

Third-Party Toolkit

2022

Thank You For Making an Impact with The Princess Margaret

Thank you for raising critical funds and supporting our vision at The Princess Margaret: to Conquer Cancer In Our Lifetime.

This fundraising toolkit is a step-by-step guide that will help you plan and organize a successful event from start to finish.

The Princess Margaret is one of the top 5 cancer research centres in the world. Every dollar raised directly supports over 1,300 researchers and scientists at The Princess Margaret, who show up each and every day to push the boundaries of cancer care. When you support The Princess Margaret, you are joining an incredibly committed and passionate community and helping us to accelerate cancer research, education, and clinical care. You're helping us create better outcomes for patients across Canada and around the world.

On behalf of all of us at The Princess Margaret, thank you for your dedication to the future of cancer care.



Dr. Miyo Yamashita
President and CEO,
The Princess Margaret Cancer Foundation

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Fundraising Tips

Thank you for taking the first step towards hosting your own fundraiser in support of The Princess Margaret. Your fundraising efforts and support will help advance breakthrough cancer research to impact the lives of people living with cancer across Canada and around the world, bringing us one step closer to Conquering Cancer In Our Lifetime.

Not sure where to start? Here are some of our top fundraising tips.

Brainstorm Who You Can Ask

Take a few minutes to review your contact list – friends, family, neighbours, and co-workers. Think about the people who have asked you for fundraising support before or who may be connected to your cause.

Once you have a list, brainstorm how you will reach out to each person for a donation, sponsorship, or ticket sale. This may be an email, a letter, a phone call, a sponsorship deck, or a face-to-face meeting. It is helpful to take some time to write down several things you think will have the most impact with the person you are going to approach. Give them some background on your personal motivation, why you're planning this event and why it's worth their time to support and be involved. It's all about making them feel empowered by making a difference – big or small.

Expand Your Circle

Word of mouth is a great way to increase fundraising for your event. Provide your friends and family with all your event resources ([sponsorship deck](#), Save the Date [Design 1](#), [Design 2](#) or [Design 3](#), etc.) and ask them to spread the word about the event. Ask close friends if they know of anyone who might be interested in purchasing tickets or supporting your cause through a monetary gift or sponsorship.

Spread The Word

It's time to get the word out about your event and raise awareness on your social channels. For example, you can include a link to your event website in your email signature or create social posts to promote your event and encourage your network to join you. If you're unsure about what to share, we have included some social media examples and guidelines in this toolkit to help you get started.

Follow-Up and Thank Donors

It's important to follow-up after your initial contact with a potential donor or event participant. People are busy and are often asked to donate. By making a real effort to get in contact with people, they will know you are serious about this event and cause. Making follow-up calls will dramatically improve your fundraising progress.

Also, make sure to thank those who have sponsored you, donated, or purchased tickets with a sincere thank you note. Let them know how their funds have helped your fundraising efforts as well as our mission to Conquer Cancer In Our Lifetime at Princess Margaret Cancer Centre.

Action Plan & Checklist

Planning your own fundraising event can be tricky if you're not sure where to start. That's why we've put together this action plan and checklist to help guide you in your event planning. Keep in mind that this is just a template and not a rulebook. Use this as your starting point to help you get going!

6-12 months before the event

- ☐ Consider and decide what type of fundraising event you'd like to plan and your fundraising goal
- ☐ Approach and recruit volunteers or a planning committee
- ☐ Fill out the [event form](#) and register your event with The PMCF
- ☐ Research venues and the other costs associated with your event
- ☐ Create a workback schedule and budget
- ☐ Schedule ongoing meetings with your volunteers/committee
- ☐ Secure your venue and other vendors as needed
- ☐ Work with your PMCF representative to create your fundraising website
- ☐ Send letters or sponsorship package for sponsorship, tickets, and donations

3 months before the event

- ☐ Develop your invitation list and send Save the Date ([Design 1](#), [Design 2](#) or [Design 3](#)) cards
- ☐ Create and send out materials to promote your event
- ☐ Continue to secure sponsors, donations, tickets, etc.
- ☐ Secure in-kind prizes for a raffle or silent auction if needed. You can find our Silent Auction Bidding Sheet Template [here](#).
- ☐ Arrange photography/videography as needed
- ☐ Research and obtain any permits needed for event day
- ☐ Visit venue and finalize menu as needed

1-2 months before the event

- ☐ Contact any local media to promote or cover your event
- ☐ Create any other event materials needed i.e. program book, sponsor benefits, event signage, etc.
- ☐ Create and confirm event schedule
- ☐ Review expenses

1-2 weeks before event

- ☐ Contact and confirm with all vendors and suppliers deliveries/pick-up
- ☐ Connect with volunteers/committee and provide event timeline and responsibilities
- ☐ Host volunteer/committee orientation as needed
- ☐ Pick-up prizing for event
- ☐ Confirm speakers and notes as needed
- ☐ Print event materials as needed

Event day

- ☐ Arrive early
- ☐ Event set-up and any other last-minute requests
- ☐ Set-up all materials needed i.e. guestlist, timelines, speaking notes, photo list, media list, signage, banners, etc.
- ☐ Set-up raffle and silent auction items if applicable

Post event reconciliation

- ☐ Pay expenses
- ☐ Schedule a time to drop off or send proceeds to The PMCF
- ☐ Send [thank you letters](#)/emails to all vendors, guests, sponsors, etc.
- ☐ Provide tax receipting information to The PMCF team via tax receipting template in event toolkit

Social Media Guidelines

Not sure what to say? Here are some social captions to get you started.

