



CRHS – Community Event Guidelines

General Understanding

No two community events are the same—and that's what makes them so much fun! Whether you're organizing a bake sale, tournament, staff Christmas party, or something completely unique, we're excited to partner with you.

These guidelines are designed to make planning a little easier. They cover a few important details about Hospice policies and other requirements, while helping ensure your event runs smoothly for everyone involved.

Think of this as a helpful guide rather than a list of rules. If you ever have questions, ideas, or just want to bounce something off us, we're only a phone call or email away. We can't wait to see what you create!

How We Can Support Your Event

When you partner with the Campbell River Hospice Society, you won't be doing it alone. Depending on your event, we may be able to provide:

- Official Hospice logos
- Approved organizational descriptions
- Social media graphics
- Event posters
- Approved photos, organizational information and impact statistics
- Brand colours and fonts
- Sample social media posts
- Messaging and promotional support
- Fundraising tools and resources
- Ticketing support

Section 1: Branding & Communications

1. Using the Campbell River Hospice Society Name & Logo

If you're creating posters, social media graphics, invitations, or other promotional materials, we'd love the opportunity to take a quick look before they're shared. It helps us ensure our branding is used consistently, and we're always happy to offer feedback or provide resources to help your event shine.

- Please send us your promotional materials before they're published.
- Please wait for written approval before promoting your event publicly.



- Please use the Campbell River Hospice Society logo as provided and avoid modifying it without prior approval.

2. Naming Your Event

One of the most exciting parts of planning your event is choosing a name!

To help avoid confusion within the community, we simply ask that event names clearly reflect that **your event is supporting the Campbell River Hospice Society**, rather than being organized by the Hospice itself.

You're welcome to get creative—we're always happy to help if you'd like feedback or ideas for your event name.

Once you've chosen a name, please send it to us along with your event description before it's published. We'll do a quick review to make sure everything is clear, accurate, and ready to share.

3. Sharing the Hospice Story

We want your event guests to have a clear understanding of who we are and the impact their support makes. To help with that, we ask that any information about the Campbell River Hospice Society accurately reflects our current programs, services, and how we're involved in your event.

If you're ever unsure about wording, check our website or just ask! We can provide approved descriptions, key messages, impact statistics, and other resources to make sharing our story easy.

When talking about the Campbell River Hospice Society, please remember to:

- Present the Campbell River Hospice Society's programs and services accurately.
- Clearly identify your event as a community fundraiser supporting Hospice.

4. Social Media & Digital Promotion

One of the best ways to build excitement for your event is by sharing it online—and we'd love to help spread the word!

As you create and share your event, here are a few things to keep in mind:

- **Tag the Campbell River Hospice Society** whenever possible so we can celebrate your event and help share it with our community.
- **Use the approved Hospice logo and messaging** to ensure consistent and recognizable branding.



- **Keep your event details up to date** so your supporters have the most current information.

Whenever possible, the Campbell River Hospice Society is happy to share, repost, and help promote community events through our own social media channels. While promotion is based on availability, we'll always do our best to support your success!

5. Media & Press

If your event attracts media attention—wonderful! We'd love to help you share the story and celebrate the impact your event is making in our community.

To help ensure information about the Campbell River Hospice Society is accurate and consistent, we ask that you:

- Share any media releases or press materials that mention the Campbell River Hospice Society with us before they're distributed. We'll review them promptly and are happy to provide guidance with wording if needed.
- If you'd like a Hospice representative to participate in interviews or media opportunities, please let us know. Whenever possible, we'll do our best to have someone available.
- If media have questions specifically about the Campbell River Hospice Society, our programs, or services, please direct them to us so we can provide accurate and up-to-date information.

Together, we can help ensure your event—and the important work it supports—is shared with the community in the best possible way.

6. Photography & Content

We love seeing the memories and special moments created through community events! Photos and videos are a wonderful way to celebrate your event, thank your supporters, and inspire others to get involved.

To help ensure everyone is comfortable and represented respectfully, we ask that you:

- Please obtain any necessary consent for photography or video at your event. Where appropriate, let participants know that photos or videos may be taken and shared publicly (for example, through event signage or registration materials).
- Please be mindful of the privacy of participants, volunteers, staff, and clients when selecting and sharing photos or videos.
- When using Hospice logos, photos, or other official materials, please use the versions we provide so our organization is represented accurately and consistently.



If you'd like to share your event photos with us, we'd love to see them! With your permission, we may feature them on our social media, website, or in future Hospice communications as we celebrate your incredible support.

Section 2: Financial & Donation Guidelines

1. Handling of Funds

To help ensure a smooth donation process, we ask that funds raised in support of the Campbell River Hospice Society be submitted within the agreed-upon timeframe following your event.

To help us process your donation, we may also ask for a brief summary that includes:

- Total funds raised
- Event expenses (if applicable)
- Net proceeds being donated to the Campbell River Hospice Society

If you have any questions about handling cash, cheques, electronic payments, or online donations, please don't hesitate to reach out! We can help!

