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**THANK YOU FOR HELPING  
US REACH OUR GOAL!**

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## Charitable Tax Receipts

Toronto Rehab Foundation is able to issue charitable tax receipts upon request provided certain conditions, set by the Canada Revenue Agency (CRA), are met:

- Toronto Rehab Foundation requires a complete accounting record of all revenue and expenses. *Please Note: Without this supporting documentation, Toronto Rehab Foundation cannot lawfully issue any charitable tax receipts.*
- The Foundation reserves the right to audit the financial records pertaining to your event.
- **Tax receipts can only be issued to those who have not received a product or tangible item in return for their donations. Purchases of raffle tickets, admission tickets, green fees, auction and other goods are NOT eligible for a tax receipt.**
- Corporations prefer to claim contributions as business expenses as there is a greater tax advantage for a business expense write-off than a charitable donation. If a corporation wishes to receive a receipt for its donation, we will be happy to issue one upon request, provided that conditions set by the CRA are met. An official tax receipts will be issued only if the company has not received advertising or promotional value in return.
- Product/ Prize Donation (Gift-in-Kind) receipts will be issued at fair market value for material goods. Gifts originated from a company's inventory or line-of-business are not usually receipted. *Please Note: For any items including but not restricted to fine art, antiques or any item of significant historical value, Toronto Rehab Foundation will require a formal appraisal of the item prior to issuing a charitable tax receipt.*
- **The Foundation CANNOT issue tax receipts for donated services, e.g. tent set-up, entertainment nor for loaned vacation property.**

## Frequently Asked Questions

### ***Q1. I already work here, why should I give?***

- You have already answered your question. We all decided to work in a healthcare environment for a reason – because we care about people. Each of us should give because we work here. The Giving Together Campaign is our annual opportunity to support something that we all really care about - helping patients recover from injury, illness and disease.

Your gift is needed more than ever this year. Your participation will allow us to continue funding new equipment and research that benefits the patients that come through our doors each year. Your gift can go a long way towards helping.

**A strong foundation of giving from within our hospital will send an important message to prospective donors outside the hospital: that we all accept and recognize the need to support Toronto Rehab.**

### ***Q2. What can I give to?***

- The choice is yours. You may direct your gift to the area of greatest need, or to any of Toronto Rehab's clinical programs. **The most important thing to remember is that your participation is the key to the success of the Giving Together Campaign and UHN's overall iGive@UHN Campaign.**

### ***Q3. Can I spread my gift out over the course of the year?***

- Yes. In fact, one of the best ways to make a gift is to spread it out over the year through payroll deduction. By spreading out your gift to the Campaign, you will likely find that you can afford to make a larger contribution to the area you choose to support (i.e. \$5 per pay cheque – spread over 26 pays = \$130). Not only will this ultimately mean more support to the area you choose, it will mean a larger tax credit for you!

## Frequently Asked Questions (*Continued*)

### ***Q4. How do I submit my monies raised?***

If your program area has hosted an event to support Giving Together (i.e. bake sale, book sale etc.), please drop your fundraising revenue and all applicable forms in person to the Toronto Rehab Foundation, 550 University Avenue, 3<sup>rd</sup> Floor.

### ***Q5. How can I give?***

- ***Online: [www.givingtogether.ca](http://www.givingtogether.ca)***
  - The Giving Together website will be live from September 2016 through to March 31, 2017. Once again the website will allow staff to choose their donation preference: via credit card OR payroll deduction. Staff will also be able to select their donation preference: one-time gift, a recurring monthly gift or payroll deduction. AMEX., MasterCard and VISA are all accepted. Tax receipts for one-time gifts are emailed out immediately after the donation has been made. Tax receipts for payroll donations are reflected on your T4.
- ***Payroll Deduction***
  - You can either choose an on-going deduction, in which your gift will be deducted, in equal amounts, over 26 pay periods. You can also choose to do a one-time payroll deduction. You can do this either online or offline.
- ***Personal Cheque/ Cash/ Credit Card (VISA, MasterCard and AMEX)***
  - If you prefer, you can send in a personal cheque or cash. If you are a member of a rewards program? You may wish to use your credit card to make your donation and collect the rewards (i.e. Air Miles or Aeroplan)



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## **New Branding | Postering Guidelines | Poster Template**

In order to keep on brand with our overall Where Incredible Happens Campaign, Toronto Rehab Foundation has revamped the look and feel of our Giving Together materials.

Please use the banner template on the next page for all giving together posters you create for your program specific events. Please be sure to include:

- **Where the event is taking place**
- **Which program area the funds will benefit**
- **The cost to participate in the event**
- **The time of the event**
- **Who the program leads are (i.e. a contact person)**

Please feel free to add your own flair to the poster, however, it is important to ensure that the Giving Together header and footer are on all communications.

Please circulate your final poster template to Vanessa Sousa and once approved, please see Public Affairs for a date stamp (in order to poster around the hospital).

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## Sub-Committee Commitment Form

Please fill in your information below. We are collecting this information in order to properly recognize all members of the Giving Together Committee and to also ensure we capture the appropriate people in our Committee specific emails.

Your Name: \_\_\_\_\_

Your Program Committee Lead: \_\_\_\_\_

Ext.: \_\_\_\_\_ E-mail: \_\_\_\_\_

TRI Site/ Program: \_\_\_\_\_

Fundraising Goal: \$\_\_\_\_\_ Participation Goal: \_\_\_\_\_

Designated Fundraising Item/ Program: \_\_\_\_\_

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## Program Events

Please fill in your program specific events – this way we can ensure the info is added on to our event website, announced on our Facebook page and also included in the Foundation All OA's.

Event Date	Event Description	Event Lead & Ext

Please e-mail back to [vanessa.sousa@uhn.ca](mailto:vanessa.sousa@uhn.ca)

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