

OFFICIAL PARTNER OF

The Princess Margaret
Cancer Foundation  UHN

COMMUNITY EVENTS TOOLKIT

THANK YOU FOR MAKING AN IMPACT WITH THE PRINCESS MARGARET

Thank you for raising critical funds and helping us Carry The Fire for a world free from the fear of cancer.

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 world's leading cancer research and treatment centres. Every dollar raised directly supports over 1,600 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 fuel more cancer breakthroughs in early detection, innovative treatments, and comprehensive support. You're helping us take the fear out of a cancer diagnosis.

On behalf of all of us at The Princess Margaret, thank you for your dedication to Carry The Fire. Together, we're seizing this historic opportunity to transform cancer outcomes here in Canada and around the world.



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 in early detection, innovative treatments, and comprehensive support – we have a vision to transform the experience of cancer on a fundamental level. Help us Carry The Fire and get one step closer to a world free from the fear of cancer.

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, 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 our mission to create a world free from the fear of cancer.

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](#) 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 prizes 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 at @thepmcf! Join me and together we can Carry The Fire for a world free from the fear of cancer and 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 at @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 at @thepmcf and I would really appreciate your support. You can purchase tickets at [event website] or donate to help me reach my fundraising goal. Together, we can Carry The Fire for a world free from the fear of cancer.

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.

STEP 2:

Search "Fundraiser" in the top left search bar of your newsfeed. You may have to click "see more" to find it.

STEP 3:

Click "+ Raise Money" in the menu.

STEP 4:

Select "Non-profit" or "Charity" as your fundraiser type.

STEP 5:

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

STEP 6:

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 7:

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 in support of The Princess Margaret. We are grateful for your dedication, enthusiasm and commitment to our mission of a world free from the fear of cancer.

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

- How to write a media advisory
- How to distribute your media advisory
- Media advisory sample

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

Other questions? Please contact your event representative.

GUIDELINES FOR WRITING A MEDIA ADVISORY

A Media Advisory answers the “5W”s:

- Who
- What
- When
- Where
- Why

To attract media, you need to think like the media; what about this event makes a good story? What will the videographer film that will be interesting to the viewer? Who would make a great interview?

Keep it simple and plain language and uncomplicated sentence structures to get your message out effectively. A one-page media advisory is best.

HOW TO FORMAT YOUR MEDIA ADVISORY

1. **Letterhead:** Use your organization's letterhead
2. **Font and layout:** Use a plain font that is easily readable by email, such as 12- or 14-point Times New Roman or Arial.
3. **Media Advisory:** The words MEDIA ADVISORY should appear at the top of your release. Use bold, uppercase letters.
4. **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”).

Hundreds Expected at 5th Annual Strike Out Cancer Softball Tournament.

Community Rallies to Raise Funds for Life-Saving Cancer Research at The Princess Margaret.

5. **Date and Location:** Enter the date of the media advisory's release and location of the event at the beginning of your first paragraph. For example, “TORONTO, ON – Month Date, Year”.
6. **First paragraph:** This is where you clearly introduce the 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 event to better understand the impact and why the event is happening.
6. **Subsequent paragraphs:** Includes less important information about the event itself but more supporting information about why the event is taking place.
7. **Boilerplate:** Briefly describe your organization in 3–4 sentences by including a boilerplate so media have the most relevant information and include your website.
8. **–30– line:** This indicates the end of the media advisory. Everything listed above the –30– line is considered suitable for release to the public.
9. **Contact information:** Included at the bottom of the media release. For more information, please contact: John Smith Organizer, Event name Call: (416) XXX-XXXX Email: johnsmith@email.com
10. **About Princess Margaret Cancer Foundation:** Please use only the approved boilerplate below.

The Princess Margaret Cancer Foundation is Canada's largest cancer charity. We're dedicated to raising funds for Princess Margaret Cancer Centre, one of the world's leading cancer research and treatment centres, known for its breakthrough discoveries that transform patient outcomes. Together, our work benefits cancer patients everywhere in our mission to create a world free from the fear of cancer. Through philanthropy, fundraising events, and our world-leading lottery program, we're changing how the world understands, prevents, diagnoses, and treats cancer, benefitting patients at The Princess Margaret, throughout Canada, and around the world.

11. **Ensure Accuracy:** 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 ADVISORY

Send your media advisory out a week before the event takes place to ensure media have time to schedule it in their calendars. It's always good practice to send a remind email 1–2 days before the event.

By e-mail: Include "media advisory" in the body of the email. Ensure your subject line catches the attention of a news desk by including the most impactful, grabby information.

le: MEDIA ADVISORY: Hundreds Gather this weekend in Muskoka to Raise Funds for Cancer Research

Note: Community Event organizers must share the media advisory with their Event Representative for approval prior to distributing.

