



# Community Fundraising Toolkit

A Guide to Fundraising in  
support of the QEH Foundation

# Table of Contents

INTRODUCTION	3
BEFORE YOU BEGIN	6
STEPS TO A SUCCESSFUL FUNDRAISER	7
HOW WE CAN SUPPORT YOU	9
FAQ & CONTACT	10
EVENT PROPOSAL FORM	11
TAP TO GIVE: TIPTAP DEVICES	12



# Your Impact Starts Here

The Queen Elizabeth Hospital is more than just a building—it's a place of healing and hope. **And it's people like you who help make that possible.** By choosing to fundraise for QEH, you are playing a direct role in advancing health care for families, friends, and neighbours across Prince Edward Island.

From sports tournaments and bake sales to concerts and corporate challenges, every event fuels vital improvements at QEH, from acquiring life-saving equipment to enhancing patient care. Your efforts, no matter the size, make a real difference. Every dollar raised strengthens our hospital and improves the lives of thousands of Islanders each year.

We are incredibly grateful for your support and cannot wait to see what you accomplish. With your passion and our guidance, there's no limit to the impact we can create together.



**\$90  
million**

**Funds raised  
since Foundation  
inception in 1984.**

**\$6-7  
million**

**Average medical  
equipment needs  
each year.**

# Your Gift Supports Island Patients



## Thelma

Injured in a fall that broke her leg in three places, Thelma returned home after receiving exceptional care at the QEH.



## Everett

Rushed to the QEH NICU at birth, Everett received critical, time-sensitive emergency care and is now surpassing every milestone.



## Lucas

Received expert care and rehabilitation at the QEH after surviving a shark attack and is now back to doing the things he loves most.



## Penny

Diagnosed with an aggressive form of breast cancer, Penny is now cancer-free and grateful for the support she received during and after treatment at the QEH.



# Thinking of hosting a fundraiser?

There are so many ways to raise funds for the QEH Foundation and we're excited to see what you come up with!

Before you dive in, we do ask that you take a quick look at our event guidelines. This helps make sure your fundraiser is a great fit with the Foundation's policies and gives you a smooth experience from start to finish.

## Here's what to know up-front:

We're here to cheer you on, share resources, and help promote your fundraiser when we can.

You'll be responsible for the planning, expenses, and logistics—this is your moment to shine!

We have a few guidelines we need to follow regarding tax receipts, raffles, and insurance (**see details just below**).



## What we cannot do:

- Purchase items for you to resell.
- Share donor, sponsor, or volunteer lists
- Host fundraising or media events at the hospital
- Cover advertising or promotional costs
- Sell 50/50, raffle tickets, or products (except event tickets at our office)
- Issue tax receipts outside of CRA guidelines
- Reimburse event expenses
- Provide liability insurance for events

**If you have questions or want help shaping your idea, we're just a phone call or email away!**



# Steps to a Successful Fundraiser

## 1. Picture Your Perfect Event

Choose a fundraiser that excites you and fits the time and energy you can give. A bake sale at work? A birthday fundraiser online? A garage sale with friends? Simple ideas can make a big impact, especially when they're meaningful to you!

### Here are a few ideas to spark inspiration:

#### Host a Fundraising Event

Planning a concert, ceilidh, or sports tournament? Consider turning your event into a fundraiser by donating the proceeds from a 50/50 draw, collecting entry-by-donation, or adding another giving component.

#### Round-Up for QEH

Ask your customers to round up their purchase to the nearest dollar in support of Island health care. That extra change might look small on its own, but together can add up to a BIG impact.

#### Casual Days

This one's great for workplaces or schools. Invite participants to donate a few dollars to wear jeans, pajamas, or their favourite hoodie for a day, and show their support for QEH in style. We are happy to provide **Casual Day** stickers upon request.

#### Host a Meal

Whether it's a hearty pancake breakfast or a summer BBQ, food brings people together, and it can make a big impact too! You can sell tickets, ask for pay-what-you-can donations, or even set up a "sponsor a plate" option. Local businesses might be happy to partner with you and donate ingredients.



## 2. Think Through the Details

Every event is a little different, but here are a few things to consider:

- Where will your event take place?
- Do you need any permits or permission (e.g. if you're using a public space)?
- How will you collect donations (cash, e-transfer, tiptap device, etc.)?
- Will you need help from friends, coworkers, or volunteers?

## 3. Share Your Ideas With Us

Once you've landed on your idea, fill out our [Fundraiser Information Form](#) or send us an email to let us know what you're planning! This helps us make sure everything aligns with QEH Foundation guidelines and gives us a chance to support you where we can.

**Timing Tip: Try to submit your proposal at least 4 weeks before your event.**

## 4. Spread the Word!

Tell your friends, family, co-workers, and community about your event. Ask for their help in promoting your fundraiser!

Use social media, posters, email, or just good old word-of-mouth. We're happy to help promote your event too! Tag us on social media or send us your information (see [How We Can Support You](#)).

