

# Comprehensive guide to Successful Fundraising

---

2024 - 2025



# Table of contents

<b>Introduction</b>	<b>1</b>
<b>Before you begin</b>	<b>1</b>
<b>CHU Sainte-Justine</b>	<b>2</b>
<b>What is a fundraiser?</b>	<b>3</b>
Definition	3
Principles and methods	3
Examples of fundraising activities	3
<b>Support for your activity</b>	<b>4</b>
Services chart	4
Refusal of an activity	5
What's not covered by the Foundation	5
Applicable terms and conditions	6
1. Obligations of the Organizer	6
2. Donor, participant, partner and sponsor management	7
3. Financial terms	7
4. Designation of sums collected as part of the activity	8
5. Liability and compensation	8
6. Foundation resources	9
7. Withdrawal of authorization to carry on business	9
8. Effect of the end of the relationship between the organizer and the Foundation	9
9. General provision	9
<b>Rights granted and media relations</b>	<b>10</b>
<b>Sharing of personal information</b>	<b>11</b>
<b>How to issue tax receipts</b>	<b>12</b>
<b>Liquor licenses, raffles, and other lottery schemes</b>	<b>13</b>
<b>Sponsors: Tips and best practices</b>	<b>14</b>
<b>Financial estimate for your activity</b>	<b>15</b>
<b>Donor/participant report</b>	<b>16</b>
<b>Activity planning checklist</b>	<b>17</b>



## Introduction

Thank you for your interest in supporting CHU Sainte-Justine and its Foundation by planning a fundraising activity.

Your commitment helps us achieve our vision and mission of providing the children and mothers of today and tomorrow with one of the highest levels of health care in the world.

Before you get started, take a look at this guide to organizing an effective fundraiser. In it, you'll find tips, useful tools, and activity ideas from our fundraising experts that can make your activity a success!



## Before you begin

If you'd like to organize a fundraising activity for the CHU Sainte-Justine Foundation, we suggest you follow these steps, which will be described in greater detail in this guide:

1. The organizer shall make every effort to maximize the funds raised in association with the activity;
  2. Find out how the CHU Sainte-Justine Foundation can support your activity;
  3. Fill out the fundraising approval request form;
  4. Wait for our approval before you get started. A representative of the CHU Sainte-Justine Foundation will contact you to sign an agreement and provide you with a letter or email confirming your collaboration;
  5. A minimum period of five (5) working days must be allowed between the submission of the application for authorization and the holding of the fund-raising activity in question;
  6. Use the activity planning checklist to help you get organized;
  7. Send us your financial summary no later than 30 days after your activity.
  8. If you choose not to use our fundraising platform, please send us the amounts raised no later than 30 days after your activity.
- ⇒ In the case of a discrepancy between this guide and any agreement or confirmation letter or email, the agreement, letter, or email will take precedence.

Feel free to contact us if you have any questions or need more advice!



**Marie Brunet**

Advisor, Public activities and Initiatives

[evenements-benefice@fondationstejustine.org](mailto:evenements-benefice@fondationstejustine.org)

514-345-4931, ext. 4014



## CHU Sainte-Justine: Driving innovation for 115 years

CHU Sainte-Justine has long held a select place among the best mother-child hospitals in the world. With its unique operating model, it brings together all health professionals in a continuum of care, teaching, research, prevention, and rehabilitation.

The provincial government has identified CHU Sainte-Justine as a **designated pediatric centre**. It's also the only health care facility dedicated exclusively to children, teens, and mothers in Quebec, as well as the **largest mother-child university hospital centre in Canada**.

Affiliated with Université de Montréal, CHU Sainte-Justine is by far the largest pediatric training centre in Quebec and a leader in Canada: every year, it hosts 3,500 students and residents and **trains more than 80% of Quebec's pediatricians**.

With its provincial mandate, CHU Sainte-Justine is stepping into its global leadership role. Its expertise benefits families from all over Quebec.

