

# FUNDRAISING TOOLKIT

**YOUR GUIDE TO RUNNING YOUR OWN  
EVENTS IN SUPPORT OF HUMBER RIVER  
HEALTH FOUNDATION**



A woman with long dark hair is smiling and talking on a mobile phone. A young child is sitting next to her, looking up at her. The image is overlaid with a semi-transparent blue filter.

# THANK YOU

## **THIS IS YOUR FUNDRAISING TOOLKIT**

Whether you're fundraising in the workplace, in your community or at home, we want it to be as simple and easy as possible. Plus, we want you to have lots of fun doing it!

This event fundraising toolkit will give you an overview of all the different ways you could get involved, offer you simple tips and links to help you plan your fundraiser, and provide you with lots of exciting ideas to spark your creativity.

Thank you for choosing Humber River Health Foundation and improving patient care in our community!





# ABOUT HUMBER RIVER HEALTH

## OUR CAUSE

Humber River Health is lighting new ways in healthcare. In 2015, we opened North America's Most Digital Hospital using leading-edge tech to provide exceptional patient care. Our state-of-the-art facility enables our physicians and staff to deliver healthcare in new and innovative ways with an unwavering patient-centered philosophy.

Over time, we have expanded our services to meet the unique needs of our community creatively and innovatively and have grown into a truly integrated health system. We are committed to innovation and dedicated to finding new, better and more efficient ways of providing outstanding healthcare.

# PORTION OF PROCEEDS CAMPAIGN



## A GREAT OPTION FOR SMALL BUSINESSES

Do you have a shop or small business, and are interested in giving back to your community? Here is how you can make a difference for Humber River Health.

## 1. PICK AN IDEA

The great thing about a Portion of Proceeds Campaign, is that it's easy to get involved and tailor the campaign to what works best for you and your business!

We have some ideas for you below on how you can donate a portion of proceeds from your business:

### **Whole Store for Humber**

Make an impact with your campaign, and share with your customers that a percentage of ALL sales will be going to Humber River Health Foundation!

### **Specific Items Campaign**

Make something specific for the cause, or give a piece of something you already sell.

### **Set a Time Frame**

A great tip is to set a specific timeframe for your Portion of Proceeds Campaign. This will encourage your customers to participate at that very moment, since their purchase will be making a difference for healthcare in their community.

### **Round off your purchase**

Ask your customers to round off their purchase so that the remaining amount goes to Humber River Health Foundation.

### **Point of Sale**

Ask your customers at the cash register to make a donation at the cash register. You can decide what you ask your customers, whether it's \$2, \$5 or \$10!

### **Matching**

You can double your impact and entice your customers to participate in the campaign by sharing that you will be matching the amount raised.

## 2. CONNECT WITH US

Connect with your contact at the Foundation (there's one listed at the end of this toolkit) and share your idea on how you'd like to fundraise for Humber! Your contact is your point person for all things fundraising related and will support you with setting up your fundraising campaign.

## 3. SPREAD THE WORD

Make sure your customers know about the work you're doing – and we'll help you do it! We can help provide you with social media post, storefront promotion, and other assets that can help you promote our partnership.

## ADDITIONAL WAYS TO SUPPORT HUMBER

If you're interested in supporting the hospital but a Portion of Proceeds Campaign doesn't work for you, there are many other ways you can support! Consider donating an item to one of our auctions, hosting our volunteers at your venue, or connecting us to other potential partners!

## 4. TRACK WHAT YOU'VE RAISED

Make sure to track what you've raised throughout the campaign. This will make the wrap-up process smooth when you're ready to make your donation.

## 5. WRAP UP

You've done it! You've completed your campaign. Connect with your contact at the Foundation and let them know a donation will be coming shortly. We'll be so happy to hear from you!



# FUNDRAISING IN THE WORKPLACE



## A GREAT OPTION FOR EMPLOYEE ENGAGEMENT

If you're looking to engage your team at work and connect to an important cause, we've got some tips and ideas for you.

## FUNDRAISING IN THE WORKPLACE

1. Connect with your contact at Humber River Health Foundation – they'll help you throughout during your fundraising efforts!
2. Pull together a team who will help to plan your event.
3. Decide on your event concept, we've listed some ideas on the next page to help inspire you!
4. Set a date for your event.
5. Set a fundraising goal, and brainstorm some strategies on how to help you reach it! (Your Foundation staff partner can help you out here too)
6. [Create a fundraising page for your team.](#) This way all the funds raised is tracked in one place!
7. Promote your event to your workplace community using a variety of communication channels, such as your workplace intranet, social, emails, meetings and posters in common spaces
8. Thank colleagues, senior leaders and vendors for their participation and for helping you to reach your goals!
9. Reach back out to your Foundation contact, they'll be happy to hear from you and you can set up a cheque presentation with your team!



