



Covenant  
FOUNDATION



# COMMUNITY FUNDRAISING TOOL KIT

Your guide to making  
a difference in the lives  
of patients, residents  
and families.

# PROVIDING COMPASSIONATE HEALTH CARE IN **YOUR COMMUNITY**

From funding leading-edge equipment for the tiniest babies during their early days of life to helping more seniors age with dignity in their own homes, Covenant Foundation donors are creating a stronger health care system for patients, residents and families.

Covenant Foundation is honoured to work with our community partners to help bring new technology, cutting-edge research and patient-centred services and programs to Covenant Health, Covenant Care and Covenant Living sites across the province.

Community-led fundraising events are integral to the Foundation's success. Whether it's a neighbourhood block party, a golf tournament or a bake sale – the sky's the limit on what you can do to make a difference.

Financial support from donors like you helps provide patients, residents and families with the best care possible. Thank you for working with us.

## Where your money goes:



### COVENANT CENTRES OF EXCELLENCE

Funding excellence in Mental Health, Palliative Care, Seniors Care, and Rural Health Care.



### TOMORROW'S POSSIBILITIES

Funding breakthrough research, technologies and innovations that advance the care of Albertans, and build the capacity and expertise of health care professionals.



### REVITALIZING FACILITIES

Revitalizing Covenant facilities to increase the capacity to deliver high-quality care to the greatest number of patients and residents.



### STATE-OF-THE-ART EQUIPMENT

Purchasing equipment and state-of-the-art technologies to advance patient and resident care.



### COMPASSIONATE CARE & PROGRAMS

Funding programs, services and resources in Covenant facilities and communities we serve that increases the physical, emotional, social and spiritual care of patients, residents and their families.



### GREATEST NEED

Funding today's highest priority needs that require urgent attention to increase access to high-quality local care. The most flexible fund with the greatest ability to make an immediate positive impact on patients, residents and their families.

# COVENANT FOUNDATION COMMUNITY FUNDRAISERS

## WHO:

Individuals, groups and organizations making a difference to health care delivery at the Covenant family of facilities in communities across Alberta.

## WHAT:

Fundraisers can be anything that is a good fit for the organizers and participants. From car washes to skate-a-thons...the sky's the limit!

## WHEN:

These events can take place any time throughout the year. Seasonal events, such as holiday parties, can be extremely successful. For best results, start your planning as early as possible and spread the word!

## WHERE:

Organizers choose the most appropriate venue to put on their special event. Official letters of endorsement are available from Covenant Foundation.

## WHY:

Perhaps you have had a meaningful experience at a Covenant Health, Covenant Care or Covenant Living site or know someone who did, or you simply want to make a difference. In addition to raising funds for high priority areas, proceeds can also be dedicated to a specific department or program at one of the Covenant family facilities.

## HOW:

With time, teamwork and fun, you can make a difference for health care in Alberta!



## HOW COVENANT FOUNDATION CAN **ASSIST YOU:**

- Approval letter confirming the Foundation is aware of and supports your event
- Assistance selecting a facility or program your donation can support
- Marketing materials
- Event listing on our online calendar and social media pages
- A letter of endorsement for soliciting sponsors and prize donations
- Tax receipts for eligible donations and forms to track the source of donations to your event
- Cheque presentations to recognize and honour your gift

# STEPS FOR A **SUCCESSFUL** COMMUNITY FUNDRAISER

- 1. Fill out the Community Fundraising Event application at the end of this guide or at <https://www.covenantfoundation.ca/propose-a-community-event>**  
**Applications can be emailed or mailed to the Covenant Foundation office at:**

*Attention: Fund Development*  
*Covenant Foundation*  
*Room 3C60, 11111 Jasper Avenue Edmonton, AB T5K 0L4*  
*[covenantfoundation@covenanthealth.ca](mailto:covenantfoundation@covenanthealth.ca)*

A foundation representative will contact you following receipt of your application.

- 2. Following approval of your event by Covenant Foundation, begin planning and promoting your event.**

- Set a fundraising target that is attainable. Keep expenses as low as possible. In order to maintain transparency to donors and supporters, any event supporting Covenant Foundation should have expenses amounting to less than 50 per cent of gross proceeds.
- Ask individuals and/or businesses to see if they can donate supplies or offer discounts for event materials.
- Contact Covenant Foundation to receive an official letter of endorsement if required by a gift-in-kind provider or donor.
- Share your event on your social media channels.
- If your event is open to the public, consider spreading the word by contacting local media. Contact Covenant Foundation to obtain a media tool kit that includes guidelines for media coverage; as well as a template for a news release.

- 3. Host your event.**

- Have fun! You are making a difference in the lives of Alberta patients, residents and families!
- Take pictures (your Foundation representative would love to have copies);
- Display Covenant Foundation's promotional materials at the event;
- Keep track of donors' contact details on a pledge form so eligible participants who make charitable gifts of \$20 or more can be provided a tax receipt from Covenant Foundation. Pledge form templates are available from your Covenant Foundation representative.