**Our responsibility is to provide the best patient care at all times.**

**To be at the forefront.**

**To seek and persevere where answers have yet to be found and to shine a light on the best of humanity.**





# What is a fundraiser?

## Definition

A fundraiser is a one-time or recurring non-commercial activity organized by a third party (an individual, family, organization, foundation, or group) to raise funds for a selected charity with that organization's approval.

## Principles and methods

Apart from the costs directly associated with organizing the activity, all the funds raised are donated to the cause. Fundraisers rarely involve the sale of a product. The organizer has no commercial interest in the activity.

Fundraising activity are usually promoted within the organizer's immediate network (friends and family, association members, colleagues or coworkers, etc.). However, they can also be much larger and intended for a wider audience.

Keep reading to learn more about how you can organize your own fundraising activity in support of the CHU Sainte-Justine Foundation.

## Examples of fundraising activities

Want to get started, but you're short on ideas? These may inspire you:

**SPORTS CHALLENGES:**  
Golf tournament  
Marathon  
Kurling

**EVENTS:**  
Dinner or gala  
Hosted event  
Fashion show

**CELEBRATIONS:**  
Birthday  
Wedding  
Baptism

**SALES:**  
Bake sale  
Garage sale  
Craft sale





## Support for your activity

The Foundation's team is available to advise you and share its expertise on organizing a successful activity.

### Services chart

Services	Bronze tier \$9,999 and less	Silver tier \$10,000 to \$99,999	Gold tier \$100,000 and above
Support and advice as you organize your activity	X	X	X
Access to the <i>Guide to Successful Fundraising</i> , which provides the tools you'll need to hold your activity	X	X	X
A letter confirming that your activity is indeed a benefit for the CHU Sainte-Justine Foundation	X	X	X
Use of the Foundation's name and the "For the benefit of the CHUSJ Foundation" logo once the visuals have been approved	X	X	X
Access to our fundraising page tool (if applicable)	X	X	X
Tax receipts issued in accordance with the rules of the Canada Revenue Agency (if applicable)	X	X	X
Drafting of an agreement between the two parties		X	X
Presence of a representative on the day of the activity (if applicable)		X	X
Customer service for activity participants and donors (if applicable)			X
Sharing of one of your stories on one of the Foundation's social media pages			X
Presence of one of the Foundation's administrators at your activity (to be decided based on relevance and availability)			X
Advice regarding a recognition program for participants, donors, and organizers			X

## Refusal of an activity

Under no circumstances is the Foundation obliged to accept a proposed activity.

Any activity that contravenes the law, public order or *the Sainte-Justine UHC Foundation's Gift Acceptance Policy and Sponsorship, Fund-raising activity and Cause Marketing Policy* will be refused (copies available upon request).

In addition, an activity may be refused under the following circumstances, whether related to the activity, the organizer or both:

- The activity involves expenses beyond acceptable ratios (expenses must account for no more than 20% of the activity's gross revenues);
- An activity for which a consideration other than appropriate recognition is expected in return, whether this consideration is monetary in nature or constitutes any other form of benefit;
- The activity involves mobile solicitation and/or door-to-door canvassing on behalf of the CHU Sainte-Justine Foundation (Halloween events with schools are an exception);
- An activity purported to collect funds for a specific designation that would have no use for CHU Sainte-Justine or would not meet any of its needs;

## What's not covered by the Foundation

- Management of the activity (room rental, truck or equipment rental, reception management, checkroom logistics, recruitment of volunteers, hiring of a caterer, etc.);
- Expenses for organizing the activity;
- The reimbursement process for expenses incurred to organize the activity;
- The sharing of the Foundation's solicitation lists and lists of preferred sponsors, artists, or pro athletes;
- The search for sponsors, auction items, or raffle prizes;
- The promotion or sale of tickets for the activity;
- Applications for permits or licences (e.g., meeting permits): although we are pleased to support and advise you with regard to these more technical steps, each organizer is responsible for obtaining the necessary permits for holding their activity;

