



A Special Kind of Care...

The foundation of the hospice philosophy is for every individual to have a dignified, pain-free death. Since serving its first patient in 1988, Niagara Hospice has served over 10,000 individuals as well as their immediate and extended families. Hospice services include physical, emotional, spiritual and bereavement care. Hospice care is appropriate for any advanced stage illness, not just cancer, where the prognosis is a life expectancy of *approximately* six months or less.

No one is denied hospice care due to ability to pay. Families who are uninsured or underinsured can take comfort in the fact that hospice services are available to them through the generosity of community supporters *like you*. Your support of the Hospice mission to provide comfort and care when it's needed most will help ensure that all Niagara County families faced with end-of-life challenges will have access to our "special kind of care."

Third Party Fundraising Events

Niagara Hospice welcomes community fundraising initiatives to raise awareness and funding for our programs. By taking on this type of project, one assumes the responsibility of producing a successful event with minimal assistance from Niagara Hospice. The Special Events Coordinator is available for guidance and advice if needed for your event. However, staff and resources of Niagara Hospice are dedicated to our mission and to providing patient care, limiting our ability to schedule, produce, or maintain additional fundraising events. All community fundraising efforts should be run by financially responsible and reputable organizations or individuals motivated by a genuine desire to support Niagara Hospice. **All proceeds you raise for Niagara Hospice directly benefit patients and their families.**

Guidelines for Conducting a Community Event

A community event is a function held to raise awareness and money for an organization or charity. Niagara Hospice encourages community events to promote greater awareness of hospice services as well as broaden the base of donors and partnerships.

I. Publicity

Event organizers should establish a publicity/public relations plan for their event. Organizers should be sure to include the who, what, where, when and why of their event. Advertising and promotion of the event is the sole responsibility of the third party event organizer. **All media, print materials and public communication mention of Niagara Hospice, our mission, work and logo must be approved by the Niagara Hospice public relations department prior to printing or release. Usage of the Hospice Heroes and/or the Niagara Hospice logo(s) on third party event publications shall be determined by the public relations department.** The Special Events Coordinator will be a useful resource regarding questions and approval of promotional materials.



II. Designation of Donation

Niagara Hospice's Special Events Coordinator will provide a list of possible designations for the use of event proceeds to organizers if requested. If your group prefers, you may make an unrestricted gift, in which case Niagara Hospice will use the proceeds to meet the organization's most pressing needs. Please inform the Special Events Coordinator of intended uses for your event proceeds.

III. Solicitation of Corporate Donations

Niagara Hospice partners with many local businesses and individuals. *Therefore, the Special Events Coordinator must approve all solicitations of corporate gifts on behalf of Niagara Hospice before the company is approached. This will avoid duplication of efforts and excessive requests to any one potential donor.* Niagara Hospice does not provide its donor mailing lists to others for fundraising. Event organizers should have their own lists of potential contributors and participants.

IV. Event Donation

The terms of the donation to Niagara Hospice should be clearly and specifically stated, including when the donation will be made. The portion of the event that will raise money for Niagara Hospice should be clearly stated on the promotional material. For example: all proceeds benefit; a portion (___%) of the proceeds benefit; or, \$___ (set dollar) will benefit Niagara Hospice.

V. Tax Deductibility

Most ticket prices for community events are not fully tax deductible. For example: dinner event tickets are \$150 per person and a good faith estimate of the dinner is \$50, then \$100 is deductible. Please remember that each donor should rely on their own tax advisor for ultimate questions of deductibility.

VI. Availability of Niagara Hospice Staff and Volunteers

Please consult with the Special Events Coordinator to discuss level of Hospice support for your event. Also, please let the coordinator know well in advance if you would like Hospice representation at your event in an official capacity (to welcome guests, thank participants, make any remarks or join in the ceremonies.) Niagara Hospice representatives will make every effort to attend your event and inform our constituents of event details.

VII. Liability Insurance/Permits

Most events are required to have general liability insurance and may require some event permits (parking, property, etc.) It is advisable that you inquire with the local government and any other entities involved with the event as to what forms of permits/insurance are necessary for your event.



VIII. Photography

In most cases, you will be taking your own photos of your event. In order for your photos to be considered for publication, you should follow these guidelines.

- Take your photos with a film or digital camera. If using a digital camera, make sure its settings are on the highest quality. This will ensure sharp photos when they are reproduced.
- Don't be afraid to take a lot of photos. Also take a variety of shots like close-ups, small groups in an activity, or a wide shot of many individuals.
- **Photo releases are required for your photo to be released to the media or included in our newsletter.** Ask the Special Events Coordinator for the necessary forms before your event.

IX. Event Expenses

Niagara Hospice will not reimburse for purchases made for a Third Party Event, nor may goods for the event be charged to Niagara Hospice. Any expenses associated with producing the event are the sole responsibility of the hosting volunteers and Niagara Hospice will not be liable for any costs or expenses.

X. Legal Requirements

While Niagara Hospice's Special Events Coordinator is available and pleased to provide general information included in this packet, the ultimate responsibility for meeting these obligations rests with your group. Niagara Hospice encourages your group to obtain qualified professional assistance in meeting these requirements, and the information provided should not be viewed as a substitute for such assistance or as legal advice.

XI. Indemnity

Third Party Event Organizers agree to indemnify and hold harmless Niagara Hospice, its affiliates, officers, employees, agents, representatives, contractors and licensees from and against all claims, losses, damages, liabilities and expenses, including reasonable attorney's fees arising out of or occasioned by an act or omission of the Third Party Event Organizer, or its officers, partners, employees, agents, contractors, licensees, guests, invitees, or attendees in connection with the Third Party Event. Organizers also agree to make all reasonable attempts to be in compliance with all state and local safety requirements.



