

Third Party Fundraising TOOLKIT



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Thank you for your interest in hosting a fundraising event on behalf of the Lung Health Foundation! To assist in your planning, in this toolkit you will find:

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The Lung Health Foundation, formerly the Ontario Lung Association, a non-profit organization dedicated to improving lung health and preventing lung disease through research, advocacy, and education.

For more than a century, the Lung Health Foundation has worked tirelessly to be the recognized leader, voice, and primary resource in lung health. We have built a diverse network of individuals in the scientific community, including healthcare providers and researchers. We also have an engaged patient network, with people who have lived experience and their caregivers invested in their own healthcare. We actively engage with the public, raising awareness about lung health issues and promoting preventive measures through an inclusive and accessible awareness lens.

We invest in the future by driving ground-breaking research, and we give patients and their families the programs and support they need today. We are dedicated to improving lung health and preventing lung disease through research, advocacy, and education.



Our vision

A world where everyone can breathe easier



Our mission

Improving the lung health of Canadians



Our focus

We help Canadians manage their health and well-being through our focus on:



Asthma

We're working to ensure that no one loses a loved one to asthma.



Chronic obstructive pulmonary disease

We offer COPD patients programs and resources to keep them out of hospital, so they can live their lives to the fullest.



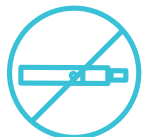
Lung cancer

We're eliminating the barrier of stigma and giving those living with lung cancer a fighting chance.



Infectious Respiratory Disease

We work to protect Canadians from the impact of COVID-19 and ensure older adults keep their independence through immunization.



Smoking/Vaping Prevention and Cessation

We provide support and education to ensure that future generations don't suffer the debilitating effects of lung disease caused by tobacco, cannabis, or vape products.

To learn more about our programs and support visit:

[Support & Resources - Lung Health Foundation - Here to Help You](#)

To deliver positive change for patients and caregivers, we engage a wide range of partners and stakeholders – from clinicians and researchers to policymakers, educators, and community organizations through the following:



Research

Learning, innovation and exchange

- Online Research Hub shares evidence and mobilizes knowledge
- Grants and bursaries fuel discovery
- Fellowships build the next generation of lung health researchers



Practice change

Capacity-building and clinician engagement

- Better Breathing Week (40+ years running) convenes experts and community
- Online education sessions inform professionals
- Clinical tools and quality-improvement resources drive progress



Advocacy

- Outreach and lobbying to elected officials shape effective policy
- Policy forums link experts and decision makers
- Issues-based collaborations build the lung health movement



Programs and supports

Free disease management and prevention resources

- Online self-management tools empower patients
- Peer and community-based resources provide personalized support
- Referrals and expert guidance help patients navigate with confidence



Public education

- Public awareness campaigns spread health-promoting practices
- Condition-specific learning sessions inform patients and caregivers
- Online resources provide easy-to-use, evidence-based guidance



How Third Party Fundraising Works

Third Party Fundraising is an event organized and promoted by an individual, group or company. Organizers will plan and execute independently with Lung Health Foundation's approval. Third party fundraisers are an integral resource for raising funds and increasing awareness of the organization.

Steps to complete a Third-Party event:

1. Develop your fundraising idea! Please see a list of ideas on page 5.
2. Fill out the online event request form. Our Events & Community Engagement department will review your application and will contact you to finalize the details.
3. Plan your event with dates, locations, guests list and event promotions.
4. On event day, make sure you take pictures and share online – engage with us on social media!
5. Report back – tell us what you raised and how your fundraising initiatives went!

We ask that all events being held to support Lung Health Foundation's align with our mission, vision, and values.

Fundraising Event Ideas

There is no limit to creativity when brainstorming ideas for successful third-party events. Engage your creative team to think BIG. Here are some event suggestions:

- Auction
- Arts and Crafts Sale/Show
- Bake Sale
- Battle of the Bands
- Benefit Dinner
- BBQ
- Bingo Night
- Book Sale
- Bowling Tournament
- Casino Night
- Cocktails for a Cause
- Car Wash
- Carnival/Festival
- Concert/Play
- Concession Stand

- Craft Sale
- Date Auction
- Dinner Party
- Donations in Lieu of Gifts
- Face Painting
- Fashion Show
- Fishing Derby
- Face Painting
- Flower Sale
- Garage Sale
- Golf Tournament
- Grand Opening
- Monthly Giving Campaign
- Pet Wash
- Pledged Events

- Run/Walk/Ride
- Scavenger Hunt
- Softball Tournament
- Sporting Events
- Pledged Events
- Run/Walk/Ride
- Scavenger Hunt
- Softball Tournament
- Sporting Events
- Ticketed Event
- Traditional Gala
- Virtual Tournament
- Wine Tasting
- Work Department Challenge
- Work Event



Event Checklist

Planning an event is easy, if you are organized. Use this step-by-step checklist to ensure you don't forget anything that can make your event a success!

Before your event

- Brainstorm fundraising ideas – if you need assistance, refer to our ideas list on page 5!
- Look into any possible safety or legal issues (raffle license, insurance, etc.)
- Determine the support you will need to execute your event.
- Recruit volunteers – friends, family, colleagues or other motivated people.
- Apply with Lung Health Foundation for your Third-Party event!
- Does your employer have a matching gift program? Many employers support matching gift programs and can match your charitable contributions.
- Plan your budget.
- Find a location.
- Schedule your event.
- Promote your event.