**While the Sainte-Justine UHC Foundation recommends caution and discernment in the conception, organization and holding of such events, it declines all responsibility for fundraising activities, which remain at all times under the exclusive direction and control of the organizer.**



## Applicable terms and conditions

### 1. Obligations of the organizer :

- 1.1 The organizer is solely financially and logistically responsible for conceptualizing, organizing and holding the activity, for which the Saint-Justine UHC Foundation (the “**Foundation**”) acts solely as a third-party beneficiary. The activity is and remains at all times under the exclusive direction and control of the organizer.
- 1.2 The organizer is not authorized to contract on behalf of the Foundation or otherwise bind the Foundation. The Foundation is not a sponsor of the activity and does not in any way endorse the goods or services sold in the context of the activity.
- 1.3 In view of contributing to the success of the activity, the organizer is authorized to solicit individuals and businesses by highlighting that the activity is for the benefit of the Foundation.
- 1.4 In addition to exercising caution and discernment within the framework of the activity, the organizer must comply with all applicable laws and regulations and obtain all permits required in the context of the activity.
- 1.5 The organizer must take all reasonable steps within its purview to ensure that nothing will tarnish or risk tarnishing the widespread and recognized image or reputation of CHU Sainte-Justine, the Foundation and/or of their respective directors, officers, employees, volunteers, independent contractors, sponsors, partners, subcontractors, agents and all their assigns.
- 1.6 The organizer agrees to appoint someone who will act as a contact person for the Foundation.
- 1.7 The organizer must keep the Foundation informed of any changes to the activity. The Foundation reserves the right to refuse any change that significantly alters the initially approved activity, or the risks associated with said activity. The organizer must keep the Foundation informed of the financial progress of the activity, according to a frequency to be determined by the Foundation.
- 1.8 After it has taken place, the organizer must provide the Foundation with an overview of the activity (*on page 15 of this guide*), including the number of participants, a full list of sponsors, and, where possible, photos of the activity. The Foundation reserves the right to publish this information, in whole or in part, on its website and social media channels.
- 1.9 The organizer must hold its own civil liability insurance coverage covering damage and loss to persons and property caused by the organizer, its directors, officers, employees, volunteers, promoters, independent contractors, sponsors, partners, subcontractors, agents as well as all its beneficiaries in connection with the activity.
- 1.10 Proof of insurance must be provided to the Foundation by the organizer at least ten (10) days before the activity takes place. The Foundation must be notified at least 24 hours following the termination, suspension or modification of said policy.
- 1.11 Depending on the nature of the activity, the Foundation may require the organizer to have each participant sign the risk disclosure and release form provided by the Foundation.
- 1.12 The organizer must safeguard the confidentiality of all confidential information it may have access to via the Foundation in the context of the Agreement. Among other things, the organizer must ensure that it puts in place adequate protections under the law and generally recognized principles of protection of personal information.



- 1.13 In the event the organizer chooses to cancel or abandon the organization of the activity, he must notify the Foundation as soon as possible.

## 2. Donor, participant, partner and sponsor management

- 2.1 Prior to any solicitation, the organizer must share its lists of partners and sponsors who will be solicited for the activity to prevent repeat solicitations that could be detrimental to the efforts of the organizer and the Foundation.
- 2.2 The management of personal information of donors and participants of the activity must be managed in accordance with applicable laws and regulations. Among other things, Appendix C or D of the Agreement contains clauses that the Parties must include in their materials in order to meet their obligations, where appropriate (*on page 11 of this guide*).
- 2.3 The organizer undertakes to communicate reasonably with donors and participants, and to avoid excessive communication.

