

Fundraisers for HALO

EVENT GUIDE



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THANK YOU FOR THINKING OF HALO

Thank you for choosing to support HALO Air Ambulance by hosting a fundraising event! Your efforts make a significant impact, helping us save lives and provide critical emergency services in Southern Alberta.

This toolkit is designed to guide you through planning, promoting, and executing your event successfully.

Together, we can ensure that HALO remains *in flight for your life*.

WHO WE ARE

On the afternoon of August 4, 2001, a tragic event changed our community forever. A well-known Medicine Hat physician and his family were traveling on Highway 41 South when they were involved in a devastating motor vehicle collision. Despite the best efforts of emergency responders, the doctor passed away at the scene. The heartbreaking reality that no Helicopter Emergency Medical Service (HEMS) was close enough to make a difference sparked an outcry—and from that pain, HALO Air Ambulance was born.

HALO Air Ambulance is Southern Alberta's only dedicated HEMS program. Since our first mission in 2007, HALO has flown thousands of life-saving missions; reaching critically ill and injured patients in their greatest time of need. Strategically based in Medicine Hat, HALO improves response times to remote and inaccessible areas, delivering critical medical care when every second counts.

Partnering with regional and provincial stakeholders, HALO responds to emergency medical scene calls, inter-facility patient transfers, search and rescue operations, fire rescue, law enforcement support, and disaster responses. Every mission we fly is powered by the generosity of our supporters, and every life we impact is a testament to what we can achieve when a community comes together.



THE *IMPACT*

In Southern Alberta, where vast rural landscapes stretch for miles, HALO Air Ambulance stands as a promise: no one is alone in their time of need. For the Dorohoy family, that promise became a reality on a day that changed everything. A devastating horse accident left Christine in a race against time, where ground help was hours away. HALO became their lifeline, a helicopter on the horizon delivering hope and survival.

“We wouldn’t be telling this story today without HALO,” a family member shares. In critical moments, HALO’s dedicated team and quick response can mean the difference between life and death.

As Southern Alberta’s only dedicated helicopter emergency service, HALO relies on community support to keep flying. Every flight is made possible by generous donors, ensuring families like the Dorohoy’s have a second chance.

HALO Air Ambulance is more than a service; it’s a lifeline when minutes matter most. For those who support HALO, you aren’t just giving – you’re saving lives.

“I am grateful for everything HALO was able to do for my family and I. They got to me so fast...and saved my life.”

- Christine, HALO VIP



HOW YOU CAN HELP

Choose Your Event.

Here are some event ideas to get you started:

- * Golf tournament
- * Pancake breakfast
- * Silent or live auction
- * Fun run or fitness challenge
- * Garage sale
- * Craft fairs
- * Community event
- * Bottle drive
- * BBQ



GETTING STARTED

Register Your Event

Complete the Event Registration Form (attached or available online at HALO's website) to let us know about your event.

This step ensures we can support you and maintain alignment with HALO's mission.



HOW HALO CAN SUPPORT YOUR EVENT

We can provide:

- ✱ **Branding Materials:** HALO logos, posters, and templates.
- ✱ **Promotional Support:** Social media mentions or inclusion in our newsletter.
- ✱ **Event Resources:** Informational brochures about HALO, donation forms, and tax receipt details.

Note: While we are thrilled to support your efforts, HALO cannot provide financial assistance, raffle licenses or permits for 3rd party events.

HALO FUNDRAISERS VS. FUNDRAISERS FOR HALO

HALO Fundraisers

These are official events organized by HALO, such as Turf to Tarmac, Charity Golf Tournament, and the Dinner & Auction. HALO manages all planning, sponsorships, and donations, with funds going directly to operations.

VS.

Fundraisers for HALO

These are independently organized events where the proceeds benefit HALO. Examples include businesses donating a portion of sales or community-hosted auctions. While HALO is the beneficiary, we are not involved in planning or fundraising efforts.

Why This Matters

Since multiple groups may fundraise for HALO at the same time, businesses might feel they are being asked repeatedly.