At your event

- During your event assign someone you trust to be responsible for handling the donations
- Have a Lung Health Foundation collection sheet available for donations.
- Take pictures (remember to get photo releases!)
- Spread the word on social media! *See our Social Media Cheat Sheet.*

After your event

- Collect funds, thank your donors, volunteers, and supporters.
- Compile your donation forms and money collected.
- Make an online donation to Lung Health Foundation
- Celebrate your success on social media! Make sure to tag us so that we can share the love back.

Social Media Cheat Sheet

Thank you for hosting your fundraiser in support of the Lung Health Foundation! Make sure you post during your event! Everyone loves to see an event live, in-action!

Don't forget to tag us in your posts!



[/lunghealthfoundation](https://www.facebook.com/lunghealthfoundation)



[@lunghealthfoundation](https://www.instagram.com/lunghealthfoundation)



[@LungHealthFdn](https://twitter.com/LungHealthFdn)



[/company/lunghealthfoundation](https://www.linkedin.com/company/lunghealthfoundation)

Social media checkpoints:

1. Promote your event in advance
2. Take photos, videos and/or go live at your event!
3. After your event, thank your donors, sponsors, guests and more!
4. Don't forget to post about how much you raised!



Fundraising Guidelines

- All third-party fundraising events must be consistent with the mission & values of the Lung Health Foundation.
- To host a third-party fundraising event for Lung Health Foundation, we ask that you complete the application form attached to this toolkit at least 15 days in advance of your event. Prior approval to hold a third-party event is required. Lung Health Foundation reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance, or presentation it feels is inappropriate.
- All promotional materials must state that your event is “in support” of the Lung Health Foundation.
- Taking commission, for any purpose, on funds raised as part of a third-party event is prohibited.
- Any promotional and marketing materials featuring Lung Health Foundation’s name and logo must be approved by Lung Health Foundation before distribution.
- The third-party organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. Lung Health Foundation accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
- When tax receipts are requested, the third-party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to send the appropriate materials to Lung Health Foundation within 30 days of the event. We will issue official income tax receipts in accordance with Canada Revenue Agency guidelines.
- Lung Health Foundation will not be responsible for mailing materials to attendees/ participants or volunteers, other than the mailing of applicable tax receipts.



FAQs

What can the Lung Health Foundation provide for my third-party fundraiser?

For third party events, we can supply our logo, a fact sheet about us and our areas of focus and possible social media posts to promote the event.

Are there tax benefits to donating to the Lung Health Foundation?

Yes, for donations over \$20 tax receipts will be issued. To be eligible for a tax receipt, the donor must not receive a right, privilege, benefit, or advantage of any kind from a contribution to charity. We will need the individuals or corporate contact information ie. First and last name, mailing address and donation amount.

Donation vs. Sponsorship

A donation can be made by an individual or corporation and does not come with any additional benefits. A donation is eligible to receive a tax receipt. A sponsorship includes benefits for a corporation's contribution to an event (promotion and advertising). A sponsorship is ineligible for a tax receipt.

Can the Lung Health Foundation provide sponsorship contacts?

Lung Health Foundation cannot solicit sponsors or provide sponsor/donor lists for third party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs.

What if I have event expenses to pay for?

Any expenses incurred or associated with a third-party event will be the responsibility of those hosting the event. The best way to cover event expenses is through event cover charges, such as ticket sales auction proceeds or sponsorships.

Can I fundraise online?

For larger events, we are sometimes able to offer online fundraising as an option. We cannot offer this option to all event organizers due to expenses associated with this service. However, we hope to offer this feature to more event organizers in the future.

Can I approach Lung Health Foundation sponsors for support?

Lung Health Foundation sponsors are already committed to helping us improve the lung health of Canadians through their current agreements with us. We ask that you do not approach our major sponsors for further requests but instead approach local businesses and use personal connections.

What is the process I need to follow to use the Lung Health Foundation logo?

Once your event has been approved, we will share our logo with you. We can also supply you with guidelines on how to use the logo.

Can Lung Health Foundation provide staff/volunteers for the event?

It is the responsibility of the event organizers to recruit, train and manage all volunteers. Lung Health Foundation may have a staff member attend the event, subject to availability.

What branded collateral/signage does Lung Health Foundation provide third party fundraisers?

Because this is a third-party fundraising event, you will be responsible for the marketing and promotion of your event. We are able to provide logos that can be attached to your creative.

Where do I send the proceeds of my event?

It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Lung Health Foundation. Please make cheques payable to:

The Lung Health Foundation

18 Wynford Dr, Unit 416.

Toronto, ON.

M3C 0K8

Who is responsible for all liability and legal risks associated with my event?

Lung Health Foundation will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event. It is advisable that you seek guidance and direction from your own insurance broker on this matter.



Issuing Tax Receipts

Who is eligible?

Not all monetary donations are eligible for tax receipts. If a donor receives a right, privilege, benefit, or advantage of any kind from a contribution to charity, the donor is ineligible for a tax receipt. If a donor does not receive any benefit, a tax receipt may be issued.

What info does the Lung Health Foundation need to issue tax receipts?

Complete donor contact information is required to ensure receipts can be issued, i.e first and last name, mailing address and donation amount.

Are corporate sponsorships eligible for tax receipts?

As sponsors receive a benefit for their contribution (promotion and advertising), they are ineligible for tax receipts



 **Application/Agreement**

 **Donation Forms**

Contact Information

Once you have completed your Application/Agreement, please email

Sara Nader, *Manager Events & Community Relations*

snader@lunghealth.ca



18 Wynford Drive, Unit 416
Toronto, ON M3C 0K8

Charitable Registration No. 12404 6368 RR0002

Ontario Lung Association is a registered charity operating as the Lung Health Foundation, and is no longer affiliated with the Canadian Lung Association. For more information, visit lunghealth.ca/pathforward