

YOUR FUNDRAISING EVENT!



THIRD PARTY GUIDEBOOK



www.jessicashousehospice.ca

LET'S START BY SAYING....

THANK YOU!



First and foremost, we want to express our heartfelt gratitude for selecting Jessica's House Hospice as the beneficiary of your fundraising efforts! Your decision to support our facility and its programs means the world to us, and we are truly thankful for your commitment.

Through your fundraising initiative, we are empowered to enhance and expand our programs, ensuring that our services and support maintain the highest level of professionalism for our residents, their families, friends, and the wider community. Your generosity enables us to continue growing and serving with excellence.

Third Party events provide a canvas for creativity in fundraising, offering numerous opportunities to make a meaningful impact. It's also a chance for many to honour the legacy of their loved ones by fundraising in their memory. Whether your event is small or large, your fundraising endeavors play a crucial role in realizing the visions we have for Jessica's House Hospice.

We've prepared this guidebook to assist you in kickstarting your event planning journey, and we hope you find it enjoyable and helpful. Should you have any questions or need extra support, please don't hesitate to reach out to us. We're here to assist and are truly honored that you've chosen us as your recipient. Together, let's make a positive difference!

Meghan O'Rourke
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Marketing and Communications Coordinator

www.jessicashousehospice.ca

ABOUT JHH

Jessica's House stands proudly as a charitable organization, steered by a dedicated Operations Committee of volunteers along with the Executive Director, who reports to the JHH Governance Board.

In tribute to the indomitable spirit and values of Jessica Hamather, a beloved local figure, our hospice is a beacon of care and compassion. Our commitment is unwavering, reaching out to all those in need. At Jessica's House, we take pride in fostering an inclusive environment that honors traditions, cultures, abilities, and lifestyles.

The beginning of Jessica's House Hospice starts back in March 2016 when it emerged as a visionary project through the South Huron Hospital Foundation. The dream gained momentum as our community embraced it with passion and enthusiasm, generously opening their hearts and wallets. This collective effort, marked by exceptional planning and community collaboration, culminated in the official opening of Jessica's House in June 2018.

While we receive funding from the provincial government, the heartbeat of Jessica's House is sustained by the community, as we strive to fundraise approximately 60% of our annual operating costs. Third Party Events help us to continue providing free support services and the highest level of care for its residents, family, friends and individuals in the community and surrounding area.



OUR HOSPICE

SERVICES



- FREE grief support
 - One-on-one
 - Support groups
- Complimentary Services
 - Hairdressing, massage, live music
- FREE community education sessions

- Home Away From Home setting
- Nurses and PSWs around the clock
- No cost for residents and families

- 3 large private resident rooms
- Served 200+ families
- 60+ volunteers

ABOUT US



FUNDRAISING



- Is government funded for only 40% of healthcare costs
- Raises \$700,000 a year for annual operational costs
- Runs 3 Signature Events
 - Hike for Hospice, Handbags for Hospice and Angel Tree



WE ARE HERE TO HELP!

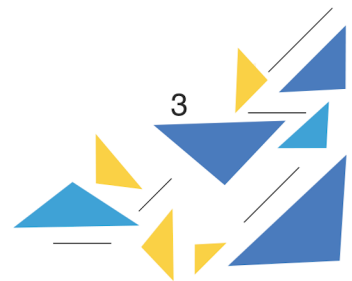
We are thrilled to learn about your decision to host a fundraiser for Jessica's House Hospice (JHH)! Your commitment to supporting our cause is truly inspiring.

As you embark on this exciting journey, please feel free to reach out to our dedicated JHH team during the initial planning stages. We are eager to collaborate with you and offer assistance to ensure your event is a resounding success!

While your third-party event is driven by your passion and dedication, we are here to support you every step of the way. Jessica's House Hospice is pleased to offer the following resources to enhance the success of your fundraiser:

- A dedicated staff member who will guide you through the planning process and provide prompt support for any questions that may arise.
- Expert guidance on marketing and communications strategies tailored to maximize the impact of your event.
- Online and printable donation form specific to your event.
- QR code to your online donation form
- Permission to use the Jessica's House Hospice logo for promotional purposes, adding authenticity and credibility to your efforts.
- Access to JHH promotional materials such as brochures, posters, and more.
- Community event promotion through Jessica's House Hospice's social media platforms, newsletters, and website, as appropriate.
- Internal promotion to our dedicated staff and volunteers, as deemed suitable.
- Assistance with post-event tax receipts to acknowledge and appreciate the generosity of your supporters.