## 5. Capture the Fun

Enjoy your event and remember to snap a few pics while you're at it! Photos are a fantastic way to share and celebrate your impact and inspire others to host their own fundraisers.

## 6. Wrap Things Up

Congratulations on a successful fundraiser! Take a moment to thank the volunteers, helpers, and organizers who helped make it happen. We'd also love to hear how everything went! Share your photos, stories, and highlights with us so we can celebrate you on our social media.

**Kindly make your donation within 14 days by donating [online](#) or visiting our office located in the main lobby of the QEH.**



# How We Can Support You

Whether you're planning your first event or you're a seasoned organizer, we're here to support you and cheer you on along the way.

## We Can Offer:

### Advice & Planning Support:

From brainstorming to logistics, we're happy to chat with you about your fundraiser.

### Marketing Materials:

We offer use of our QEH Foundation logos (with approval) to promote your event, as well as a simple brand guide. We are also happy to loan you one of our Foundation banners, our "QEH" sign, *tiptap* machines, or any fact sheets, donation tracking forms, or supporting material that we have on-hand that you think might be helpful.

### Online Fundraising

We can create a private fundraising page for your event on our website! You'll be given a link to easily share with your network so donors can directly support your initiative and receive a charitable tax receipt right away.

### Event Promotion:

When you share your fundraiser with us, we do our best to promote it on social media as well as on the Events Calendar on our website.

### Celebrating You:

After your fundraiser, we look forward to sharing your impact with the community through social media shoutouts and big cheque photo ops!



# Frequently Asked Questions (FAQ)

## **Will someone from the Foundation attend my event?**

We'll try our best! Let us know early, and we'll check availability.

## **Can the Foundation pay for event costs or reimburse me?**

Unfortunately, no, we're not able to cover expenses. But we can share ideas for keeping costs low!

## **Can the Foundation issue tax receipts?**

Sometimes! Tax receipting must follow Canada Revenue Agency guidelines. We can walk you through what's possible.

## **Have more questions? Get in touch with us!**

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**QEH Foundation Office**  
info@qehfoundation.pe.ca | (902) 894 - 2425

[qehfoundation.pe.ca](http://qehfoundation.pe.ca)



@QEHFoundation





# Fundraiser Information Form

Thank you for choosing to support the QEHL Foundation! Please fill out this form with your event details and drop it off at the **QEHL Foundation office** or send to **mfsmith@ihis.org**

### Contact Information:

Name of Person/Organization:

Contact Person:  Phone:

Email:  Community:

### Fundraiser Details:

Name of Event/Fundraiser:

Date(s):  Location:

Description *(Tell us about your fundraiser and what inspired you to support the QEHL Foundation):*

How will funds be raised?

Are there any other businesses/organizations involved in this fundraiser?

### Additional Info:

Do you need QEHL Foundation materials to support your event? *(Logo, Banners, Donation Forms, tiptap, Web Page)*

Is there anything else you'd like to share?

### Acknowledgements:

- I understand that the QEHL Foundation is not responsible for organizing, promoting, or covering costs related to this event.
- I will ensure all promotions using the QEHL Foundation name or logo are approved before use.
- I understand that the Foundation cannot issue tax receipts outside of [CRA guidelines](#).
- I agree to uphold the values of respect, inclusion, and community throughout the event.

NEW!

# tap to give™ to Island healthcare



## NEW Fundraising Opportunity: Host a QEHL Foundation TipTap Device

Islanders take care of each other—it's just what we do.

Now, your business has an opportunity to make a difference in the lives of your customers, employees, and neighbours by hosting a **QEHL Foundation TipTap donation station**.

It's quick, easy, and completely contactless. With just a single tap, your customers can support PEI healthcare and help ensure Islanders continue to get the care they need, right here at home.

Plus, it's a simple way to show your support for the community and your commitment to making a difference.

### Why Get Involved?

- **Seamless & Contactless Giving:** No cash? No problem! Guests and customers can donate instantly using their debit, credit, or mobile payment options.
- **Enhance Your Fundraising Efforts:** Easily add a charitable giving component to your business or event while supporting Islanders in need of care.
- **No Set-up Hassle:** We provide the device—no fuss, no fees. Every dollar goes directly to the QEHL Foundation to help purchase life-saving medical equipment.
- **Recognition Opportunity:** We'll gladly give your business a shoutout on our social media to celebrate your support and help spread the word.

**TIP! Matching Gift Component:** Consider adding a matching contribution for your business to encourage donations and double the impact for Island healthcare.

If you are interested in a **tiptap** device for your business or event, let's chat! We'd love to explore how tiptap can help maximize donations while keeping giving simple for your customers and attendees. **Short-term and long-term hosting opportunities available!**

## Let's Make a Difference, Together

Email:

[info@qehfoundation.pe.ca](mailto:info@qehfoundation.pe.ca)

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