Niagara Hospice can provide:

- Advice and suggestions about event planning
- Promotion of your event to Niagara Hospice supporters and the community through regular advertising venues: newsletters, e-newsletters, website and internal communications
- A Hospice representative for a check presentation/photo opportunity
- A letter of endorsement from Niagara Hospice acknowledging your organization as soliciting for an event that will benefit Niagara Hospice
- Sample donor/sponsor solicitation letters
- Hospice educational materials for the event

Niagara Hospice cannot:

- Assist in soliciting donations or handle mailings
- Share donor lists or contacts
- Assume responsibility of any nature or kind associated directly or indirectly with your event

At Niagara Hospice, we believe that every day is a gift. We cherish your gift of support, confident that together we will embrace those in their final journey and comfort their families. Thank you for considering a community event for Niagara Hospice.



Event Information

Contact name: _____
 Phone: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Email: _____
 Name of sponsoring organization (if applicable): _____

Event date: _____
 Event time: _____
 Event location: _____
 Brief event description: _____

Is this event in memory/honor of someone? Who? _____
 What is your estimated revenue for this event? _____
 What percentage of this revenue will be used for expenses? _____
 Please list any other charitable organizations that will benefit from this event: _____

Will businesses be contacted for donations (in-kind/monetary)? Yes No
 If yes, please list prospects for Niagara Hospice to review: _____

How will Niagara Hospice receive proceeds from the event? _____
 Do you plan to use Niagara Hospice's name, logo, or mission in promoting the event? Yes No
 If yes, please list prospective materials you plan to create for Niagara Hospice to review: _____

What types of promotion do you plan to use? (fliers, newsletters, radio, etc.) _____

Can Niagara Hospice provide you with materials on our programs to display at your event? Yes No
 Would you like a Niagara Hospice representative to attend your event? Yes No
 Additional comments: _____

Your signature: _____ Date: _____

*Thank you for your interest in planning an event for Niagara Hospice! Please complete this form and return it to:
 Mallory Zabel, Special Events Coordinator, 4675 Sunset Drive, Lockport, NY 14094.*

OFFICE USE ONLY
 Hospice representative: _____
 Check presentation/photo date: _____
 Amount of final gift: _____



Hospice Heroes Event Planning Tips

Develop strategies for success

- Determine the goal(s) for your event. How much money would you like to raise? How many people would you like to have attend?
- Decide what type of event you would like to plan. It could be a walk, raffle, golf tournament, motorcycle run or dress down day – the possibilities are endless!
- Contact the Niagara Hospice Special Events Coordinator for more information about planning your event.
- Start planning ahead early! The key to a successful event is preparation.
- Recruit and bring your committee and/or volunteers up-to-date with your plans.
- Talk to other community groups that have held successful events for ideas. The Special Events Coordinator is also a good resource.
- Decide how you will publicize your event. Establish a public relations/publicity plan. Remember, the Special Event Coordinator must approve all communications mentioning Niagara Hospice, our mission, work or logo. We will gladly publicize your event on our website and newsletter.

Make a checklist

A checklist provides a step-by-step guide to organizing and executing a special event. The following are just a sample of items you should plan for.

- Develop an event master plan (with all of your things-to-do) and set the event date.
- Select groups or individuals for responsibilities like refreshments, setup and cleanup, ticket sales, etc.
- Prepare all printed materials and disseminate materials to the media after the Special Events Coordinator's approval.
- Develop a schedule of events if needed and consider logistics like setup, size of the building, signage etc. Also remember to let the Special Events Coordinator know if you would like a Niagara Hospice representative at your event in an official capacity.
- Create a budget. This budget should be specific; including revenue opportunities like sponsorships, donations and ticket sales. Also keep careful track of expenses like printing, food, supplies and rentals. Remember, the budget is the sole responsibility of your group.

After the event

- Take time to thank those who have helped along the way.
- Evaluate the event. The Special Events Coordinator will provide your group with an event evaluation form. Having your group as well as event attendees fill out the form will provide both you and Niagara Hospice valuable feedback about your event.
- Call Niagara Hospice to set up a check presentation/photo opportunity – we would love to thank you in our next newsletter!
- Celebrate your success and know that your event has helped to further the mission of Niagara Hospice.

MEDIA RELEASE

DATE:

TO: MEDIA

FROM: (INCLUDE YOUR NAME & PHONE #)

RELEASE DATE:

TITLE:

{INCLUDE HERE THE "WHO, WHAT, WHEN, AND WHERE" OF YOUR EVENT AND BE SURE TO DOUBLE-SPACE. Remember, shorter is better.}

{SECOND PARAGRAPH INCLUDE THE "WHY" OF YOUR EVENT}

-MORE-

(INSERT RELEASE TITLE) Add -2-

Niagara Hospice provides end-of-life comfort, care and support to Niagara County individuals and families faced with end-of-life illness. Hospice services include physical, emotional, spiritual, and bereavement care. Hospice care is appropriate for any advanced stage illness, not just cancer, where the prognosis is a life expectancy of *approximately* six months or less. No one is ever denied hospice care due to ability to pay. For more information or to find out how you can be part of the mission of hospice care, call (716) 439-4417 or visit the website at www.niagarahospice.org.

Caption for photo (if photo included):

- END -