Your dedication to supporting Jessica's House Hospice is invaluable, and we are here to make your fundraising experience as seamless and successful as possible. Together, we can make a meaningful impact on the lives of those we serve. Thank you for choosing to be a vital part of our community of support!



FUNDRAISIER IDEAS!



Sports Event

ie. golf tournament, fitness class, baseball tournament , walk or run



Games Night

ie. Trivia, board game, euchre tournament



Special Celebration

ie. donation in lieu of gifts : weddings, anniversaries, birthdays etc.



A-Thons

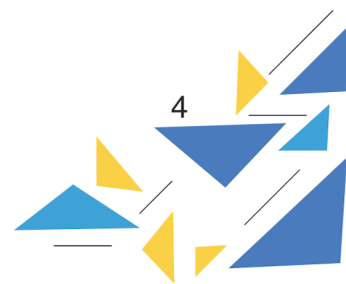
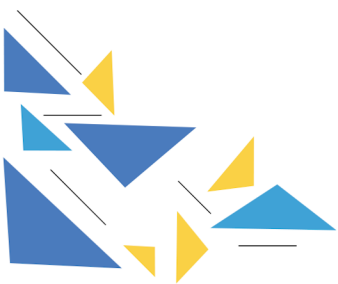
ie. bake a-thon, bike a-thon, game a-thon



Product Sales

ie. clothing sales, jewellery sales, services

and More!





Steps to Plan Your Fundraising Event!

Brainstorm An Event!

What kind of fundraising event do you want to run?

- How big of an event do you want to organize
- Do you want to run a yard sale
- Do you want to run a golf tournament
- Do you want to run a lemonade stand!
- and more! The options are endless!

Set Your Fundraising Goal

What financial goal would you like to set for yourself?

- Do you want to raise money to cover the cost of resident care for a day? (\$400)
- Do you want to raise money to cover the cost of resident care for a week? (\$2,800)

These goals help you and your team work hard to achieve something that you can all be so proud of!



It's Time To Plan Your Event

Here are some items **NOT** to forget!

- **Figure out your budget**
 - What are your costs going to be so you can aim to have your costs covered and keep you on track for any expenses.
- **Find out what permits, licensing and insurance you will need for your event!**
 - Liquor License, Special Event Insurance, Lottery License, sending in your signed 3rd party agreement to JHH.
- **What are the logistics for your event**
 - What is the event? When is it happening? Where is it being held? what is your timeline?
- **Do you need to recruit help through volunteers?**
 - How many volunteers you will need to help you achieve your end goal!
- **Collect Sponsorships**
 - Who can you reach out to for donations, What will your sponsorship levels be?



Promote Your Event

Shout it from the rooftops about your awesome event! The more people who catch wind of it, the bigger the buzz, paving the way to hit your fundraising goal!

PRINT

- Whip up some snazzy posters or info cards to spread the word to local businesses. Place them in shop windows, community boards, and or even arenas and libraries!

SOCIAL MEDIA

- Whip up some event pages on Facebook to spill the tea on all the latest happenings!
- Sprinkle some photo and video magic, shout out to sponsors on your socials, and tag businesses while dishing out details to your followers!
- Don't forget to tag @jessicashousehospice or use #jessicashousehospice so JHH can help spread the word to our crew of followers!

Here are some ways Jessica's House Hospice can help promote your event!

- Got some great social media posts? Send them our way, and we'll splash them across our social channels!
- Share your poster with us for Jessica's House Hospice – our visitors and crew will love it!
- Need a sleek online donation form just for you? Contact us and we will set one up complete with a fancy QR code for your marketing!



Steps to Plan Your Fundraising Event!

Host your Event

CONGRATULATIONS YOU MADE IT TO EVENT DAY!

Enjoy your event and take lots of photos so we can help share the success of your event! If you are taking photos of people make sure you have their permission to take the photos and also share them on public outlets. We can't wait to hear all about it!

What do you do after the event?

You've rocked your fundraising event for Jessica's House Hospice! Bravo! High-five to all the awesome souls who pitched in, joined the fun, and sponsored the event. Now it's time to roll out the red carpet of gratitude! Share your photos and videos flaunting the amazing event you created. If you have cash and cheques for JHH, please deliver within 30 days of your event. We'll even take a picture with our oversized cheque for both of our socials, JHH newsletters, and the local papers! Show off your incredible work with pride!



Now it's our turn to say...

**THANK
YOU!**

Thank you for selecting Jessica's House Hospice as the recipient of your fundraiser. We look forward to the possibility of collaborating with you again in the future. Through third-party events like yours, Jessica's House Hospice can sustain its provision of complimentary services to residents and their families, as well as offer educational workshops and grief support.