## 3. Financial terms

- 3.1 The organizer assumes full financial and logistical responsibility for the design, organization and staging of the event, unless otherwise agreed.
- 3.2 The organizer cannot open any bank account using the name of the Foundation or its registration number.
- 3.3 The organizer undertakes to inform its donors, participants and partners of the applicable payment methods.
- 3.4 The organizer must establish a financial target for the activity.
- 3.5 The Objective includes:
  - gross sponsorship earnings;
  - gross earnings related to the activity;
  - (the gross sponsorship earnings and the gross earnings together referred to as the “**Gross Earnings**”)
  - donations related to the activity (the “**Donations**”).
- 3.6 The “**Net Proceeds**” related to the activity are based on the Gross Earnings, minus any expenses incurred in connection with the activity. Together, the Donations and Net Proceeds constitute the “**Revenues**” of the activity.
- 3.7 At least four (4) weeks prior to the activity, the organizer must provide the Foundation with a detailed budget for the activity (*on page 15 of this guide*), respecting a ratio of 20% (expenses must not exceed 20% of the Gross Earnings). This budget must be updated as needed.
- 3.8 All expenses related to the activity will be paid from the Gross Earnings.
- 3.9 The organizer must, regardless of the Objective of the activity, Remit all Revenues to the Foundation by issuing a cheque that includes the name of the activity, made out to the Sainte-Justine UHC Foundation and accompanied by a Financial Summary such as the one contained *on page 15 of this guide*, no later than thirty [30] days after the activity has ended;

- 3.10 If the organizer anticipates that it will not be able to meet the Objective it set upon signing the Agreement, it must notify the Foundation as soon as possible, at least three weeks prior to holding the activity.

#### **4 Designation of sums collected as part of the activity:**

- 4.1 Generally, the sums collected in connection with the activity are used for the purposes pursued by the Foundation.
- 4.2 If the Foundation agreed to designate the Revenues for a particular purpose, they will be subject to the applicable levy.
- 4.3 Nevertheless, it is understood that the priorities and needs of the Foundation and CHU Sainte-Justine that it supports may change over time, for example, as a result of scientific advances or organizational changes. In such a case, the use of the Revenues in accordance with the Designation could become, in the joint opinion of the Foundation and of the concerned individuals at CHU Sainte-Justine, inappropriate, unrealistic, impossible, or no longer relevant. If the Foundation determines that a revised designation is necessary, it may allocate some or all of the Revenues to other purposes, provided that they reflect, to the best of the Foundation's ability, the substance of the organizer's original intent, as determined by consulting with the organizer where possible.

#### **5 Liability and indemnification**

- 5.1 The organizer expressly acknowledges and agrees that neither the Foundation nor its directors, officers, employees, volunteers, independent contractors, sponsors, partners, subcontractors, agents and all of their assigns (the "**Affiliated Parties of the Foundation**") will be liable in any manner whatsoever to any person for the acts or omissions of the organizer and the persons for whom it is liable.
- 5.2 The organizer therefore assumes its own liability and that of the persons for whom he is responsible and agrees to use his own insurance coverage for all losses, fees, costs, damages and expenses that they may suffer or for which they could be held liable pursuant to any pursuit, claim, demand or judgement, made, instituted or rendered against them in the context of the activity.
- 5.3 The organizer undertakes to defend, indemnify and take up the cause of the Foundation and the Affiliated Parties of the Foundation with respect to all losses, fees, costs, damages and expenses (including all judicial and extrajudicial costs and fees) pursuant to any pursuit, claim, demand or judgement resulting from or arising out of or in connection with the activity.

#### **6 Foundation resources**

- 6.1 The Support section *on page 4 of this guide* presents the resources made available to the organizer by the Foundation in the context of the activity. The organizer agrees that these resources are made available to it on a voluntary basis by the Foundation.
- 6.2 The Foundation will recognize the organizer's generosity in accordance with the recognition rules in effect.
- 6.3 The Foundation reserves the right to be present at the event.

## **7 Withdrawal of authorization to carry on business**

**7.1** The Foundation may, at its complete and entire discretion, upon simple notice and without prejudice to its other recourses, withdraw its authorization to hold the activity and/or require the organizer to put an end to the activity, including if maintaining the relationship with the organizer is not in keeping with the Foundation's purpose or could harm or compromise the mission, values, programs, activities, public relations strategies, autonomy, integrity, ethics or reputation of the Foundation or CHU Sainte-Justine, or if the organizer fails to comply with the applicable terms and conditions.