I'm hosting [event name] on [event date] to support cancer research @thepmcf! Join me and together we can make a difference in the lives of those living with cancer.

I'm donating 100% of the proceeds from [event name] ticket sales to raise much-needed funds for cancer research @thepmcf. Join me on [event date] to [event activity] and let's make an impact on cancer patients' lives across Canada and around the world.

On [event date], I will be hosting [event name] to raise critical funds for breakthrough cancer research @thepmcf and I would really appreciate your support. You can purchase tickets at [event website] or make a donation to help me reach my fundraising goal. Together, we can make a difference.

Facebook Fundraising

Increase your fundraising with Facebook.

Reaching your fundraising goal is even easier when you create a Facebook Fundraiser. It's a great way to connect with your community and share your motivation for your event.

The more people you can reach, the more people are likely to donate. So many of us have been affected by cancer, so you never know who is ready to support you.

Here are the simple steps to creating your own Facebook Fundraiser:

STEP 1:

Log in to Facebook.

Click "Fundraisers" in the menu on the left side of your newsfeed. You may have to click "see more" to find it.

STEP 2:

Click "+ Raise Money" in the menu on the left.

STEP 3:

Select “Non-profit” or “Charity” as your fundraiser type.

STEP 4:

Search for and select The Princess Margaret Cancer Foundation when prompted to choose a charity.

STEP 5:

Enter your fundraising event details and create your page.

Remember, sharing more details about why you’re raising funds can help inspire people to donate.

STEP 6:

Click “Create.” You’re ready to fundraise!

- For larger or yearly events, consider creating a dedicated Facebook group, where your members can receive updates throughout the year.
- Upload photos and videos for your members to share, receive comments and questions from your community and create a central location of information on your event. For best results, keep your Facebook group set to open.
- Be sure to tag @ThePMCF in your posts where possible (our name should pop up as you write, which you should then highlight to have us tagged) as we can comment and like the post.
- Share your event on The Princess Margaret Cancer Foundation Facebook page. Your event will appear in the “Visitor Posts” section of our page for people to see (and we can also like and engage with the post).

Media Guide

Introduction

Thank you for your fundraising efforts on behalf of The Princess Margaret. We are grateful for your dedication and enthusiasm, and for your support of our vision to Conquer Cancer In Our Lifetime.

This step-by-step media guide will help you write publicity materials for your fundraising event, including:

- How to write a media release
- How to distribute your media release
- Media release samples

We hope that you will find the information useful as you plan, promote, and publicize your event in your community on behalf of The Princess Margaret.

Other questions? Please contact your event representative.

Guidelines for Writing a Media Release

A Media Release answers the “5W”s:

- Who
- What
- When
- Where
- Why

To attract the media, you have to think like the media. Keep it simple and plain language and uncomplicated sentence structures to get your message out effectively. A one-page media release is best.

How to format your Media Release

Letterhead. Use your organization’s letterhead

Font and layout. Use a plain font that is easily readable by fax, such as 12- or 14-point Times New Roman or Arial.

Media Release. The words MEDIA RELEASE should appear at the top of your release. Use bold, uppercase letters.

Timing. Indicate the release timing. Use FOR IMMEDIATE RELEASE for information that can be released right away. Otherwise, use HOLD FOR RELEASE UNTIL _____ (indicate date and time). Be aware, however, that “Hold” requests aren’t always honoured.

1. **Target.** List the target(s) of your story. For example, ATTENTION EDITOR or ATTENTION LIFESTYLES EDITOR or ATTENTION ARTS EDITOR, depending on the subject.
2. **Headline and sub-headline.** These make your release stand out by emphasizing the most important point you want to get across. Use bold type in the main headline and italic in the sub-headline. Be descriptive; use active verbs and avoid articles (“the”, “a”, “an”).

Cyclists gearing up for 2-day, 320 km bike ride to support cancer care. Event proceeds to benefit The Princess Margaret.

3. **Date and Location.** Enter the date and location in brackets at the beginning of your first paragraph. (TORONTO – March 19, 2022) –

4. **First paragraph.** This is where you clearly introduce the issue or event that you are sending the release about and how it relates to your organization. It is the hook that entices the media to read the rest of your release. This is also the best place to cover the 5 W's: Who, What, When, Where, Why.
5. **Second paragraph.** Includes a further description of your story, perhaps in the form of a quote from someone of significance. This will increase the interest of the reader since someone else besides you has input about your story.
6. **Subsequent paragraphs.** Includes less important and supporting information.
7. **-more- line.** If the release is more than one page put “-more-“ at the bottom of the page.
8. **-30- line.** This indicates the end of the media release. Everything listed above the -30- line is considered suitable for release to the public.
9. **Contact information.** Include a name, title, telephone numbers, and email address for a person that media can reach easily and quickly for follow-up.
10. **About your organization.** Briefly describe your organization and what it does to provide more background. Include your website link, if applicable.
11. **About Princess Margaret Cancer Centre.** (Please use only the approved text below.)