## BREAKFAST OR BBQ

Ask your CEO or manager to host a breakfast or BBQ for your workplace and ask employees to make a donation to attend. Recruit other leaders to volunteer and cook for the office making it a fun networking opportunity for all those attending.

## MARIO KART COMPETITION

You'll find that many of your colleagues have a competitive spirit, well why not put that energy to use with a friendly Mario Kart competition? Set the competition going during lunch or after work hours, and collect donations from those participating! Have a prize ready for the winner, or they can always win the most important thing of all, bragging rights!

## THE GREAT HUMBER BAKE-OFF

Get ready for some sweet smells with this fundraising event idea. Participants compete to bake the most delectable treat out there, and guests can donate for the chance to taste test and vote for their favorites. You can narrow down eligible entries by pastry type, whether that's pies, cakes, cookies, brownies, or some other sweet concoction. Whatever you serve, make sure you follow any local food serving laws.

## PICNIC IN THE PARK

What's more Toronto than a picnic in a park. Choose a sunny summer day to host a picnic, whether it's downtown in Trinity Bellwoods or further north at North Maple Park! Bring the picnic essentials including salads, dips, and fruit, and ask guests for a donation to participate in the fun day!

## TALENT SHOW

There's sure to be some hidden talents at your office, and fundraising for Humber River Health is the perfect time to show off! Set a date and time for the talent show and use your office space to highlight your colleagues' skills. Ask for donations from all participants of the event.

## COSTUME DAY

Tired of business formal at the office? Why not plan a costume day in the office, you can choose a theme or go wild with it! Charge a donation for everyone who would like to participate, and make sure to post photos and tag @hrh\_foundation

# PERSONAL FUNDRAISERS



## SET UP A PERSONAL FUNDRAISING PAGE (PFP)

Anyone can set up a personal fundraising page in support of Humber River Health Foundation at [hrhfoundation.ca/pfp](https://hrhfoundation.ca/pfp)

Make sure to add pictures, your story, why Humber is important to you, and share you page with friends and family, and on social media (tag us @hrh\_foundation)

Many people choose to fundraise around a special event. Here are some ideas to get you started.

## BIRTHDAY CELEBRATION

Creating a birthday fundraiser is an easy and impactful way to give back to Humber River Hospital Foundation! [Create your fundraising page](#), share your story, and post your fundraising page on social media! Ask your family and friends to donate to your fundraising page in lieu of a birthday gift, and you'll be making a difference for your community hospital.

## FUN IN THE SUN

There are so many ways that you can have fun in the sun all while supporting Humber River Hospital Foundation! Set up a BBQ, Beach Day or picnic in the park, and request donations from all attending, it's sure to be a fun day to remember!

## GET ACTIVE

Going sporty is a classic way to fundraise for a cause important to you. Share on your fundraising page what your target is – are you running a set amount of km? Or maybe testing how many burpees you can do at once! Share your fundraising page on social media.

## HOST A SALE

One person's trash is someone else's treasure! Take a look at things around the house that you don't use anymore, and set up a sale for Humber River Health Foundation! We hear garage sales are back in style!

## MOVIE NIGHT

Decide on a movie your friends will love and set a movie day! If you have a projector you can even take the movie night outdoors!

## SPORT FOR HUMBER

Set up a sporting event to raise money for Humber, you can make it any sport you like, whether it's a volleyball tournament, basketball game, or even a golf tournament! Recruit your players and ask them to donate in order to participate – you'll be surprised by your players' competitive spirit!

# HOW WE CAN HELP



## SUPPORT WE CAN PROVIDE

- Access to Humber River Health Foundation branding or help with copywriting
- Promotion on our Community Events page
- Social media templates you can use to promote our partnership
- Engagement on social media
- Foundation staff support
- Official cheque presentation
- Tent cards for small business tills



# CONTACT

WE WANT TO HEAR FROM YOU



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## FOLLOW US ONLINE

[hrhfoundation.ca](http://hrhfoundation.ca)

[@hrh\\_foundation](#) on Instagram and Twitter

[Humber River Hospital Foundation](#) on Facebook

[Humber River Health Foundation](#) on LinkedIn