## **8 Effect of the end of the relationship between the organizer and the Foundation**

**8.1** Following the termination of its relationship with the Foundation for any reason whatsoever, the organizer must :

- (a) remit to the Foundation all Proceeds up to the date of termination;
- (b) cease all promotion of the activity;
- (c) cease using, remove, and destroy all Promotional Material; and
- (d) cease using the Foundation name, logo, and official mark.

**8.2** Under no circumstances will the Foundation be required to return all or part of any amount already received.

## **9 General provisions**

**9.1** The signed agreement and the Guide describe the entire agreement between the organizer and the Foundation with respect to its purpose. It cancels and replaces all prior negotiations, discussions and verbal or written agreements between the Parties relating to its object.

**9.2** In the event that any provision of the agreement is unenforceable (in whole or in part and for any reason), then the unenforceability of such provision will not affect the enforceability of the remaining provisions hereof, which shall be construed so as to preserve the enforceability of the agreement (to the extent such other interpretations are applicable).

**9.3** The signed agreement and the Guide are binding on the organizer and the Foundation and their respective assignees, successors and assigns. It may not be amended, modified or assigned in whole or in part without the written consent of the organizer and the Foundation.

**9.4** Provisions of the signed agreement and the Guide that expressly or implicitly provide for their performance after the termination or expiration of the signed agreement will survive the termination or expiration of the signed agreement until such provision has been fully executed.

**9.5** The signed agreement and the Guide are governed by and shall be construed in accordance with the laws in force in the Province of Quebec, Canada, to the exclusion of any conflict of laws rules or other principles that may lead to the application of foreign laws. The organizer and the Foundation agree that the courts of the Province of Quebec (judicial district of Montreal) shall have exclusive jurisdiction to resolve any dispute or controversy that may arise between them. Notwithstanding the foregoing, the organizer and the Foundation agree to attempt to resolve any dispute through good faith negotiations and agree to seek confidential mediation before litigating any unresolved dispute between them.

**9.6** Any notice or communication provided for under the signed agreement must be given in writing and transmitted to its addressee at the coordinates indicated in the signed agreement (or at any other coordinates that the party concerned may indicate by notice given in accordance with this article). A notice is presumed to have been received on the business day following its transmission if sent by e-mail (with acknowledgement of receipt); five (5) business days after the date it was mailed, unless

there is an interruption in postal services, or on the business day following its delivery, if delivered by courier with acknowledgement of receipt.

9.7 The Agreement (including any amendments and notices thereto) may be executed and delivered in any number of counterparts, by any means, including electronic means, with the same effect as if all parties had executed and delivered the same document, and all counterparts shall be construed together as one original and shall constitute one and the same agreement.

## Rights granted and media relations

1. The Foundation grants the organizer a limited, revocable, nonexclusive, non-sublicensable, non-transferable, royalty-free right to use the Foundation name, logo and official mark (the “**Foundation Marks**”) for all promotions and visuals, and any print or digital materials, in connection with the activity (the “**Promotional Material**”), to indicate that a portion of the sales proceeds is donated to the Foundation.
2. The organizer must adhere to the Foundation’s graphic standards and naming conventions in respect of the Foundation Marks and only use the Foundation name, logo and official mark in connection with the activity, in a way that is not or could not be detrimental to the Foundation or to CHU Sainte-Justine and that does not give an impression of express or implicit approval of any product or service.
3. The organizer is responsible for the production and cost of the Promotional Material.
4. The right of use granted under the Agreement is conditional upon the organizer obtaining prior written authorization from the Foundation to publish and/or distribute any Promotional Material, and this authorization may not be unreasonably withheld.
5. The Promotional Material must be submitted to the Foundation for approval at least four (4) business days prior to its planned publication/release.
6. Similarly, any press release, promotional activity, public announcement or declaration and any interactions with the press or media relations in connection with the activity must first be approved by the Foundation, at least four (4) business days prior to their occurrence, to the extent possible.