The Princess Margaret Cancer Foundation is Canada's largest and leading cancer charity, dedicated to raising funds for Princess Margaret Cancer Centre, one of the world's top five cancer research centres known for its game-changing scientific achievements and exceptional patient treatment and care. Through philanthropy, events, our world-leading home lottery program, and commercialization initiatives, we make possible the critical funding required to accelerate cancer research, education, and clinical care — benefitting patients at Princess Margaret Cancer Centre, throughout Canada and the world. Learn more at www.thepmcf.ca.

12. **Photo.** An interesting photo can increase media release. Be sure to include a caption to identify any people in the photo and provide details and photo credits.
13. **Proofread.** Proofread for accuracy and typographical errors. Ask someone to double-check it for you. This is going out to the public and you want it to be perfect.

How to distribute your media release

Send your media release two or three days before the event and send a brief Media Advisory the day before as a reminder, listing only Who, What, When, Where.

By fax. Don't forget to include a cover page with contact information.

By e-mail. Type MEDIA RELEASE in the subject line. Send as Word and .jpg photo attachments.

By news wire services. **PR Direct** is an inexpensive, easy-to-use new web tool that enables you to distribute media releases from your desktop to the news outlets of your choice. It's a subsidiary of the Canadian Press wire service and charges users very modest fees for distribution.

Contact PR Direct at www.prdirect.ca

For more information, or to discuss special rates for your non-profit organization, contact **Melinda Van Patten**, at **416-507-2030**.

How to follow up with media

Following up on your media release with a phone call. Confirm they have received your release and reiterate that you are available if they need more information or follow-up.

Also, don't forget to thank them! Even if they don't pick up your story, you may have made a contact who will be interested next time.

Media Release Example

Download the Media Release Example [here](#).

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**Your Company or
Event Logo here**

MEDIA RELEASE

For Immediate Release

“Average guy” brings comfort to chemotherapy patients

Proceeds to benefit treatment unit at Princess Margaret Cancer Centre

(TORONTO – Nov. 1, 2022) – After being treated for stage IV Hodgkin’s Disease, real estate broker John Fortney decided to throw a party. He wanted to make the cancer treatment process as comfortable as possible for other patients undergoing chemotherapy and also encourage people to get involved with their favourite charity.

“It’s really easy to get involved,” says John. “People may think you need to be a millionaire or a high-profile person in society to organize a fundraiser but that’s not the case. I’m just an average guy.”

The second “John Fortney Annual Cocktail Party” kicks off at 8 p.m. on Saturday, Nov. 3 at the Capitol Event Theatre, 2492 Yonge St. More than 500 guests are expected.

A top agent at Harvey Kalles Real Estate, John decided to raise funds to improve the surroundings and comfort for patients receiving chemotherapy at Princess Margaret Hospital. Funds raised at the initial party were used to purchase heating pads, a paging system, blankets, magazines, books, TVs, VCRs and movies.

To organize his event, John collaborated with the Third Party Special Events team at The Princess Margaret Hospital Foundation. Third party events are hosted by non-staff individuals or groups who goal is to raise funds for programs and cancer research at Princess Margaret Cancer Centre.

About Princess Margaret Cancer Centre

The Princess Margaret Cancer Foundation is Canada’s largest and leading cancer charity, dedicated to raising funds for Princess Margaret Cancer Centre, one of the world’s top five cancer research centres known for its game-changing scientific achievements and exceptional patient treatment and care. Through philanthropy, events, our world-leading home lottery program, and commercialization initiatives, we make possible the critical funding required to accelerate cancer research, education, and clinical care — benefitting patients at Princess Margaret Cancer Centre, throughout Canada and the world. Learn more at www.thepmcf.ca.

-30-

For more information contact:

Your Name
Phone
Email

Media Advisory

Are you planning on inviting the local media to your event? This template will help get your message across to the media as quickly and clearly as possible. A media advisory should not be longer than one page and should be sent to the media approximately three to five days prior to an event. Keep in mind that some of the smaller local media outlets may appreciate advance notice of a week or more.

Please download the Media Advisory Template [here](#).

Your Media Advisory should include the following information:

[Your company or event logo]

[Main Headline]: Should be bold and capture the reader's attention

[Subhead]: To give more specific angle of the story or any additional context, e.g. local interest or high profile attendees

[Brief Intro]: This opening paragraph should be succinct but informative. It should give the answers to "who, what, where, when, and why". You can mention any persons of local interest, size of the event, or other key event elements. If you have a compelling connection to The Princess Margaret, you may wish to mention it here.

[Who]: List names of key people, groups, or communities who will attend your event.

[What]: Describe the event in a brief sentence.

[Where]: Address of the event, including any specific parking information for media.

[When]: Date and time of the event.

[Why]: Briefly state the reason for the event.

[Photo Opportunities/ Special Features]: List some of the activities or notable people at your event here as the media might be interested in photo and interview ideas.

[Media Contact]:

Name

Organization or fund name (if applicable)

Phone number

Email address

Website

Media Advisory Template

Download the Media Advisory Template [here](#).

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**Your Company or
Event Logo here**

[Main Headline]: Should be bold and capture the reader's attention

[Subhead]: Expand on what the headline says with additional details, e.g. high-profile attendees.

[Brief Intro]: This opening paragraph should be succinct but informative. It should give the answers to “who, what, where, when, and why”. You can mention any persons of local interest, size of the event, or other key event elements. If you have a compelling connection to The Princess Margaret, you may wish to mention it here.

