



**InspireHealth**  
INTEGRATED CANCER CARE

**Information on  
Third-Party Fundraising  
Initiatives**

*Make a difference by doing something different!*



## Dear InspireHealth Supporter,

On behalf of our patients, staff, dedicated volunteers and fellow supporters, thank you for your inspiration and generous offer to organize a fundraising initiative to benefit InspireHealth!

We call these initiatives “third-party initiatives” or “third-party events” and they can range from small grassroots initiatives focused on fundraising with your family and friends to large events engaging hundreds of participants (and everything in between!). At InspireHealth, we treat each of these initiatives as creative expressions of your passion for the work and mission of InspireHealth; every dollar raised makes a difference!

Please read InspireHealth’s “third-party initiative” package to help you get started, guide you and answer any initial questions you may have. Once you are ready to begin planning your event, simply fill out the “third-party initiative registration form” as best to your knowledge and contact us! We will be happy to provide the necessary resources for you.


Included in this package:

- Frequently Asked Questions (FAQs)
- InspireHealth logo and name usage – brand guidelines
- Third-Party Initiative Registration form

We greatly appreciate your support – Now let’s let your philanthropic spirit shine!

In Health,

The InspireHealth Team





## Frequently Asked Questions

### **What is the first thing I should do when planning my initiative?**

Please notify us of your initiative:

- Fill out the Third-Party Initiative Registration form included in this package and drop it off at InspireHealth c/o Development Department. You may give your completed form to the front desk or your medical doctor – and they will ensure that you will be contacted immediately. OR
- Download the form on the InspireHealth website and email it to [events@inspirehealth.ca](mailto:events@inspirehealth.ca) or fax to (604) 734-7105. OR
- Call us! We do request that you fill out the included form for our records.

### **Should I direct my raised funds to a specific area of InspireHealth?**

Generally, we appreciate “unrestricted” funds – this ensures that we can designate funds to areas of InspireHealth that need funding the most. Some of these areas include (but not limited to) providing our wide variety of Core Health Classes free to members, providing acupuncture free to chemotherapy patients, providing bursaries for people to attend the LIFE program who are unable otherwise due to financial constraints, providing nutritious organic food for our food program and participant lunches, providing the latest, relevant research studies on integrative cancer care and making them easily accessible to you and maintaining and evolving our community healing environment - one of the most important components of the healing journey. Your funds will be used to sustain and grow our programs and services.

### **I would like to tell people what their donation will support, what should I say?**

Depending on your initiative needs, InspireHealth will provide you with a customized message to help

you inform people what their donation will support. Individual donations and third-party initiatives are an important reason why we exist today and are able to provide programs, services and quality care to people living with cancer. When possible, we will also provide you with the appropriate resources and information to distribute with your initiative.

### **Can I provide charitable tax receipts to people who donate to my initiative?**


All donors who donate \$10 or more to InspireHealth will receive a charitable tax receipt. InspireHealth is responsible for issuing charitable tax receipts to people who provide the required information. Prior to your event, we will provide you with the relevant forms.

### **What other impact will my initiative have?**

In addition to raising funds to support the delivery of InspireHealth’s much needed integrative cancer care services and programs, third-party initiatives also spread the word about us in our communities (many of our participants are referred to us through family or friends). So, not only are you a philanthropist for InspireHealth, you are an ambassador too! Depending on the details of your initiative, InspireHealth can provide you with resources to help “spread the word”.

### **Can I count on InspireHealth staff members to help me with my initiative?**

InspireHealth staff members are information resources for your initiative. Generally, due to staffing and budget restrictions we are unable to manage or coordinate the logistics of a third-party fundraising initiative. We are available to provide you with the appropriate materials, assist you in your fundraising ask, and are responsible for charitable tax receipting. Each initiative is unique and should be discussed with an InspireHealth staff member to properly assess your needs.



## **I want to sell a product and donate the proceeds to InspireHealth. Do I need approval from InspireHealth?**

Yes. We require that all third-party fundraising initiatives are registered with us so that we can provide you with appropriate resources and ensure that our brand and cultural identity are maintained. Please include a brief description of your product on the Third-Party Event Registration Form.