## Sharing of personal information

The personal information of activity donors and participants must be managed in accordance with applicable laws.

It is the **Foundation's** practice not to collect personal information from persons under the age of 14. It is understood that in certain exceptional cases, an **organizer** may have to collect personal information from persons under the age of 14. The organizer must then ensure he/she obtains the consent of a person with parental authority or a tutor.

The **organizer** is invited to include in their material the following consent clauses (checkboxes), where applicable:

*"The CHU Sainte-Justine Foundation has a policy of issuing a tax receipt for eligible donations of \$20 or more. By checking this box, you acknowledge that you would like to receive a tax receipt and thereby consent to sharing all personal information necessary to issue this receipt with the Foundation."*

*By registering for activity X, you consent to the disclosure of your personal information to the CHU Sainte-Justine Foundation, which will manage it in accordance with its policy accessible at [www.fondationstejustine.org](http://www.fondationstejustine.org).*

*I confirm that I am 14 years of age or older. If not, I confirm that I am registering with the consent of a person who has parental authority over me or my tutor.*

The **Foundation** agrees to include the following consent clauses in its materials (checkboxes), if applicable:

*(Donation portion) By providing personal information to the Foundation or its authorized representatives, you consent to the Foundation's collection, use, and disclosure of such information in accordance with applicable law, including for the purposes of and in the manner necessary for carrying out its mission and philanthropic activities. Among other things, you consent to the disclosure of some of your personal information to the organizer of this activity for the purpose of recognizing your contribution. For more information, including details about your access rights, right to rectification, and right to withdrawal of consent, please see the [Foundation's Privacy and Personal Information Protection Policy](#).*

*(Registration portion) By providing personal information to the Foundation or its authorized representatives, you consent to the Foundation's collection, use, and disclosure of such information in accordance with applicable law, including for the purposes of and in the manner necessary for carrying out its mission and philanthropic activities. Among other things, you consent to the disclosure of some of your personal information to the organizer of this activity for the purposes of following up on your registration and recognizing your contribution. For more information, including details about your access rights, right to rectification, and right to withdrawal of consent, please see the [Foundation's Privacy and Personal Information Protection Policy](#).*



## How to issue tax receipts

The Foundation adheres to the rules of the Canada Revenue Agency and is solely responsible for tax receipts and their issuance, where applicable, *in accordance with its policies*.

Tax receipts will not be issued to the organizer, but rather to those eligible to receive one.

The organizer must indicate in the detailed report of donors and/or participants in the activity (*on page 16 of this guide*) the value of all benefits received by any participant in the activity and provide supporting documents.

With regard to participation costs, the organizer must also indicate the value of all benefits received by the participant (e.g. food and beverages, entertainment, gift bags, etc.) and provide supporting proof, which must be deducted from the participation cost when determining the amount eligible for a receipt.

If the value of the benefits received exceeds 80% of the total cost of participation in the activity, no tax receipt will be issued.

In the case of donations made through a fundraising page associated with the activity and hosted by the Foundation, donors will automatically receive electronic tax receipts for their donation.

In all other cases of donations or participation in the activity, the organizer must provide the Foundation with a detailed report of donors and/or participants in the activity and the financial summary overview (*on pages 15 and 16 of this guide*) within thirty (30) days of the activity. This report must be submitted electronically, and include, for each donation/participation, the name of the donor/participant, the complete mailing address, the amount of the donation/participation, the method of payment and, if the donor/participant so wishes, the donor's e-mail address and telephone number.

Please note: for credit card donations, the tax receipt is issued in the name of the cardholder. For a donation by cheque, the tax receipt is issued to the name appearing on the cheque as the account holder from which the cheque is drawn.