Who: List names of key people, groups, or communities who will attend your event.

What: Describe the event in a brief sentence.

When: Date and time of the event.

Where: Address of the event, including any specific parking information for media.

Why: Briefly state the reason for the event.

Photo Opportunities/ Special Features:

List some of the activities or notable people at your event here as the media might be interested in photo and interview ideas.

-30-

Media Contact:

Name:

Organization or fund name (if applicable):

Phone number:

Email address:

Media Advisory Example

Download the Media Advisory Example [here](#).

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Margaret  UHN

**Your Company or
Event Logo here**

John Fortney Hosts Tenth Annual Cocktail Party

Media are invited to attend John Fortney's Annual Cocktail Party fundraising event, where cancer survivors will be raising critical funds for other chemotherapy patients at The Princess Margaret. Last year, we raised over \$5000 and we're hoping to reach \$10,000 this year!

- What:** John Fortney Annual Cocktail Party
- Who:** Tom Jefferson, Chairman, ABC Association
Over 100 survivors, family, and friends
- When:** Saturday, Nov. 3, 2022 at 8 p.m
- Where:** Capitol Event Theatre
2492 Yonge St.
Toronto
- Why:** Cancer survivor raising funds for other chemotherapy patients
at Princess Margaret Cancer Centre

-30-

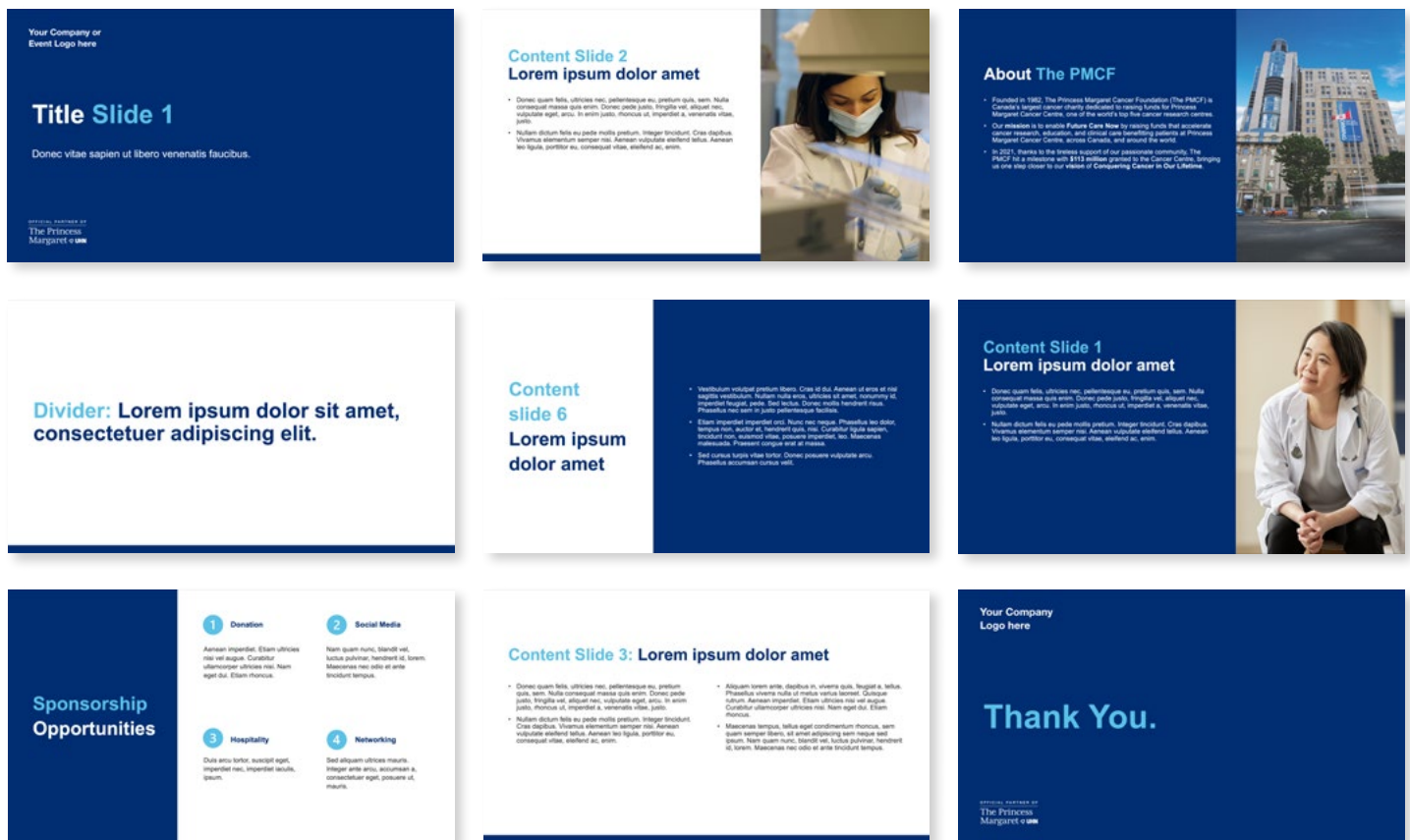
Contact:

Name:
Organization or fund name (if applicable):
Phone number:
Email address:
Website:

Sponsor Deck Template

This PowerPoint template makes creating a personalized presentation deck simple and fast. You can easily replace images, typography and brand colours with your own.

