



Fundraising Events Toolkit

Your DIY Guide to
Third Party Events

THANK YOU for wanting to make a difference here at VILLA LEONARDO GAMBIN!

Welcome to Villa Leonardo Gambin!

The Mission of Villa Leonardo Gambin is to Create and Celebrate a Purposeful, Exceptional, Quality of Life. The Board and Staff are dedicated to providing best-in-class care to the residents who call Villa Leonardo Gambin home.

By choosing to fundraise for Villa Leonardo Gambin, you allow us to create the programming and residential environment needed to further our mission and provide the best quality care for residents.

Loyal volunteers like you make everything we do possible and for that we Thank You!

About Villa Leonardo Gambin Long-Term Care

Founded in 2004, Villa Leonardo Gambin is an independent, not-for-profit Long-Term Care Home and registered charity. Centrally located in Woodbridge, Villa Leonardo Gambin provides an atmosphere of warmth and comfort for 168 residents as well as visitors.

The residence has six unique home areas that provides an attractive, casual, home-like setting that are designed to meet the diverse needs and preferences of residents. Each neighbourhood has been designed to celebrate life with its own lounge/living area and dining area with a family-friendly mini-kitchen serving meals that are Italian inspired. Compassionate staff with respect for individual preferences of residents and families further make Villa Leonardo Gambin a community of caring. Professional nursing staff is available 24-hours a day which enables us to provide comprehensive long-term care services, dementia care and palliative services.



Why We Need Your Support

Villa Leonardo Gambin is a registered charity that relies heavily on community donations to cover the costs of capital projects and services not covered under the Government funding provided and cannot be covered under the annual operating budget.

At Villa Leonardo Gambin, donations directly impact the lives of the residents we are so honoured to care for. The money raised is reinvested in the home to ensure the residents have the highest quality of care and that the home is always well-maintained.

Some Of The Ways In Which Donations Have Made An Impact Are As Follows:

- ✿ Purchase of new technologically advanced beds for residents through The Better Beds Fundraising Campaign.
- ✿ Virtual Reality equipment and software for in-house Therapeutic Virtual Reality Program.
- ✿ Activity Room Renovations on all home areas.
- ✿ Camera system which can broadcast to the televisions in resident's rooms from the Multi-purpose Room allowing residents with mobility issues to participate in events.
- ✿ The purchase of sails in the front and side courtyard so that residents can enjoy more time outdoors.
- ✿ Therapeutic dolls for the Alzheimer residents which is an effective way to decrease stress and agitation. These realistic dolls also put responsibility, caring and structure back into the lives of those afflicted with this disease.
- ✿ New Christmas trees throughout the home.
- ✿ Patio furniture in the front courtyard.
- ✿ Expansion of the original home to include the Multi-purpose Room for resident programming and events.
- ✿ The addition of the Café where residents gather on a daily basis to socialize.
- ✿ Yearly capital upgrades to the home to ensure the residence is kept in good condition and runs efficiently.
- ✿ Support of additional program funding when needed.



Let's Get Ready to Fundraise!

There are multiple ways in-which you can engage your friends, family and colleagues whether it is in-person or virtual.

Fundraising Event Ideas

ONE-TIME EVENTS (Some of these can be turned into great virtual events)

Host a dinner (tribute, benefit, birthday, anniversary, friends gathering), BBQs, sales (bake, flower, jewelry, specialty items, book, balloon pop), auction, bingo night, casino night, art exhibits, car wash, social gatherings, fashion shows, concerts, scavenger hunt, trivia night or movie night, dinner theatre, wine tasting, home tour, carnival, classic car show and arts and crafts show.

A-THONS

You can dance, skate, walk, bowl, run, bike or more. Turn any activity into a fun-A-Thon activity and ask your friends, family and colleagues to donate or participate. These types of activities are exciting for a wide range of people and a great way to bring groups of individuals together while supporting a great cause.

TOURNAMENTS

Whether it is a sports tournament or games tournament, any competitive fundraising activity can be a great way to engage people and support a cause.

SPECIAL OCCASIONS

If you are celebrating a special event or milestone, consider asking your guests to make donations to Villa Leonardo Gambin in lieu of gifts or you can give a donation in lieu of guest favors. We will be happy to provide a card with a special message for your guests to let them know of your generous gift.

WORKPLACE

Many companies offer Matching Gift Programs or employee directed giving programs. Please check if the company you work for offers a program that could double your donation or help us with a grant to fund one of the many projects that will enhance the lives of those who call Villa Leonardo Gambin home.

Some companies also offer paid volunteer hours for employees. You may be able to get some great volunteers to help out without them having to take time off work. Ask your friends and family to check if their workplaces offer a volunteer program.



Time to Plan!

Now that you have your event idea there are many things to consider before you get started. Here is a checklist of items to help you with your planning.

- ✿ First of all, HAVE FUN! If you are organized and you surround yourself with the right people everything will work out just fine.
- ✿ Contact the Villa Leonardo Gambin Charity Office with your event idea and proposal.
- ✿ Once the event idea is approved a Third-Party Agreement between Villa Gambin and the Organizer will need to be agreed to and signed.
- ✿ Confirm date, location and time of event with a back-up location and date if necessary.
- ✿ Create an event plan which includes a budget with fundraising goals and a timeline with set deadlines for tasks.
- ✿ Look into any insurance, licences or rental agreements that may be required.
- ✿ Select a group of volunteers who will help you throughout the planning process and on event day.
- ✿ Find effective ways to promote your event whether it is through social media, flyers or utilizing your peer network.
- ✿ Secure all bookings with a deposit and confirm final details.
- ✿ Hold regular meetings with your volunteers to keep them updated.
- ✿ It is recommended that you create volunteer job descriptions so that everyone knows what is expected of them.
- ✿ The creation of a Minute-by-Minute timeline can help you navigate the day with less stress as everything is planned out and is easy for everyone to follow.
- ✿ Collect and reconcile all the money and donations. Ensure that all vendors are paid. Submit your funds to the charity.
- ✿ Celebrate and share your accomplishment.
- ✿ At the end of the event don't forget to thank the donors who gave and the volunteers who helped you put this all together. Also, remember to congratulate yourself for a job well done!



