

HOST YOUR OWN EVENT



Toronto General
Toronto Western
Toronto Rehab
Michener Institute

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10 Steps to creating your own event

Step one: Brainstorm

- What type of event would you like to host? i.e. gala, golf tournament, A-thon (bike, walk, swim, etc.)
- Choose the cause you would like to fundraise for

Step two: Organize your committee

- Sharing tasks and skills will help create a great event experience

Step three: Set date and confirm venue

- Use a location that is convenient for you and your attendees
- Do some research of events happening in your area to make sure that your event doesn't conflict with another
- Be mindful of holidays and weather (season)

Step four: Create a budget and set a fundraising goal

- Identify how you will raise funds (ticket sales, sponsorship, auction, etc.)
- Develop an estimate of expenses (venue, food & beverage, entertainment, licenses, etc.)
- You can use our sample budget
- Please note that all event expenses need to be covered by the event organizer. UHN Foundation will not cover any expenses.

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Step five: Review and complete event proposal form

- Review UHN Foundation's Policies and Guidelines

Step six: Planning

- Develop your donor/sponsor prospect list
- Create print materials to advertise your fundraiser
- Identify a theme
- Decide on décor
- Create and send out invitations
- Determine rental requirements
- Determine entertainment needs
- Create "day of" agenda for your event
- Confirm permits and insurance
- Promote event on social media

Step seven: Fundraise

- We can help you create your own personal or group fundraising page. We will discuss options with you to set up your own personal fundraising page and help you every step of the way.
- You can also collect pledges, cash or cheques, in person at your event or leading up to it
- Please ensure cheques are payable to "UHN Foundation"
- Please make sure to record donor information accurately

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Step eight: Promote your event

- UHN Foundation can post your event on the UHN Foundation Events Calendar (uhnfoundation.ca)
- Promote your event via Facebook, Twitter or Instagram

Step nine: Event day!!

- Enjoy your event ☺

Step ten: Post-event

- Collect your funds and wrap up
- Review invoices/payments
- Submit proceeds to UHN Foundation within 30 days
- Final budget – how much did you end up raising?
- Evaluate your event with your committee
- Thank your committee
- Tax receipts if applicable – speak with UHN Foundation about this
- Start planning for next year!