

THE CHALMERS FOUNDATION

Guide to Fundraising

How to make a difference
in OUR community!



About us

The Chalmers Foundation coordinates the support given by the community to meet the needs of the Dr. Everett Chalmers Hospital and the patients it serves in order to improve the quality of health care in our community.

Meeting the needs of our patients is the primary goal of the Hospital and the Foundation. We have an expert, caring staff that raises funds to ensure our hospital is equipped with the best technology and knowledge available. The hospital caregivers work very hard on behalf of patients and their families, and our task is to give them the tools they need to do their job well.

By providing the hospital with equipment, education and special treatment programs, the money invested enhances patient care, enriches services, and improves the overall quality of healthcare in our community.



2015 Fredericton Motorcycle Club's annual toy ride successfully raised funds for the Child Life Department.



Partnering with us

The Chalmers Foundation strongly values our sponsors and community partnerships. Without them, we couldn't do the important work that we do.

We aim to give back to our sponsors by acknowledging their dedication to health care in our community as often as possible, through print media, social media, and marketing campaigns at our various events throughout the year.

We ask that if you do decide to commit to a fundraising project for the Hospital in one of our areas served, that you contact the Foundation to ensure that you received the full benefit of partnering with us.

By registering with the Foundation, we can recognize your efforts by providing:

- ♥ Tools and materials to assist you with your campaign/event
- ♥ Materials and facts about the Chalmers Foundation and/or specific information about the area/department/unit you choose to support
- ♥ A dedicated staff member to answer questions about fundraising and tax receipting

By contacting the Foundation first, this will ensure that your event/project WILL NOT:

- ♥ Have the potential to adversely affect the image of the hospital and/or Foundation
- ♥ Conflict with the mission and goals of the hospital and/or Foundation
- ♥ Adversely affect the hospital's or Foundation's long range plan for fundraising and development

DID YOU KNOW?

The Chalmers Regional Hospital Foundation coordinates support for the following areas:

- Minto
- Doaktown
- Stanley
- Fredericton Junction
- Boiestown
- Nackawic
- McAdam
- Harvey
- Plaster Rock
- Chipman
- Oromocto
- Upper River Valley

and WILL ensure the following:

- ♥ At your own expense, obtain all permits and licenses required by law
- ♥ Have a reasonable chance for success
- ♥ Hold harmless the Chalmers Foundation from and against all liability, claims, damages or expenses due to or arising from your proposed event



Getting Started

So you have chosen to partner with the Chalmers Foundation to fundraise for local healthcare initiatives. Great! We are glad to have you on board! After contacting the Foundation to make them aware of your intentions, here is a step by step guide for the next steps:

1. Set up a working committee

Round up a group of co-workers, friends, family, and anyone who would be interested in assisting you with this project. Fundraising should be FUN and by putting together the right group of people— where every person can be responsible for a part of the event will help keep it manageable.

2. Set goals and determine your fundraising strategy

Determine what type of event works best for your group and set goals that would be within your reach. There are lots of ideas in this booklet, so take a look through! Make sure that you also discuss where you would like to see your fundraising dollars go, including what area, and what unit or department.

3. Get your team, school, and staff on board

Present the plan to the rest of your team— perhaps you can brainstorm with this group of people to come up with additional ideas.

4. Make it happen!

By working with your committee, team and the folks at the Foundation take your event from an idea on paper and put it into action. If you need any help from the Foundation along the way, just call or email us— we are here to help make your event successful!

5. Have fun!

You can't spell Fundraising without F-U-N, so have fun and do some good in your community at the same time!



2015 first annual Push for Your Tush event, in partnership with Colon Cancer Canada, to raise funds for a new colonoscopy machine at the DECRH.



Fundraising ideas- Schools

♥ Art Sales

Inspire creativity by allowing students and teachers to create wonderful works of art and then invite the community to attend a “gallery opening” and auction off each art piece.

♥ Book or Toy Drives

Sometimes it’s not all about the physical money collected. This can be very simple– have students/teacher collect new or gently used books or toys and donate them to the hospital. Someone will find joy in reading or playing with them!

♥ Talent Show

Charge admission and prepare to be a star! Have a variety of talents showcased and invite the community to come take in the show!

♥ Community Game Night

Charge an entry fee for an evening of board games, with juice and cookies and donated or inexpensive prizes. Set a time limit, and then have everyone switch tables. If your crowd is competitive, keep score and crown a champ. Tip: Make sure the games are age-appropriate.