HOW TO FOLLOW UP WITH MEDIA

Following up on your media advisory with an email or 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 ADVISORY

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 one week prior to an event. Keep in mind that some of the smaller local media outlets may appreciate advance notice of more than one week.

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 – aim for around 1-2 paragraphs. 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.

[Boilerplate]: The Princess Margaret Cancer Foundation is Canada's largest cancer charity. We're dedicated to raising funds for Princess Margaret Cancer Centre, one of the world's leading cancer research and treatment centres, known for its breakthrough discoveries that transform patient outcomes. Together, our work benefits cancer patients everywhere in our mission to create a world free from the fear of cancer. Through philanthropy, fundraising events, and our world-leading lottery program, we're changing how the world understands, prevents, diagnoses, and treats cancer, benefitting patients at The Princess Margaret, throughout Canada, and around the world.

[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

MEDIA ADVISORY

[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.

Boilerplate:

About The Princess Margaret Cancer Foundation: The Princess Margaret Cancer Foundation is Canada's largest cancer charity. We're dedicated to raising funds for Princess Margaret Cancer Centre, one of the world's leading cancer research and treatment centres, known for its breakthrough discoveries that transform patient outcomes. Together, our work benefits cancer patients everywhere in our mission to create a world free from the fear of cancer. Through philanthropy, fundraising events, and our world-leading lottery program, we're changing how the world understands, prevents, diagnoses, and treats cancer, benefitting patients at The Princess Margaret, throughout Canada, and around the world.

-30-

Media Contact:

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

MEDIA ADVISORY EXAMPLE

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

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Your Company or
Event Logo here

MEDIA ADVISORY

Hundreds Expected at 5th Annual Strike Out Cancer Softball Tournament

Community Rallies to Raise Funds for Life-Saving Cancer Research at The Princess Margaret

TORONTO, ON - August 11, 2025 – Media are invited to cover the 5th Annual Strike Out Cancer Softball Tournament, hosted by the Smith family, on Sunday, August 18 at 11:00 AM at Bob Hunter Park in Toronto. This high-energy, family-friendly event will bring together local athletes, community teams, baseball stars, and cancer survivors— all united for a world free from the fear of cancer.

This year's tournament features appearances by baseball legends Joe Nickell and Ryan Adams, as well as national broadcaster Dan Martinez and baseball influencer Alex Lilly. Attendees will enjoy live games, a barbecue lunch, local vendors, and a powerful community spirit in support of groundbreaking research at Princess Margaret Cancer Centre.

- Who:** Baseball legends Joe Nickell and Ryan Adams, National baseball broadcaster Dan Martinez, baseball influencer Alex Lilly and Community softball teams and vendors come together to Strike Out Cancer
- What:** Baseball celebrities, community softball teams, and local vendors gather for 5th Annual Strike Out Cancer Softball Game
- When:** August 18, 2025, at 11 am
- Where:** Bob Hunter Park (205 Generation Blvd, Toronto ON)
Media have access to reserved parking at Chief Dan George Public School (185 Generation Blvd, Toronto ON)
- Why:** In March 2018, Matthew Smith received the life-changing news that he had skin cancer. With the extraordinary care, compassion, and expertise of the team at Princess Margaret Cancer Centre, Matthew's journey turned from fear to hope. Matthew is now cancer-free.

To show their gratitude and support for ongoing cancer research and care, the Smith family launched the Strike Out Cancer Softball Game in August 2020. Their mission: to give back to the team that helped save Matthew's life and help build a world free from the fear of cancer for patients and their loved ones here in Canada and around the world.

To date, Strike Out Cancer has raised over \$3 million in support of the life-saving cancer research happening at Princess Margaret Cancer Centre.

Boilerplate:

About The Princess Margaret Cancer Foundation: The Princess Margaret Cancer Foundation is Canada's largest cancer charity. We're dedicated to raising funds for Princess Margaret Cancer Centre, one of the world's leading cancer research and treatment centres, known for its breakthrough discoveries that transform patient outcomes. Together, our work benefits cancer patients everywhere in our mission to create a world free from the fear of cancer. Through philanthropy, fundraising events, and our world-leading lottery program, we're changing how the world understands, prevents, diagnoses, and treats cancer, benefitting patients at The Princess Margaret, throughout Canada, and around the world.

-30-

Media Contact:

Paul Smith
Lead Organizer – Strike Out Cancer
012-345-6789
Email@Email.ca

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 the Save the Date Card Template [here](#).

Click the "Image" icon below to upload your image into this blue box.

Please ensure your image to have a 16:9 aspect ratio or crop it to 560 x 332px before uploading.

**Nullam dictum felis
eu pede mollis
pretium element!**

Date: July 00, 2025

Time: 00:00 am – 00:00 pm

Location: 123 Main Street
Toronto, ON XIX 1X1
(Line 3 for extra info)

**Your Company or
Event Logo here**

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SAVE THE DATE

Ma quande lingues coalesce, li grammatica del resultant lingues es plu simplic e regulari quam ti del coalescent lingues. Li nov lingua franca va esser plu simplic e regulari quam li existent European lingues.