# STEPS FOR A **SUCCESSFUL** COMMUNITY FUNDRAISER

## 4. Following your event, celebrate your accomplishment through post-event promotion and donor recognition.

- Update your social media channels with your fundraising total and photos.
- Send photos and post-event details to Covenant Foundation so we can highlight your event on our website.
- Provide a photo to your community newspaper to celebrate and promote your success.
- Write thank-you notes to participants. Templates are available from Covenant Foundation.
- Submit your event proceeds to Covenant Foundation within two weeks of the event by sending a personal cheque or money order (please include a note about your event) to:

*Attention: Fund Development  
Covenant Foundation  
Room 3C60, 11111 Jasper Avenue Edmonton, AB T5K 0L4*

- Covenant Foundation is also pleased to recognize the efforts of community fundraisers by attending a cheque presentation at your site.

1 in 10 emergency visits in Alberta  
are to a Covenant Health facility.



## COVENANT FOUNDATION SUPPORTS A FACILITY NEAR YOU:

### **Edmonton**

- Misericordia Community Hospital
- Grey Nuns Community Hospital
- Edmonton General Continuing Care Centre
- St. Joseph's Auxiliary Hospital
- Villa Caritas
- Saint-Thomas Health Centre

### **St. Albert**

- Foyer Lacombe
- Youville Home

### **Vegreville**

- St. Joseph's General Hospital

### **Beaumont**

- Chateau Vitaline

### **Banff**

- Banff Mineral Springs Hospital

### **Medicine Hat**

- St. Joseph's Home

### **Red Deer**

- Villa Marie

### **Calgary**

- Evanston Summit
- Holy Cross Manor
- St. Marguerite Manor & Dulcina Hospice
- St. Teresa Place

### **Lethbridge**

- St. Michael's Health Centre
- St. Therese Villa
- Martha's House



# IMPORTANT TO KNOW...

- Prior to printing and distribution, please forward all your customized event materials, including posters, leaflets and advertisements to Covenant Foundation for review.
- Official tax receipts will be issued in accordance with Canada Revenue Agency guidelines. More information on tax receipting is available from your Foundation representative.
- Organizers are required to arrange for appropriate insurance coverage and hold responsibility for claims that may arise as a result of the event. Special event insurance will be in the name of the third party organizer.

## **The following are not eligible as community fundraisers for Covenant Foundation:**

- Programs that involve a professional fundraiser, telemarketing and/or an agreement to raise funds on a commission, bonus or percentage basis (with the exception of cause-related marketing programs developed with corporate partners)
- Events promoting the use of tobacco
- Vending machine sales
- Events promoting a political party, candidate or political activity
- Directly soliciting funds door-to-door, through telemarketing, or through non- foundation online methods

## **We are here to support you. However, there are some services the Foundation is unable to provide:**

- Mailing lists of donors and/or vendors
- Guaranteed attendance by physicians, patients and staff of the Foundation, Covenant Health, Covenant Care or Covenant Living
- Access into any of the Covenant family of facilities or to patients, residents and staff
- In order for your donation to achieve the greatest impact, all aspects of the event are the responsibility of the event organizer; including recruiting volunteers, ticket sales, sponsorship and any costs associated with the event

1 in 5 Alberta babies are  
welcomed into the world  
by Covenant Health

# COVENANT FOUNDATION LOGO USE

We are happy to provide you with Covenant Foundation's "in support of" logo (right) for use on community fundraising marketing materials. Approval is required on any materials bearing this logo.

- Please do not alter the logo in any way.
- Please ensure there is ample white space surrounding the logo so that it isn't crowded.
- When using your logo with ours, please keep both logos as they are originally intended with a key line separating them.

Example:



Colour consistency is just as important as logo consistency. Please **do not** alter or change the colour of the "in support of" logo except for full black and white.



In support of:  
**Covenant  
FOUNDATION**



# COMMUNITY FUNDRAISING APPLICATION FORM



NAME OF ORGANIZER/COMPANY:

---

TYPE OF EVENT:

---

DATE OF EVENT:

---

LOCATION OF EVENT:

---

WHAT CAUSE WOULD YOU LIKE TO SUPPORT:

Covenant Centres of Excellence

State-of-the-Art Equipment

Tomorrow's Possibilities

Compassionate Care & Programs

Revitalizing Facilities

Greatest Need

IF YOUR FUNDRAISER IS SUPPORTING A PARTICULAR FACILITY, PLEASE INDICATE THE NAME HERE:

---

CONTACT PERSON:

---

MAILING ADDRESS:

---

CITY:

PROVINCE:

POSTAL CODE:

---

TELEPHONE (PREFERRED):

TELEPHONE (SECONDARY):

---

EMAIL ADDRESS:

WEBSITE ADDRESS (IF APPLICABLE):

---

## OUR PRIVACY POLICY:

Covenant Foundation is committed to protecting the privacy of its donors, volunteers and other stakeholders, and their personal information. We value your trust and recognize that maintaining this trust requires transparency and accountability in our treatment of the information you choose to share with us. For further information, please refer to our complete privacy policy on our website at: <https://www.covenantfoundation.ca/online-privacy-statement>. If you have any questions about our privacy policy, please call us at 780-342-8126, toll-free at 1-866-342-8126 or email [covenantfoundation@covenanthealth.ca](mailto:covenantfoundation@covenanthealth.ca)