Here are some sample slides. Download the complete Sponsor Deck Template [here](#).



Save the Date Card Templates

Create your own Save the Date Cards with this easy to use template. Add images and customize copy without having to worry about formatting.

Download Save the Date Cards individually ([Design 1](#), [Design 2](#) or [Design 3](#)).



	Design 1	Design 2	Design 3
Save the Date Title	✓	✓	✓
Event Name	✓	✓	✓
Event Time	✓	✓	✓
Event Location	✓	✓	✓
Event Details	✓ (space for longer description)	✓ (space for shorter description)	✓ (space for longer description)
Image	✓	✓	X
3rd Party Logo	✓	✓	✓
The PM Logo	✓	✓	✓
Notes	More steps involved to crop image before uploading	More steps involved to crop image before uploading	User-friendly version, suitable for users who don't need to insert an image

Donation Form

Easily customize our official Donation Form with your company name or event logo. The Princess Margaret does not trade, rent, or sell data, allowing you to collect personal information from your valued supporters with confidence.

Download the Donation Form [here](#).



Third-Party Toolkit - Donation Form

Donation Form

**Your Company or
Event Logo here**

Print your name clearly, as you wish it to appear on your tax receipt.

Participant/Team Name (if applicable): _____

First Name: _____ Last Name: _____

Company Name: _____

Mailing Address: _____ Apt. #: _____

City/Town: _____ Prov/State: _____ Postal/Zip: _____ Country: _____

Phone (Mandatory for credit card payments): _____

Email Address (To receive tax receipt by email): _____

Donation Amount \$ _____

Payment Options

Personal Cheque Please make cheques payable to: The Princess Margaret Cancer Foundation

Credit Card
 ☐ Visa
 ☐ Mastercard
 ☐ Amex
 Card Number []
 Cardholder Name: _____ Exp [][][][] CVV [][][]
 Dated this _____ day of _____ , 20_____ Cardholder Signature: _____

Please mail this form with your donation to:	Or deliver in-person/ by courier to:
The Princess Margaret Cancer Foundation 610 University Avenue, Toronto, ON M5G 2M9 Phone: 416-946-6560 Fax: 416-946-6563 Toll Free: 1-866-224-6560 Email: donorupdate@thepmcf.ca	The Princess Margaret Cancer Foundation Ontario Power Generation Building 700 University Ave, 4th Floor Toronto, ON M5G 1Z5

Tax receipts are issued for donations of \$15 or more. Charitable Number B8900 7597 RR0001.

Privacy Note: Your privacy is very important to us. We do not trade, rent or sell the names of our valued supporters.

Reset

Pledge Form

The Pledge Form makes it easy for participants to secure pledges on behalf of your event. You can customize it with your company name or event logo. The Princess Margaret does not trade, rent, or sell the data of valued supporters, allowing your participants to collect personal information with confidence.

Download the Pledge Form [here](#).

The Princess Margaret 

Third-Party Toolkit - Pledge Form

Pledge Form

Your Company or
Event Logo here

Event Name: _____

Participant Name (if applicable): _____

Address: _____ Apt. #: _____ City: _____

Prov/State: _____ Postal/Zip: _____ Country: _____

Email: _____ Phone Number: _____


Please print your information here

Donor Name	Donor Email	Donor Mailing Address	Donation Amount

Please accept my total pledge submission of _____

All donations of \$15 or more will receive a tax receipt.

Thank you for supporting The Princess Margaret! Charitable Number 88900 7597 RR0001

The Princess Margaret 

Third-Party Toolkit - Pledge Form

Pledge waiver, release and indemnification
(Please mail in this form with your event donations.)

The undersigned hereby acknowledges and agrees that:

- I/ We am/ are collecting donation funds as an agent for and on behalf of The Princess Margaret Cancer Foundation in relation to the above noted event or campaign and not on my/ our own personal behalf. Notwithstanding the foregoing, I/ we have no authority to bind The Princess Margaret Cancer Foundation.
- I/ We shall remit all donation funds collected by me/ us in relation to the above noted event in accordance with terms and conditions applicable to the event to The Princess Margaret Cancer Foundation no later than Dec 31, 2022.
- I/ We shall keep complete and accurate records of all donation funds received by me/ us in relation to the above noted event, including the amounts, names, addresses and contact information for all donors and, in particular, in relation to donations made on behalf of individuals through use of his/her credit card, he/she acknowledges that such donations are made on behalf of that individual and such individual is entitled to any tax receipts that can be issued in respect of same and that he/she will provide the necessary information regarding the individual to permit the issuance of a tax receipt for the individual, where applicable.
- I/ We remit all donation records kept by him/her/it in relation to the above noted event to The Princess Margaret Cancer Foundation in accordance with terms and conditions applicable to the event to The Princess Margaret Cancer Foundation.


Dated this _____ day of _____, 20____ Signature: _____

Privacy Note: Your privacy is very important to us. We do not trade, rent or sell the names of our valued supporters.

Silent Auction & Raffle Template

Create your own Silent Auction or Raffle Form with this easy to use template. Add your company name or event logo as well as the details of the auction/raffle item.

Download the Silent Auction & Raffle Template [here](#).

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Third-Party Toolkit - Silent Auction & Raffle Template

Your Company or
Event Logo here

Silent Auction Item

Prize details: Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero.