- The sale of products of food, vitamins and supplements, skincare/makeup: As Canada's foremost integrative cancer care centre, our excellent care is mirrored in the products we recommend to people living with cancer – toxic free, natural ingredients and when possible, organic.
- Under no circumstances do we align ourselves with tobacco companies

## **Can I sell my product at InspireHealth?**

As InspireHealth does not have a 'store' on the premises, fundraising initiative sales are encouraged to be entirely third-party. When appropriate, we promote a very limited selection of products in our library and at our front desk – depending on the product and the space currently available. Please discuss your ideas with an InspireHealth staff member.

## **I own/work at a company that I would like to partner with InspireHealth, how do I do this?**

Great! We are always interested in partnerships with innovative companies that share our philosophy and values. As this relationship could potentially involve other areas of InspireHealth, please contact us to discuss your ideas.

## **I am having an event fundraiser and alcohol will be served, is this appropriate?**

Depending on the circumstances and InspireHealth's involvement, the food and drink that you serve at your third-party fundraising event is under your discretion. When possible, we recommend the consumption of organic wine and beverages.

## **Can I use the InspireHealth logo and other InspireHealth corporate partner logos?**

Usage of the InspireHealth logo must be approved by InspireHealth and all promotional materials are to be reviewed prior to the initiative launch/event. Usage of InspireHealth's partners' and supporters' logos (such as our Cancer Care Community partners and founding funders) are only allowed unless approval has been granted by their organization directly and they are a partner in the fundraising initiative.

## **What are some third-party fundraising initiative ideas?**

- Birthday parties
- Dinner parties
- Weddings and wedding showers
- Head-shave fundraisers
- Silent Auctions
- Marathons, walk-a-thons or other athletic challenges (Kilimanjaro anyone?)
- Golf tournaments and other gala events
- Antique sales, garage sales,
- Craft sales, bake sales
- Sale of products: jewelry, clothing, knitwear
- Sale of products: aligned food, skin care, vitamins/supplements
- Insert your innovative ideas here – the sky is the limit!

## **Are there additional resources?**

Please see the InspireHealth website for more information: [www.inspirehealth.ca](http://www.inspirehealth.ca)



# InspireHealth Logo Usage Brand Guidelines

## Logo Design:

The InspireHealth logo has 3 components: the word mark, sunburst icon and Integrated Cancer Care tagline. Please use the complete logo the way it appears below:



The preferred usage of the logo design is the two-colour application, however if that is not an option, a black/grey scale or orange version can also be used.



## Background Options:

The preferred background colour is white; however, the logo may also be reversed out of black and colour.

## InspireHealth Name:

The name of InspireHealth is one word with a capital I and a capital H: InspireHealth.

## Placement:

Please scale the InspireHealth logo proportionately.

## Logo Usage:

We appreciate your support in that all print and e-documents (promotion for the initiative) are to be reviewed by InspireHealth. Thank you in advance for your consideration and support!



# InspireHealth Third-Party Initiative Registration Form

## Registrant's Information

Registrant's Name (Full): \_\_\_\_\_

Registrant's Mailing Address: \_\_\_\_\_

\_\_\_\_\_ Postal Code \_\_\_\_\_

Registrant's Phone (Day): \_\_\_\_\_ Phone (Evening): \_\_\_\_\_

Registrant's Email: \_\_\_\_\_

Registrant's Connection to InspireHealth: \_\_\_\_\_

## Initiative Information

When would the initiative begin? \_\_\_\_\_

When would the initiative end? \_\_\_\_\_

Is this initiative ongoing? \_\_\_\_\_

Please describe the initiative \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Where will the initiative take place? \_\_\_\_\_

Estimated number of attendees/participants: \_\_\_\_\_

Are there other partners/organizations involved? (If so, please name) \_\_\_\_\_

\_\_\_\_\_

Do you require charitable tax receipts for donors? \_\_\_\_\_

Additional Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please return form to InspireHealth c/o Development Department, or email to [events@inspirehealth.ca](mailto:events@inspirehealth.ca)