♥ Kids’ Choice Cookbook

Collect recipes for a favorite snack, soup or salad, entree or dessert from each child at your school and compile them in a book for sale to parents. Kids will love sharing a favorite recipe, and parents will be grateful for the new menu ideas.

♥ Community Car Wash

In your school’s parking lot or playground host a community car wash and get students/teachers involved by washing cars by donation.



Grade 3 and 4 students from Liverpool Elementary School raised over \$2,000 by creating and selling cookbooks.



Fundraising ideas- Businesses

Workplace fundraising is a great way to motivate staff and get the business engaged in the community and promote positive employee engagement.

♥ **Potluck Lunches**

Instead of going out and spending money on a lunch, have employees bring homemade dishes and charge a specified amount for unlimited food/drinks. Employees will get to show off their cooking and baking skills while raising money for a good cause.

♥ **Dessert Auction**

Have wannabe chefs create delicious masterpieces by making homemade goods and auction them off at lunchtime.

♥ **Casual Days/Jean Day**

Go casual for a day for charity! Charge a certain amount at the door as staff come in and be comfortable for a cause!

♥ **Favour Auctions**

Everybody is good at something right? Have employees offer up their talents for charity whether it is someone who is good at bartending to bartend an event of the winner's choice or someone who is great at baking bread offer three loaves or maybe the boss wouldn't mind giving up their parking spot for a week. Whatever it may be, offer up items and see the money roll in!

♥ **Celebrity Bagger Event**

Have a local celebrity come and bag customer's purchases for a few hours. It may attract media attention and your customers will be all smiles!

♥ **Popcorn and a movie**

Take a lunch hour and charge admittance to a short (hour-hour and a half) but popular movie or TV show and have soft drinks and popcorn and maybe other snacks. Take a break from the stresses of work and enjoy for a good cause!



Staff of CGI host an annual Pie in the Face fundraiser to raise funds for the Foundation's annual campaign each year.



Fundraising ideas- Everyone!

♥ “A-thon’s”

Host a skate-a-thon, -walk-a-thon, bike-a-thon, etc. Participants collect pledges leading up to the event.

♥ Black Tie Bowling

Similar to a bowl-a-thon but done in formal attire. Charge a team registration fee.

♥ “_____ day”

Have a day dedicated to something fun. Whether it is a PJ Day or Hat Day or Dress like a rock star day, choose a theme that is exciting for your organization.

♥ Candy Grams

Participants buy bags of candy to give to friends or coworkers. All candy grams are delivered at the same time– make someone feel special!

♥ Pumpkin Carving Contest

Organize a pumpkin carving contest and charge a fee. Perhaps an auction at the end once judging is complete.

♥ Recycling

Ask everyone in your organization to bring in cans, bottles, and other deposit items during a specific period of time. All funds that are raised go towards the hospital!

♥ Silent Auction

Get an official letter from the Foundation indicating you are raising money for us and have committee members approach local business for donated items to auction off. Display the items in your area and have people bid on them. Don't forget to send a thank you to companies who donated items!



Carol Wesley Bellefleur created her own 1920's themed fundraiser for the G.I. Lab (Gastrointestinal Laboratory) at her home for friends and family.



Additional support

Promotional materials

The Foundation has a variety of promotional materials that may be able to help you with your event. Contact us to find out more.

Logo usage

We will gladly provide the use of our logo (with permission) to use for your event collateral. We also request that you send a proof of any materials you plan on using to the Foundation prior to print for approval.

Website listing and social media mentions

As we all know, advertising online seems to be the biggest way to get people's attention these days. We will gladly advertise your event or discuss your event on our various social media sites along with our website (where applicable) and provided the event meets all of our guidelines. We would love to help you spread the word would your event!

Donations and Receipting

Donations

Please make cheques payable to the Chalmers Foundation and submit to:

700 Priestman Street
P.O. Box 9000
Fredericton, New Brunswick
E3B 5N5
Charitable registration number: 11922 1794 RR0001

Receipting

We **CAN** issues receipts for the following activities:

- casual day donations with detailed listings
- Pledge based events

We **CANNOT** issue receipts for the following type of events:

- coin box collections
- Company/community fundraising events– auctions, raffles, bake sales, car washes, etc.



Contact Us

If you have any questions on fundraising for the Chalmers Foundation, or content seen in this booklet, please feel free to contact a staff member or call our general number at (506) 452-5090.

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More information about the Chalmers Foundation can be found at:

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