How We Can Support You:

- ✿ A dedicated staff member to answer questions and help with your event planning and fundraising efforts.
- ✿ A dedicated online fundraising page for direct donations.
- ✿ Promote your event on our website and through our social media.
- ✿ Tax receipts for eligible gifts. (Please refer to the CRA tax receipting guidelines).
- ✿ A letter of endorsement for approved events to help you solicit donors and sponsors.
- ✿ Post-event support with thank you letters to donors and other event supports.

We Can't Provide:

- ✿ Staffing or volunteers for events.
- ✿ Application for any licences.
- ✿ Help with soliciting donations or sponsorships.
- ✿ Purchase tickets, tables or sponsorships.
- ✿ Lists of donors.
- ✿ Tax receipts that do not follow the guidelines as outlined by the CRA.



Tax Receipting Guidelines

Villa Leonardo Gambin is charity registered under the name Friuli Long Term Care. Villa Leonardo Gambin must follow all Canada Revenue Agency (CRA) guidelines when issuing tax receipts. For information on the rules and regulation for hosting a fundraising event, visit the CRA website:

<https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/fundraising-activities-charities-other-qualified-donees/issuing-receipts-fundraising-events.html>

General Tax Receipts

Tax receipts are issued for donations of \$20 and above within the year the donation was given. Donations that are mailed must be post marked by December 31st to be eligible for a tax receipt for that year.

Online Donations

Online tax receipts are issued through email by the address provided by the donor. Please check your junk folder if you have not received your donation receipt.

Donations by Cash/Cheque

Tax receipts by cash/cheques are usually issued with 30 days of the date received and will be mailed to the address provided.

Special Events

Tax receipts are issued according to CRA guidelines.

Tax receipts can only be issued in the name of the individual or organization making the donation.

Split receipts may be issued for the gift portion of a ticket. A receipt can not be issued if the value of the advantage exceeds 80% of the amount paid, or the value of the advantage can not be calculated.

Gifts-in-kind may be issued if a receipt falls within CRA guidelines and a purchase receipt, proof of value or invoice is provided.

Villa Leonardo Gambin will not issue tax receipts for the following:

Sponsorships are not eligible for a tax receipt. We can offer a business letter with the amount of the sponsorship so it can be used toward a business expense.

Any raffle or lottery tickets sold are not eligible for tax receipts.
Event Ticket purchases.

**There may be other items that the charity may not be able to tax receipt so please contact the Charity Office to confirm if an item is eligible or not.*

How to Make a Donation

There are several other ways to make donations:

Via our website: www.villagambin.com

By Phone: 905-856-3939

In person at Villa Leonardo Gambin Residence Chairty Office

Please have cheques made payable to:

Villa Leonardo Gambin

Cheques can be mailed to:

Villa Leonardo Gambin

C/O Charity Office

40 Friuli Court

Woodbridge, ON L4L 1V9

Friuli Long Term Care Charitable Registration No. 89301 4118 RR0001



Permits, Licenses and Insurance

Depending on the event that you choose, there may be licenses, permits and insurance required. The following information will help you to determine what you need and how to get it.

Raffle and Lottery Permits or Licenses

If you would like to host a raffle, a lottery of any sort or a 50/50 draw you will need to attain a license from the Alcohol and Gaming Commission of Ontario.

For more information, please go to this link:

<https://www.agco.ca/lottery-and-gaming/charitable-gaming-charitable-and-religious-organizations>

Alcohol

If you are going to serve alcohol at your event and you are hosting at a hall or restaurant, always check if they are up-to-date with their liquor license. This will then not be an issue for you. If you are hosting an event in a venue that does not have its own liquor license then you will need to apply with the Alcohol and Gaming Commission of Ontario.

For more information, please go to this link:

<https://www.agco.ca/alcohol/special-occasion-permits-public-event>

Insurance

Events will require special insurance. It is not too costly and will provide peace of mind for any unforeseen liabilities that may occur. You can get coverage through your own insurance provider or through PAL Insurance Brokers Canada Ltd www.palcanada.com.

The organizer must provide comprehensible general liability insurance with bodily injury and property damage limits of not less than \$2 million inclusive on any accident or occurrence. The policy must include Friuli Long Term Care (Villa Leonardo Gambin) as the additional insured.



Social Media

Using social media can be a great way to get your event noticed. Try to use images where possible, attach your poster with event details or create short videos to promote the event on Instagram or Snapchat. There are so many things you can do to promote your event. Just remember to be creative and have fun with it!



Follow us @villagambin

Be sure to use our #villagambin when posting and to remember to tag us @villagambin.

If you are using a unique hashtag, please let us know.



Like the Villa Leonardo Gambin Facebook page at

www.Facebook.com/VLGCharity04

Be sure to use our #villagambin when posting and to remember to tag us @villagambin.

Contact:

If you have any questions or need support, we are here for you!

Villa Leonardo Gambin

Charity Office

Phone: 905-856-3939

Email: info@villagambin.com

Friuli Long Term Care Charitable Registration No. 89301 4118 RR0001