# Liquor licenses, raffles and other lottery schemes

## Liquor permits

If your profit-making activity involves the sale or distribution of alcoholic beverages, it's imperative that you obtain the required liquor permit. This is a crucial step in ensuring your activity's legal compliance and safety. We strongly recommend that you consult the relevant regulations and take all necessary steps to obtain the appropriate permit.

To facilitate this process, we suggest you refer to the following link, where you will find detailed information on the legal requirements and steps to be taken to obtain a liquor permit:

<https://www.racj.gouv.qc.ca/formulaires-et-publications/formulaires/alcool/reunions.html>

By taking the time to inform yourself and act accordingly, you can ensure that your activity is conducted responsibly and in compliance with the law, while avoiding the potential problems associated with the absence of a liquor permit.

## Raffles and other lottery schemes

When considering organizing a draw or other lottery scheme for Quebec residents, it's crucial to understand that these activities are governed by a set of laws and regulations.

With this in mind, it's imperative that you consult the specific provisions established by the *Régie des alcools, des courses et des jeux*. This will enable you to comply with current legal and regulatory requirements. We strongly encourage you to take the time to familiarize yourself with the applicable regulations by following the link below:

<https://www.racj.gouv.qc.ca/faq/jeux/tirages-et-autres-systemes-de-loterie.html>

By informing yourself and acting in accordance with these guidelines, you can ensure that your activity is conducted in a legal and responsible manner, while avoiding the possible legal consequences of non-compliance with current regulations.



## Sponsors: Tips and best practices

Organizing a fundraising activity often involves expenses. For example, to organize a gala, you'll probably have to rent a venue, find a caterer, and hire musicians or a DJ.

These expenses reduce the funds donated to the Foundation. In many cases, organizers don't know how to curb expenses while still providing a great event for participants.

One way to reduce or even cover your event's expenses is to find sponsors.

### Definition

There is a difference between a financial sponsor and a goods and services sponsor. A **financial sponsor** gives a certain amount of money to an event in exchange for the visibility of its product, brand, or service.

In contrast, a **goods and services sponsor** gives a number of products or offers a service at an activity in exchange for the visibility of its product, brand, or service.

The sponsor's visual identity is generally shown in the activity's promotional or visibility materials. The sponsor also benefits from the awareness around the activity and its visibility.

### How to find sponsors?

Follow these steps to start finding sponsors:

- A. Build a visibility plan (also called a sponsorship plan); you can find examples on the web. You can also contact us, and we'll be happy to share our advice.
- B. Draw up the lists of sponsors who will be solicited for the activity to prevent repeat solicitations that could be detrimental to the efforts of both the organizer and the Foundation.  
*Note: Think of potential sponsors who are in your network or who would benefit from partnering with your activity because your participants are their target audience.*
- C. Submit the list to your Foundation representative and wait for approval before reaching out.
- D. Once the Foundation approves your list, you can begin contacting potential sponsors.
- E. Make an agreement with the sponsor; you'll find numerous examples on the web. You can also contact us, and we'll be happy to share our advice.

*Note: It's best to mention in your agreement with a financial sponsor that if your activity is cancelled after non-reimbursable expenses have been incurred, you will refund the sponsorship amount less these expenses.*





## Financial estimate for your activity

Please complete this appendix at two times:

- Before your activity: At least four (4) weeks prior to the event to validate your projected budget with you.
- After your activity: Within thirty (30) days following the conclusion of your activity and submit as instructed below along with your payment and official accounting documentation to support your fundraising efforts. Please make checks payable to "Fondation CHU Sainte-Justine."

**Important:** This appendix also enables Fondation CHU Sainte-Justine to calculate the value of tax receipts for your participants and/or donors.

