



La Fondation
Hôpital général
de la baie
Georgienne

Georgian Bay
General Hospital
Foundation



PARTNERSHIP EVENTS TOOLKIT



Helping you run a successful
fundraiser in support of the
GBGH Foundation



THANK YOU FOR CHOOSING TO PARTNER WITH US!

Each year, members of our community come together in unique & inspiring ways to raise money for Georgian Bay General Hospital (GBGH). Whether you want to celebrate a birthday in a special way, host an intimate dinner with friends, organize a golf tournament or a run – we can help make your idea a reality! **No event is too small to have a big impact on your community.**

The government does not fund equipment for hospitals – so your support will help to provide essential equipment to enhance patient care and adopt new technologies. When you partner with us, you are helping to ensure that excellent care can be provided in our local community for generations to come.

On behalf of all of us at the GBGH Foundation, thank you for investing in excellent care at GBGH.



Nicole Kraftocik

CEO, GBGH Foundation



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BUDGETING TIPS

- 1** Brainstorm all possible **revenue** streams for the event (sponsorship, ticket sales, auction, door prize, raffle, bar sales, sponsorship, pledges, in person or online donations, etc.)
- 2** List (estimate) all potential **expenses** (venue costs, rentals, food/beverage, photography, décor, entertainment, permits, other vendors etc.)
- 3** Ensure potential revenue exceeds your expenses! (If not, return to Step 2 and identify how you can reduce expenses to achieve your goals!)

**REVENUE (STEP 1) – EXPENSES (STEP 2) =
YOUR DONATION AMOUNT TO GBGHF
(FUNDRAISING GOAL)**

FUNDRAISING TIPS

1 CREATE THE PAGE

Visit <https://www.justgiving.com/01cd642e6b>

Click on 'Fundraise for us', then follow the prompts based on the type of fundraiser/event you are organizing.

2 PERSONALIZE THE PAGE

Share with your supporters what has inspired you to organize this fundraiser in support of GBGH. Tell your story and add photos along the way. *Fundraiser pages that include photos raise up to 14% more!

Set your fundraising target (use the budgeting tips in the previous page to help determine this number). *Pages with a financial target raise an average of 46% more!

3 SPREAD THE WORD!

Share the link to your page with family and friends! For more promotion tips, scroll down to the next page.

4 START COLLECTING DONATIONS

The donations are coming in and you are well on your way to exceeding your target! JustGiving will send the GBGH Foundation your donations automatically, so all you need to worry about is spreading the word and inspiring others!

OTHER WAYS TO FUNDRAISE

SPONSORSHIP Consider reaching out to businesses that would be interested in supporting your fundraiser while gaining brand recognition. This recognition could include their logo on the poster or social graphic.

AUCTION If there is an in-person component to your fundraiser, you can organize a silent auction where supporters can pay their winning bid to you in person. ([Sample Solicitation Letter](#))

TICKET SALES Ask your guests to pay an entry fee to help generate revenue.

OTHER SALES The selling of various homemade goods or other products is a great way to help guests give generously in support of your cause.

DOOR/RAFFLE PRIZE Sell tickets for a chance to win a great prize.

COLLECTING IN-PERSON DONATIONS Don't be shy to ask everyone participating to make a donation. Have a donation jar on display to collect cash or cheques!





PROMOTE YOUR EVENT

Promotion is essential for a successful event. Identify the target audience of your fundraiser and identify the best way to reach and engage them. Consider the following:

SOCIAL MEDIA promote your event on Facebook, Instagram, X (formerly Twitter) or LinkedIn and ask your friends to re-share! Don't forget to tag us so we can share your posts (@GBGHFOUNDATION)!

E-MAIL Send emails to your network with the event details (where and when, what the fundraiser is supporting and why, and how others can support or get involved). Ask them to re-share the email with their networks! Add the link to your fundraiser in your email signature!

POSTERS Post flyers or posters in high traffic areas in the local community.

LOCAL MEDIA Contact your local media to share the event and ask for their support in sharing the message. ([Sample PDF Media Release](#))



SAY THANK YOU & SHARE IMPACT

This is the most important step! Please thank those who attended, sponsors, partners and volunteers, and let them know how much you appreciate their support. Share how much the event raised and the impact of their generosity. ([Sample Thank You Letter](#))

Letting your supporters know how they are making a difference at GBGH is a great way to say thank you. The Foundation has standard Impact Reports for some of our major fundraising priorities, like the MRI machine or new X-Ray rooms, that can be found here:

YOU ARE HELPING TO MAKE EXCELLENT CARE POSSIBLE.



RENOVATION TO EXISTING SPACE

NEW BUILD

MRi Suite will include:

- MRi Room



"The advanced high-quality detectors in our new wall and table bucky's produce incredibly clear images! Plus the automated system allows us to be more efficient which is so important with the high patient volumes we experience at GBGH."

MELISSA RAWLEK, MEDICAL RADIATION TECHNOLOGIST, GBGH.

Investing in Imaging Excellence at GBGH



BEFORE **DURING** **COMPLETED**

YOUR IMPACT

Thanks to your generous support, our x-ray rooms have been upgraded, and include technology that can



ANNUAL PATIENT

To discuss your ideas, please contact:



Victoria Evans

T: (705) 526.1300 (ex. 5344)

C: (705) 529.3365

EvansV@gbgh.on.ca

www.GBGHF.ca





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