To prevent confusion:

- ✱ Clearly state your event is a fundraiser for HALO, not a HALO-hosted fundraiser.
- ✱ Use the Donation Tracking Sheet to help avoid duplicate requests.
- ✱ If questions arise, HALO is happy to provide guidance.

Your efforts are essential in keeping HALO *'in flight for your life'*—thank you for your support!

BUILD AN EVENT COMMITTEE

Creating a committee will help ensure you have the support and expertise needed to plan a successful event. When selecting committee members, consider their commitment levels, skill sets, and community connections.

Key Roles may include:

- * Event Chairperson**
The leader of your event planning committee. This role oversees the overall planning process, provides direction to volunteers, and makes decisions regarding the event. The chairperson also serves as the spokesperson, updating the team on progress and serving as the main contact with HALO.
- * Marketing and Promotions Lead**
Responsible for all promotional needs, including social media, posters, and outreach. This person should have excellent written communication skills, be organized, and have a good understanding of social media platforms.
- * Sponsorship Lead**
Manages sponsorships for your event, including outreach to businesses, implementing sponsorship benefits, and ensuring recognition for sponsors. This person should be comfortable speaking to community members and business leaders to secure support.
- * Volunteer Lead**
Oversees all volunteer needs, from recruitment to training and on-site coordination. This role ensures volunteers know their responsibilities and feel appreciated throughout the event.

Building a strong team will ensure the workload is manageable, tasks are well organized, and your event is set up for success.

RAFFLES

Adding a raffle is a great way to boost fundraising and engagement at your event while supporting HALO Air Ambulance. It's important to understand when a raffle license is required and how to stay compliant with Alberta Gaming, Liquor & Cannabis (AGLC) regulations.

When Do You Need a Raffle License?

A raffle requires an AGLC license if it involves all three elements:

Money – Participants pay to enter.

Chance – The winner is determined randomly.

Prize – A reward is given to the winner.

Popular Ticket Types

One-Day Raffle

Uses double tear tickets; winner must be present.

Multi-Day Raffle

Uses printed tickets with AGLC-required details; winner does not need to be present.

Multiple Ticket Prices

Must use different colors or series numbers.

Popular Ticket Pricing Options:

Option #1: 1 ticket for \$5

Option #2: 1 for \$5, 5 for \$5

Option #3: 1 for \$5, 10 for \$20

Option #4: 1 for \$5, 3 for \$10, 10 for \$20

Need Help?

For assistance with licensing, applications, or compliance, visit the AGLC website or reach out to HALO Air Ambulance for guidance.

SPREAD THE WORD



Posters

Design eye-catching posters and display them in high-traffic areas like coffee shops, community centers, gyms, and local businesses.



Newspapers

Submit a press release or event details to your local newspaper's community events section.



Email Invitations

Send personalized invitations to friends, family, colleagues, and community members.




Radio/TV Stations


Reach out to local stations to request event mentions or interviews. Community stations often support charitable initiatives.





Social Media

- * Create an event page or post on Facebook, Instagram, Twitter/X and LinkedIn.
- * Use hashtags like #inflightforyourlife and #HALOAirAmbulance.
- * Share photos and videos to generate excitement.
- * Tag HALO's official accounts so we can share your posts.

 HALO Air Ambulance

 haloairambulance

 haloairrescue

 HALO Air Ambulance

Sample Posts

- * We're hosting [EVENT NAME] to support HALO Air Ambulance! Join us on [DATE] at [LOCATION] to help save lives in Southern Alberta. [INSERT LINK OR DETAILS]
- * Every dollar raised at [EVENT NAME] goes toward keeping HALO in the air. Come out and support this incredible cause!
- * We're counting down to [EVENT NAME]! Don't miss this opportunity to make a difference for HALO Air Ambulance. [DATE & DETAILS]

FINANCIAL **GUIDELINES**



Accepting Donations

Donations can be made directly to HALO via cash, cheque, e-transfer or online. Keep records of all donations, including donor names, addresses and amounts.



Tax Receipts

HALO can issue tax receipts for eligible donations of \$25 or more. Please ensure donor details are accurately recorded and submitted with the proceeds.



