

# WE ARE THE ROSS BUSINESS COMMUNITY



The RMH Foundation is grateful to the many businesses who support our community hospital, enhancing patient care with funding for equipment, capital projects, and technology needs.

The WE ARE THE ROSS Business Community is a new program, created to recognize your exceptional caring.

Businesses come in all shapes and sizes. The nature of your work is varied and adapts with the times. But the impact our business community has on life in the Kawartha Lakes never changes. You touch every family with the products and service you provide, the employment, and the related benefits – including the support for local charities such as the Ross.

It's our pleasure to work with local business leaders — caring people like you — who want to give back to their community through fundraising events, point of sale giving initiatives, promotions, employee giving programs, annual donations, etc.

Your efforts to encourage support for the Ross inspires people to get involved, raises awareness of hospital needs, and shows how much you care about the wellness of your community. **You are who we mean when we say 'WE ARE THE ROSS'.**

If you have an idea to impact local patient care through a fundraising initiative at your business, please get in touch! We would be happy to discuss your idea and answer your questions.

Thank you for your commitment to your community,

**Kim Coulter, CFRE**

Communications Specialist, RMH Foundation

email: [kcoulter@rmh.org](mailto:kcoulter@rmh.org)

phone: 705-328-6137



*Partnering with donors and the community to support exceptional care*

# WE ARE THE ROSS BUSINESS COMMUNITY



## How can the Foundation help with my business' fundraising initiative?

If you have an idea for a fundraising initiative, be sure to contact the Foundation early in your planning process. We can offer fundraising planning expertise and advice, and discuss important details such as timing, licensing needs and budgets. Whether your idea is complex or simple, it must be approved by the Foundation before proceeding. Please be sure to submit your Business Community registration submission well in advance of when you would like your initiative to begin (two months is preferred) to allow the Foundation time to review it, ask questions and ensure your plan meets the following evaluation criteria:

- Does the event/initiative support the mission and image of the Ross Memorial Hospital & Foundation?
- Does the event/initiative have a realistic budget, timeline and plan?
- What are the estimated proceeds from the event/initiative?
- Who is on your planning committee?
- Does your initiative mark a special occasion or celebration?
- Will your event/initiative raise funds for the Hospital's highest priority needs or is there a specific area of the Ross you want to impact with your giving?



## Once approved, the Foundation can:

- Acknowledge your direct contributions to Ross Memorial Hospital Foundation.
- Approve the use of the Ross Memorial Hospital and/or Ross Memorial Hospital Foundation for your fundraising initiative.
- Provide a letter of support to validate the authenticity of your initiative.
- Provide materials regarding the Hospital's highest priority needs and the focus of current fundraising appeals.
- Acknowledge your event by publishing the details (name of event, description, location, contact information) on our website, social media pages, Gratitude Report.
- Provide charitable tax receipts as per Canada Revenue Agency guidelines (see page 4).





# WE ARE THE ROSS

BUSINESS  
COMMUNITY



## Please remember:

- ALL promotional and publicity materials must be approved by the Ross Memorial Hospital Foundation to ensure appropriate messaging and use of the logo. Until permission is received, the name of Ross Memorial Hospital and Foundation cannot be used for any purpose and contributions cannot be solicited.
- Collect the funds and submit the proceeds. We ask that all funds be forwarded to Ross Memorial Hospital Foundation within 30 days of the end of your fundraiser. The list of event donors and their contact information must also be included.

## Cancellations and Changes:

- If you must make changes to your initiative (timing, nature of event, etc.) you must advise the Ross Memorial Hospital Foundation immediately.
- There are times when fundraising initiatives must be cancelled by the partner charity. Ross Memorial Hospital and Foundation, through any of its directors, officers and senior administrators retains the right to cancel the fundraising initiative. You hereby agree to cancel, so directed, and further agree to release Ross Memorial Hospital and Foundation and its officers, directors, and employees from any and all liability in connection with such action.
- If you want to change your fundraising/giving plan, you must discuss your new idea with the Foundation to ensure compliance with all charitable laws and guidelines.

**Please don't hesitate to contact us with your questions.**

**We are happy to help.**



# WE ARE THE ROSS BUSINESS COMMUNITY



## BUSINESS INFORMATION

Business Name:

Contact Name:

Address:

Email:

Phone:

## BUSINESS PARTNER PROGRAM PROMOTIONAL INFORMATION

Name of Proposed Event or Promotion:

Website:

Date(s) of Event/Promotion:

Time(s):

Location:

## FUNDRAISING DETAILS

1. Briefly describe how your business will raise funds to support patient care at RMH:

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2. Is RMH Foundation the sole beneficiary of this event? If not, please list other beneficiaries:

☐ Yes ☐ No \_\_\_\_\_

3. Length of Commitment: ☐ 1 Day ☐ 1 Month ☐ 6 Months ☐ 1 Year ☐ Ongoing ☐ Other: \_\_\_\_\_

4. Expected Donation Amount: \_\_\_\_\_

5. Do you require a representative from RMHF to attend any activities in relation to your promotion or event? ☐ Yes ☐ No

6. Would you like a cheque presentation once initiative is complete? ☐ Yes ☐ No

## TAX RECEIPTS

RMH Foundation can only issue tax receipts for the amount of the actual donations received by RMH Foundation. As per Canada Revenue Agency regulations, RMH Foundation cannot issue tax receipts for funds that have been generated from a dual benefitting relationship. We can only issue acknowledgment receipts for these funds. Tax receipts will be issued by RMH Foundation for individual donors if names, addresses, and amounts are provided. Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the organizer.

Will you be requesting individual tax receipts from RMH Foundation? ☐ Yes ☐ No

Business Partner Program Signature

Date

RMHF CEO Signature

Date

Please send your completed application form to:

**Kim Coulter, CFRE**  
**Communications Specialist**  
**RMH Foundation**  
**e: [kcoulter@rmh.org](mailto:kcoulter@rmh.org)**  
**p: 705-328-6137**



ROSS MEMORIAL  
HOSPITAL  
Foundation

Charitable Registration #11912 4121 RR0001