Generously donated by: **ABC Company**

Retail Value: **\$1,500**

Bid Increment: **\$50**

Name (Please print clearly)	Phone/Email	Bid Amount \$
John Doe	johndoe@12345.com	Opening Bid \$100
Jane Doe	jane_doe@abcdefg.ca	\$150

20

Gift in Kind Donation Agreement Form

This form allows you to collect non-cash gifts easily and securely from supporters who are donating items in your auction or raffle.

Download the Gift in Kind Donation Agreement Form [here](#).

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Third-Party Toolkit - Gift in Kind Donation Agreement Form

Gift in Kind Donation Agreement Form

Effective December 5, 2003, Canada Revenue Agency changed the valuation methodology for Gifts In Kind made by a donor who has held the Gift for less than three years. (Gifts from inventory, securities and real and ecological property are exempt from this change). If the donor has held the item being donated for less than three years, then the Tax Receipt value is the LESSOR of Fair Market Value or Cost.

Fair Market Value of auctioned items is usually the bid value at the auction unless an independent valuation from an approved appraiser is obtained. The selection of an appraiser must be done in consultation with The Princess Margaret Cancer Foundation.

Cost value will have to be supported by receipts and does NOT include any taxes.

Donor Information:

Name: _____

Mailing Address: _____ Apt. #: _____

City/Town: _____ Prov/State: _____

Postal/Zip: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

I have: (please check the appropriate box)

☐ Held the item being donated for more than three years

☐ Held the item being donated for less than three years

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Third-Party Toolkit - Gift in Kind Donation Agreement Form

Donor's Understanding:

I realize that the Canada Customs and Revenue Agency (CRA) has the privilege to accept or question the valuation of gifts.

I also understand that the charitable donation receipt(s) issued for income tax purposes by The Princess Margaret Cancer Foundation in recognition of my donation will be issued in accordance with current CRA Guidelines. Therefore, if I have owned the item for less than three years, the charitable donation receipt(s) must be for the lesser of the fair market value or the cost to me at time of purchase, rather than for the amount of its evaluation prior to the Auction.

I accept the fact that donated items from more than one source may be combined with the intent of creating a more auctionable Lot.

Donor's Wishes:

Please ☐ **do** / ☐ **do not** publish my name in public donor listings.

Please ☐ **do** / ☐ **do not** keep the amount of my gift confidential.

☐ Please give me a charitable receipt for my donation.

Accepting the above conditions, I transfer to The Princess Margaret Cancer Foundation the ownership of the item(s) I have donated.

Donor's Signature: _____ Date: _____

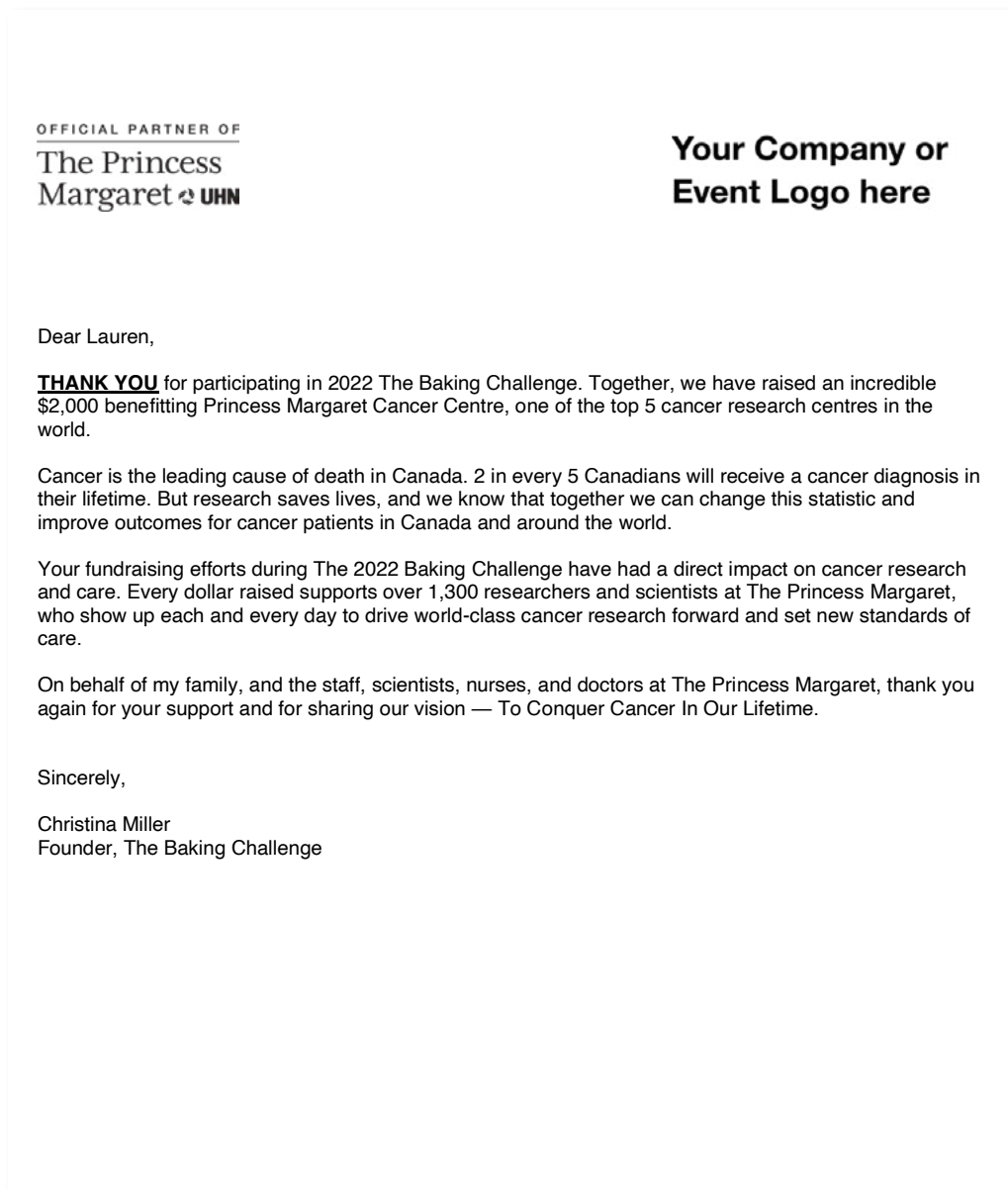
Please note, no tax receipt will be considered without a completed form.