Depending on the nature of your event, we may also be able to provide fundraising tools and resources to make things a little easier, including:

- Online donation pages
- Ticketing support
- Other fundraising resources, where available

Availability may vary depending on the size and timing of your event, so we encourage you to connect with us early. We'll be happy to discuss the options available and help find the best fit for your event.

2. Use of Funds Raised

Funds raised through community events help support the Campbell River Hospice Society's compassionate programs and services, allowing us to respond to the greatest needs within our community.

If you have a special interest in supporting a specific program, service, or initiative, we'd love to chat with you. Please connect with us before promoting your event so we can discuss your wishes and determine whether a designated gift is possible.



3. Donations & Event Revenue

Every event is a little different! Some raise funds through donations, while others include ticket sales, merchandise, auctions, or other activities.

Because charitable tax receipting follows Canada Revenue Agency (CRA) guidelines, it's important to understand the difference between donations and event revenue.

In general:

- **Donations** are voluntary gifts made without receiving goods or services in return.
- **Tickets, admission fees, purchases, and payments for goods or services** are generally **not** eligible for charitable tax receipts.

If you're unsure how this applies to your event, don't worry—we're here to help. We'll gladly review your fundraising plans with you and determine whether any portion may be eligible for charitable tax receipting.

4. Charitable Tax Receipts

The Campbell River Hospice Society is a registered Canadian charity and follows Canada Revenue Agency (CRA) guidelines when issuing charitable tax receipts.

Here are a few things to keep in mind:

- **Charitable tax receipts can only be issued by the Campbell River Hospice Society.** Event organizers should not issue tax receipts or use the Hospice charitable registration number independently.
- **Not every donation or fundraising activity is eligible for a charitable tax receipt.** Eligibility is determined in accordance with CRA requirements.
- **If tax receipts will be issued, we will ask you to collect some basic donor information** so we can prepare and issue tax receipts accurately.

Charitable tax receipting can sometimes be a little confusing, but you don't have to figure it out on your own. If you think your event may involve tax receipts, please connect with us before promoting them to donors or sponsors. We'll be happy to walk you through the process and answer any questions.

5. Donor Information and Privacy

If your event requires collecting donor information for charitable tax receipting or event administration, we'll let you know exactly what information is needed and how to share it with us securely.



To help protect your donors' privacy:

- Please collect only the information requested by the Campbell River Hospice Society.
- Donor information should be shared securely with the Campbell River Hospice Society and should not be used or shared for any other purpose without the donor's permission.

If you have any questions about collecting or submitting donor information, we'd love to chat.

6. Additional Fundraising Activities

Many community events include sponsorships, auctions, raffles, 50/50 draws, online fundraising, or other creative ways to raise support.

If you're planning to include any of these activities, we're happy to help guide you through any Campbell River Hospice Society requirements. Please note that event organizers are responsible for obtaining any permits or licences required by law, including BC Gaming Event Licences where applicable.

If you'd like support with online donations, ticket sales, payment processing, or other fundraising tools, we'd be happy to work with you to find the options that best fit your event.

Section 3. Event Responsibilities & Changes

1. Planning & Event Updates

We understand that event plans can evolve as things come together. If anything changes after we've started planning together, please let us know as soon as you can so we can continue to support you and ensure your event information remains accurate.

This may include changes to:

- Date or location
- Event format or activities
- Fundraising method
- Use of Hospice branding or messaging

Most changes are easy to accommodate, and we'll work with you to find the best way forward. In the unlikely event that significant changes mean the event no longer aligns with the Campbell River Hospice Society's mission, values, or Community Event Guidelines, we may need to review our partnership together.



2. Organizer Responsibilities, Risk & Insurance

As the event organizer, you'll be responsible for planning, coordinating, and safely delivering your event. Every fundraiser has its own goals and needs, so the specific requirements will depend on the type and size of your fundraiser. Our team is happy to help you identify what may be required and support you in navigating the process along the way.

- Public liability insurance
- Venue requirements
- Food handling permits
- Alcohol licensing
- Participant waivers
- Emergency planning and safety procedures
- Coordinating volunteers, participants, vendors, and contractors
- Managing event finances and record keeping
- Complying with applicable laws and regulations
- 50/50 or Raffle licenses

The Campbell River Hospice Society is happy to provide guidance, resources, and support throughout the planning process. While we'll work alongside you wherever we can, responsibility for the overall planning, operation, and safety of the event remains with the event organizer, including responsibility for any injuries, losses, damages, or claims arising from the event.

Questions?

Every event is unique, and we're here to support you every step of the way. If you have questions, need guidance, or your plans change, please don't hesitate to reach out.

We're excited to partner with you and can't wait to see the incredible impact your event will have in our community.

Thank you for choosing to support the Campbell River Hospice Society. Your generosity helps ensure compassionate care, grief support, and hope remain available for individuals and families throughout our community. We look forward to partnering with you and celebrating your success!

For more information or to discuss, please reach out to:

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