Submitting Funds

It is recommended that all funds be submitted to HALO within 30 days of your event. Cheques can be made payable to: **HALO Air Ambulance Society.**

AFTER YOUR EVENT

CONGRATULATIONS on hosting your event to support HALO Air Ambulance! Your hard work and dedication has made a real difference in saving lives and helping Southern Alberta. Here are some important steps to complete after your event:

Thank Your Sponsors, Donors, and Volunteers

Showing gratitude is a crucial part of building relationships and ensuring continued support for future events.

Share Your Results

Celebrate your success by sharing the results of your event! This transparency helps supporters feel connected to the impact they've made.

Gather Feedback

Take time to reflect on your event and gather feedback from your committee, volunteers, and attendees.

Stay Connected with HALO

Share your experience with us! Send photos, stories, and feedback to info@haloairambulance.com so we can feature your event in our communications.

Celebrate Your Success

Take a moment to celebrate your hard work and the difference you've made. Organizing an event is no small feat, and your dedication helps HALO Air Ambulance continue its life-saving missions.

THINGS TO KEEP IN MIND

Focus on

- ✱ Aligning your event with HALO's mission and values.
- ✱ Promoting your event widely to maximize participation.
- ✱ Sharing the impact of HALO's work with your audience.

Steer clear of

- ✱ Using HALO's logo or name without permission.
- ✱ Incurring expenses expecting reimbursement from HALO.
- ✱ Hosting events involving illegal or unethical activities.



SOLICITATION LETTER TEMPLATE

Dear [Recipient's Name/Business Name],

I am organizing an event, [Event Name], which will take place on [Event Date] at [Event Location], with the goal of raising vital funds and awareness to support HALO's life-saving services in Southern Alberta.

HALO Air Ambulance relies on community-led events like this to supplement its official fundraising efforts. While HALO isn't involved in planning this event, all funds raised will directly support their critical missions, which provide emergency helicopter services when minutes matter most.

We deeply appreciate the support of businesses and individuals who join us in helping HALO continue its critical missions. By partnering with us for [Event Name], you'll be making a direct impact on their ability to save lives.

We are seeking donations of auction or raffle items to help make [Event Name] a success. Donations can include items such as:

- Gift cards or certificates
- Merchandise or products
- Unique experiences or services
- Art or handcrafted items

If you're interested in supporting [Event Name], or if you'd like more information, please don't hesitate to contact me at [Your Phone Number] or [Your Email Address]. Donations can be arranged for pickup or dropped off at [Location/Address] by [Deadline Date].

Thank you for considering this opportunity to make a difference in our community. Together, we can help ensure HALO Air Ambulance continues to be a vital resource for Southern Alberta.

Sincerely,

[Your Full Name]
[Contact Information]

SOLICITATION TRACKING SHEET

To ensure an organized and efficient approach to requesting support, we've included a Solicitation Tracking Sheet in this toolkit. This tool helps event organizers track businesses contacted, donations received, and ensures businesses aren't approached multiple times for HALO-related fundraisers. By keeping detailed records, you can avoid duplication, maintain positive relationships with supporters, and provide a clear overview of your efforts.

How to Use the Solicitation Tracking Sheet

1. Log every business or individual you contact, even if they decline or do not respond.
2. Record key details about the donation (e.g., type, value) and the date received.
3. Share this tracking sheet with HALO or other event organizers upon request to help maintain clear communication and coordination.

Below is a sample template to help you track your contacts and donations.

Business Name	Contact Person	Phone/Email	Date Contacted	Response (Yes/No)	Donation Description	Donation Value
XYZ Inc	Jane Doe	jd@example.ca	05/02/25	Yes	Gift Basket	\$100
ABC & Co.	John Smith	(403) 555-5678	05/02/25	No	N/A	N/A

THANK YOU.

Your commitment to supporting HALO Air Ambulance makes a world of difference.
For questions or additional resources, contact us at:



403.528.9088



info@haloairambulance.com



www.haloairambulance.com



12-1 Airport Dr SW
Medicine Hat, Alberta T1A 5G4



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