Reset

Thank You Letter Example

Here's an example to help you write a heartfelt thank you letter to your valued supporters.

Download the Thank You Letter Example [here](#).



Tax Receipting

The Princess Margaret Cancer Foundation work tirelessly with the support of our passionate community to raise crucial funds for our mission—**To Conquer Cancer In Our Lifetime**. To protect our registered charitable status, we are committed to following rules and regulations regarding the issue of official charitable receipts set out by the Canada Revenue Agency (CRA).

It is very important that you understand the rules about tax receipting BEFORE you plan your event. The requirements for receipting are extensive and can be complex. However, the PMCF is here to help. Please speak with your PMCF event representative about tax receipting in relation to your event, so you can be clear about what you are able to offer before discussing tax receipts with your supporters.

Note: official charitable receipts dated for the year of your event can only be issued if all money and information is received by December 31st of that year.

Tax Receipting for Personal Donations

Personal donations are eligible for tax receipts when the following criteria are met:

- If money or a “pledge” is given to the Foundation, in the form of a cheque or cash donation.
- The donation must be \$15.00 or greater.
- No goods or services were received in return for that donation. Purchase of draw tickets, event admission tickets, registration fees, live and silent auction items are NOT eligible for official charitable tax receipts.

Tax Receipting for Business

A Gift Confirmation acknowledges a corporate monetary donation, in-kind products and sponsorship from businesses and can be used to “write-off” the contribution as a legitimate business expense to reduce taxable profits at year end.

Gifts in-kind (GIK) are donations of goods (including merchandise) to the Foundation. Businesses can deduct the original cost of the inventory as a business expense and not lose the tax benefit associated with the transfer of property. The Foundation will issue a GIK letter that can be used to verify the write off of the inventory. When a GIK donation is secured for your event, this transaction must be documented. Please note that we do not issue tax receipts for GIK donations.

Tax receipts cannot be issued for services provided, including personal, professional, or legal services. For example, services such as printing, event planning, photography, web design, legal, accounting, financial auditing, marketing, public relations, design, etc. are not eligible for a charitable tax receipt.

For more tax receipting information, please visit the [Canada Revenue Agency website](#).

Tax Receipting Template

Download the Tax Receipting Template [here](#).

[illegible]

Fact Sheet

Scale



12,790
new patients



256,935
patient visits per year



76,000 radiation visits
per year - the world's
largest single-site radiation
medicine program



12 cancer groups
and
26 specialty clinics

3,272 people in our
research and clinical care
enterprise, including



1,193
Researchers and
Research Staff

196
Oncologists

575
Nurses

637
Health
Professions Staff

449
Clinical Trainees

Breadth



200+ types of cancer treated, including many
of Canada's most complex and rare cases



Canada's most comprehensive surgical cancer program
and one of the largest in the world

Research Performance



2nd in the world for % of
papers published in high-
impact cancer journals & 5th
for % of highly cited papers



304,600 ft² Research Space
8 floors in the Allan Slaight Medical Innovation Labs and 3 1/2 floors at
Princess Margaret Cancer Centre are dedicated to research, about the
size of 4 soccer fields combined.



Canada's largest and one of
the world's top-rated cancer
clinical trials programs



23% of patients participate
in clinical trials, far above
national averages for
Canada, the U.S. and UK



850 active clinical trials at any
given time

Global Reach



Research, clinical & educational
network: **500** institutions in
100+ countries



8 Institutional partnerships
in Brazil, France, Germany,
India, Israel, Jordan, Kenya
and Switzerland



119,000+ virtual learners
(Fiscal Year 2021)

Supportive Care



Internationally recognized
program integrating palliative,
psychosocial oncology, cancer
rehabilitation and survivorship



Canada's only cancer
rehab program



Home to Global Institute for
Palliative, Psychosocial &
End-of-life Care with partners
in 20 countries

Our Discoveries

We revolutionized the world's understanding of cancer.

Princess Margaret scientists Till and McCulloch's discovery of the stem cell in 1963 was a revolutionary moment in cancer research and care. The cell's ability to renew and repair tissues in the human body laid the foundations for regenerative medicine around the world.

We pioneered immunotherapy, a less toxic alternative to chemotherapy.