Gross revenues for your event	Projected	Real
Sponsors		
Ticket sales (total ____ X \$____)		
Silent or live auction		
Draw or contest		
Other revenue (please specify):		
<b>Total gross revenues</b>		
activity expenses	Projected	Real
Room rental		
Equipment rental		
Security		
Permits		
Food		
Beverages		
Printing		
Graphic design		
Photographer		
Videographer		
Videographer		
Entertainment (e.g., comedian, master of ceremonies)		
Gifts or door prizes during event		
Other expense (please specify):		
<b>Total expenses</b>		
Contributions to your activity	Projected	Real
Individual donations		
Corporate donations		
<b>Net amount raised (Revenues) (Total gross revenues - Total expenses + Donations)</b>		



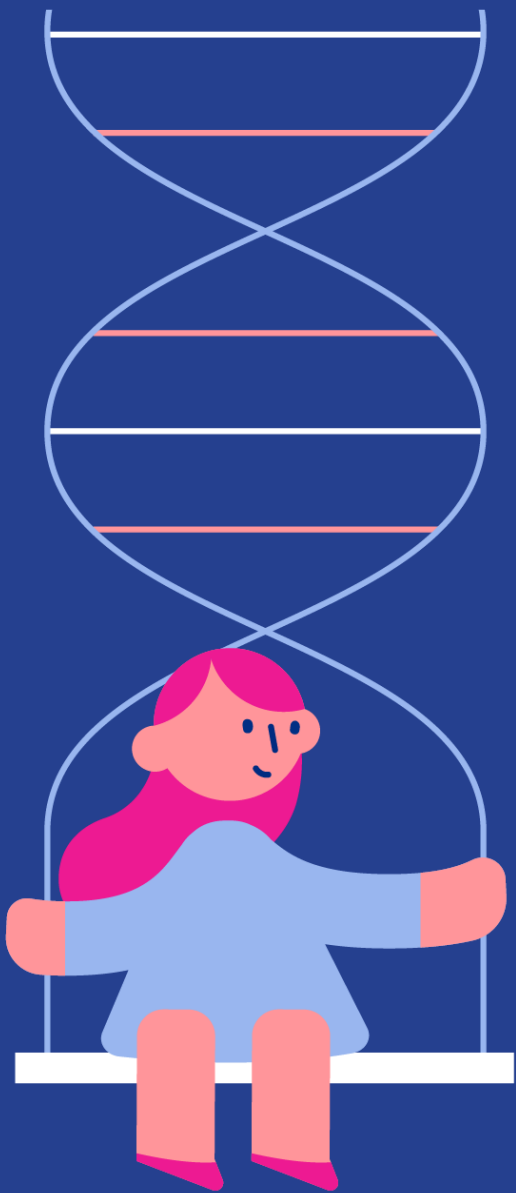


# Activity planning checklist

Follow the steps in this checklist as you organize your activity. Note that this is a general plan that you'll need to adjust to reflect the nature of your activity.

<b>Before the activity</b>	
	Choose an event to organize
	Set a financial goal and build a budget
	Choose a date and location for the activity
	Submit the fundraising approval request form
	Await approval by the CHU Sainte-Justine Foundation
	Draw up a schedule
	Find volunteers who will be there on the day of the activity
	Find a team to oversee participant safety (depending on the size of the activity)
	Find sponsors
	Promote the activity on social networks
	Plan for all the material you'll need for the activity
<b>During the activity</b>	
	Inform volunteers about their roles and responsibilities
	Assign someone to manage reception/donations
	Make sure the activity is safe and have a medical team on-site (depending on the size of the activity)
	Have fun!
<b>After the activity</b>	
	Thank everyone who helped make the activity happen (participants, donors, sponsors, volunteers, etc.)
	Fill out the financial summary for the activity and the donor/participant report.
	Email both these documents to <a href="mailto:evenements-benefice@fondationstejustine.org">evenements-benefice@fondationstejustine.org</a>





**CHU Sainte-Justine Foundation**  
5757 Decelles Avenue, Suite 500  
Montreal, Quebec H2S 2C3

Phone: 514-345-4710  
Toll-free: 1-888-235-DONS  
[evenements-benefice@fondationstejustine.org](mailto:evenements-benefice@fondationstejustine.org)  
Registration number: 11892 1667 RR0001