It va esser tam simplic quam Occidental in fact, it va esser Occidental. A un Angleso it va semblar un simplicat Angles, quam un skeptic Cambridge amico dit me que Occidental es. Li European lingues es membres del sam familie.

Lor separat existentie es un myth. Por scientie, musica, sport etc, litot Europa usa li sam vocabular. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules.

Omnicos directe al desirabilite de un nov lingua franca: On refusa continuar payar custosi traductores. At solmen va esser necessari far uniform grammatica, pronunciation e plu sommun paroles. Ma quande lingues coalesce, li grammatica del resultant lingues.

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](#).

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Community Events Toolkit – Donation Form

DONATION FORM

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:

ATTN: Community Events
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

Or deliver in-person/ by courier to:

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 88900 7597 RR0001.

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

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](#).

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Community Events Toolkit – Pledge Form

PLEDGE FORM

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

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Community Events 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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Community Events 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:

Retail Value:

Bid Increment:

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

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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Community Events 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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Community Events 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.

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](#).

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**Your Company or
Event Logo here**

Dear Lauren,

THANK YOU for participating in The Baking Challenge. Together, we have raised an incredible \$2,000 benefitting Princess Margaret Cancer Centre, one of the world's leading cancer research and treatment centre.

Cancer is the leading cause of death in Canada. 2 in 5 Canadians will be diagnosed in their lifetime — that's almost half of everyone we know. And rates are on the rise here and around the world — among all age groups and with a troubling increase in younger generations.

Your fundraising efforts during The Baking Challenge have had a direct impact on cancer research and care. Every dollar raised supports over 1,600 researchers and scientists at The Princess Margaret, who are building on our pioneering advances and ongoing impact across three key areas — early detection, innovative treatments, and comprehensive support — we have a vision to transform the experience of cancer on a fundamental level.

On behalf of my family, and the staff, scientists, nurses, and doctors at The Princess Margaret, thank you again for your support and for helping us Carry The Fire for a world free from the fear of cancer.

Sincerely,

Christina Miller
Founder, The Baking Challenge

TAX RECEIPTING

The Princess Margaret Cancer Foundation work tirelessly with the support of our passionate community to raise crucial funds for our mission to create a world free from the fear of cancer. 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 31 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](#).

FACT SHEET

SCALE



Performed over 3,000 stem cell transplants through the Hans Messner Allogenic Stem Cell Transplant Program – the largest of its kind in Canada.



Developed seven new drug treatments for multiple myeloma conducting trials and tripled survival rates in the past 15 years.



Over 88,000 radiation visits per year, we have one of the world's largest single-site radiation medicine programs.



14 disease site groups provide over 600,000 in-person and virtual clinic visits per year.

3,457 people in our research and clinical care enterprise, including



1,600 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.



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

RESEARCH PERFORMANCE



We have Canada's most comprehensive surgical oncology program, conducting close to 5,500 **surgical procedures** every year.



307,100 ft of research space, roughly the size of four soccer fields combined.



Canada's largest and one of the world's leading cancer research and treatment centres.



20%+ of our patients participating in clinical trials – more than double the rate of major cancer centres across the US & UK.



150+ new clinical trials every year and close to **350 trials underway** at any one time.

Global Reach



Research, clinical & educational network: **500** institutions in **107+** countries.



Led clinical trials which established the lumpectomy as a standard treatment option for early-stage breast cancer, replacing radical mastectomies for many patients.



Every year, more than 300 residents and fellows and 350 health professional students learn and grow their expertise with us.

Supportive Care



Our evidence-based psychotherapy program, Managing Cancer and Living Meaningfully, has become the standard of care for patients across Canada and in 15 countries.



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.

Then we discovered it was curable. In 1950, Dr. Vera Peters discovered Hodgkin Lymphoma could be cured with extended field radiation.

Cancer is relentless and so is our research.

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



Early Detection

We will drive large-scale diagnostic screening to prevent cancer before it happens.



Innovative Treatments

We will advance better, more tailored therapies to improve outcomes, enhancing precision, and efficacy while reducing side effects.



Comprehensive Support

Putting the needs of patients and their loved ones first, we will ensure they have vital emotional and mental health support.

KEY FACTS

- 2 in 5 Canadians will be diagnosed with cancer in their lifetime.
- The Princess Margaret is one of the world's leading cancer research and treatment centres.
- 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 is uniquely positioned for impact and has the expertise, the experience, and the diverse patient populations to take the fear out of a cancer diagnosis. 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 Community Events 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" logo 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.

OFFICIAL PARTNER OF

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Cancer Foundation  UHN

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To learn how you can help
Carry The Fire, visit thepmcf.ca
or contact us at
events@thepmcf.ca