Dr. Tak Mak cloned the T-Cell Receptor in 1983, a discovery that paved the way for more effective and less toxic cancer treatments through immunotherapy.

We are home to one of the world's largest clinical trials programs.

We test more new therapies to benefit cancer patients around the world.

We developed a blood test with the potential to change how cancer is detected.

In 2018, Drs. Daniel De Carvalho and Scott Bratman developed a simple blood test to detect different kinds of cancer and their location in the body, potentially diminishing the need for biopsies and allowing doctors to detect cancer earlier, when it's more curable.

Hodgkin Lymphoma used to be a death sentence. Then we discovered it was curable.

In 1950, Dr. Vera Peters discovered Hodgkin Lymphoma could be cured with extended field radiation.

Cancer is relentless. So is our pursuit of a cure.

Dr. Donna Reece and her team have helped to develop not one, but seven, new drug treatments for multiple myeloma, conducting trials which have helped triple survival rates in the past 15 years.

Strategic Priorities



Beyond Chemotherapy

Focusing on advanced treatments with lower toxicity to cure more patients and improve their quality of life.



Cancer Digital Intelligence

Accelerating discovery by combining human wisdom, data and technology.



Early Detection

Detecting cancer at its earliest stages when curative treatment is more achievable.



Cancer Experience

Enhancing the wellbeing of patients, caregivers, and staff, as well as ensuring that cancer care, education and employment are inclusive, equitable and accessible for all.

Key Facts

- 2 in 5 Canadians will be diagnosed with cancer in their lifetime.
- One of the top 5 cancer research centres in the world.
- Canada's largest and most comprehensive cancer centre.
- With a fierce commitment to patient care and research, our doctors and scientists have changed what the world knows about cancer.
- Canada's largest first-in-human cancer trial program, where early-phase trials create a continuous research cycle from bench to bedside and back again.
- Our research infrastructure and collaborative culture attracts the world's top minds to work at The Princess Margaret.
- The Princess Margaret has the expertise, the experience, and the diverse patient populations to conquer cancer. All our scientists and healthcare providers need are the resources to make it happen.

FAQ

I want to plan an event for The Princess Margaret, what should I do?

Thank you for supporting our mission at The Princess Margaret. Please fill out this event form or email events@thepmcf.ca with any information you have about your event. Don't worry if you haven't finalized all your event details! An assigned event representative will get back to you to set up a call and discuss how we can assist you in moving forward with your event planning.

What if I haven't confirmed all my event details, do I need to wait to contact you?

Don't worry if you haven't finalized everything! Try your best to provide us with any and all the information you have in this [event form](#). Your PMCF event representative will assist you in confirming next steps and provide suggestions once they receive your form.

Can I choose where I direct the funds from my event?

Yes, absolutely! Please let your event representative know which area of cancer research you would like to support. If you're not sure, our team can list the various area of cancer research you can direct your funds to.

What can The Princess Margaret provide/assist with to make my event successful?

We understand that starting your own fundraising event can be tricky. Here are some ways we can help make your event a success:

- Our third-party event toolkit
- An assigned PMCF event representative who you can contact for event planning advice or ask any questions
- An endorsement letter and "Official Partner of The Princess Margaret" once our team has approved your event
- A custom donation page or website if needed
- Issue and send tax receipts according to CRA guidelines and rules

Can a Princess Margaret representative attend my event?

We will try our best to be there but this will highly depend on our team's availability. If we are unable to attend your event, we will provide support materials, a PMCF video to share and speaking notes on behalf of The Princess Margaret Cancer Foundation.

Can I use The Princess Margaret Logo?

Your PMCF representative will send you our “Official Partner of The Princess Margaret” logo once your event has been approved. If you will be distributing any materials with our logo, we kindly ask that you send it to your PMCF representative for approval.

Can The Princess Margaret secure sponsors or share their lists for my event?

Your event representative can help you brainstorm, provide insight, and help you put together a list of potential sponsors. However, we cannot approach these sponsors on your behalf.

We also have a [sponsorship package template](#) to help you gain sponsorships and you can also ask your event representative for an official PMCF endorsement letter.

Will The Princess Margaret pay my event expenses?

All event organizers are responsible for paying their expenses for their event. The cost to put on the event should be deducted from the funds raised before sending over the proceeds you have raised.

Can The Princess Margaret issue tax receipts for my event?

Yes, if applicable. The Princess Margaret follows all Canada Revenue Agency rules and regulations regarding tax receipts. You can find our Tax Receipting Guidelines [here](#).

Can I have a raffle or auction at my event?

Raffles and auctions are a great way to raise money for your event (you can find our Silent Auction Bidding Sheet Template [here](#)!). However, you may need to apply for a license which can take up to six weeks to obtain. The PMCF cannot obtain the license on your behalf. Please visit www.agco.on.ca for more information.

Alternatively, you can run a draw without obtaining a license if you sell the items for a suggested donation amount instead of a fixed amount.

I have more questions, who can I contact?

Please contact events@thepmcf.ca if you have any other questions.

Office/Courier Address

700 University Avenue, 4th Floor,
Toronto, ON M5G 1Z5
T 416.946.6560 / 1.866.224.6560
F 416.946.6563

Mailing Address

610 University Avenue,
Toronto, ON M5G 2M9

To learn how you can help
conquer cancer visit thepmcf.ca

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Charitable Organization No. 88900 7597 RR0001