lung health starts now

lung health™ foundation

Your Fundraising TOOLKIT



lunghealth.ca

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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, you will find the following in this toolkit:

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The **Lung Health Foundation** is a non-profit organization dedicated to improving lung health and preventing lung disease through research, advocacy, and education.

Formerly the Ontario Lung Association, the **Lung Health Foundation** has worked tirelessly for more than a century 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 and caregiver network, with people who have lived experience and are 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, their families, and their caregivers 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 — including clinicians, researchers, 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 Fundraising for the **Lung Health Foundation** Works

These events are organized and promoted by an employee or leader at your organization. Organizers for these third-party fundraising events will plan and execute independently, and make sure that their ideas align with our mission, vision, and values. Your fundraiser will be an integral resource for raising funds and increasing awareness of the Lung Health Foundation – in addition to increasing your own team-building opportunities!

Steps to get started:

1. Develop your fundraising idea with your team! Find inspiration on page 7.
2. Contact us at fundraiseforlhf@lunghealth.ca if you have any questions, or if you anticipate receiving cash donations.
3. Plan your event or initiative with dates, locations, guest lists and event promotions.
4. On the day of the event, make sure you take pictures, share online, and engage with us on social media! Tips can be found on page 9.
5. Report back on your fundraising activities – tell us how it went and send us any donations that weren't made online! More information on the process for cash donations can be found on page 13.

Fundraising Event Ideas

There is no limit to creativity when brainstorming ideas for successful fundraising events. Engage your creative team to think BIG. Here are some 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 7!
- ☐ 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.
- ☐ Create your fundraising event donation page through our website.
- ☐ Carefully read the 3rd Party Event Terms and Conditions available on our website.
- ☐ 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 any cash donations.
- ☐ Share the dedicated donation page link provided by the Lung Health Foundation with individuals to easily donate online.
- ☐ Have a Lung Health Foundation collection sheet available for donations that aren't made online (please contact us to receive one).
- ☐ Take pictures (remember to get photo releases!)
- ☐ Spread the word on social media! *See our Social Media Tips on page 9.*

After your event

- ☐ Collect any Donation Forms corresponding to cash donations received, and provide to the Lung Health Foundation, along with the cumulative funds. More information on the process for cash donations can be found on page 13.
- ☐ Thank your donors, volunteers, and supporters.
- ☐ Celebrate your success on social media! Make sure to tag us so that we can share the love back.

Social Media Tips

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

@lunghealthfoundation

@LungHealthFdn

/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, vision, and values of the Lung Health Foundation.
- The 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 for cash donations, the third-party event organizer is responsible for collecting the names, addresses and contact information of all cash donors on the Donation Form provided by the Lung Health Foundation, 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.
- The 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?



Upon request, the Lung Health Foundation can supply our logo, a fact sheet about us and our areas of focus. However, the responsibility of planning and executing the event belongs to the third-party event organizer.

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

Yes. For online, cash, and cheque 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 the charity. We will need individual or corporate contact information included on the Donation Form provided by the Lung Health Foundation for any donations made in person by cash or cheque. The Donation Form must be provided to the Lung Health Foundation within 30 days of the event completion.

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?

The 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?

Yes. Through our website, you can create a dedicated page for your fundraising event. You may also contact us for help with creating one. Donors will be asked to provide the information required for the Foundation to issue tax receipts for minimum donations of $20.

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?

For larger events, and upon request, we can supply our logo to you. Please contact us for more information. We will 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/hosts to recruit, train and manage all volunteers. The Lung Health Foundation may have a staff member attend the event, subject to availability and scope of the event.

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

As this is a third-party fundraising event, the event organizer/host will be responsible for the marketing and promotion of the event, using the logo provided by the Lung Health Foundation, if applicable.

Where do I send the cash proceeds of my event?

Any cash funds raised in-person at the event must be tracked on the Donation Form provided by the Lung Health Foundation to be eligible for a tax receipt. Following the event, it is preferred that all cash funds be deposited into one account, with a cumulative cheque directed to the Lung Health Foundation, along with the completed Donation Form. Alternatively, the event organizer may choose to pay the balance of the cash donations collected using a credit card, and completing the additional information required on the bottom right of the Donation Form. Please make any 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?

The 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 event 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 for a minimum donation of $20.

What information 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). Please see the Donation Form provided by the Lung Health Foundation for all cash donations made at the event for more information.

Are corporate sponsorships eligible for tax receipts?

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



Contact Information

If you have any other questions, please email us at fundraiseforlhf@lunghealth.ca

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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