



SickKids®

ACTIVATORS



INTRODUCING SICKKIDS ACTIVATORS:

Writing a cheque isn't the only way to make a big difference at SickKids – exercising your creativity and skills is an incredibly valuable way to join SickKids VS the greatest challenges in child health. SickKids Activators is new program that engages the skills and talents of the next generation of philanthropists – you.

This isn't about making a donation. This is sweat equity, hands-on philanthropy: you create and manage a fundraising event that supports The Hospital for Sick Children.

WHAT DOES A SICKKIDS ACTIVATOR DO?

You commit to running one event in your field or industry that raises a minimum of \$10,000. Don't doubt yourself or the power of your community!

You become part of a team. You have access to year-round support through our Community Events team to help with the strategic planning, fundraising and logistics process and any other event support you may need to ensure your event is a success.

WHY DOES SICKKIDS NEED MY HELP?

The funds your event raises help world-renowned doctors, top nurses and brilliant researchers engage in the ongoing fight against childhood illness. They go toward purchasing the equipment we need to win our battles. And they are essential in providing the unique experiences, above and beyond medical care, that make SickKids the best place for a kid who has to be in hospital to be.

HOW DOES SICKKIDS FOUNDATION HELP ME?

SickKids Activators have access to resources and best practices. You can deploy them in the implementation of your own fundraising event. Additional marketing and promotion for your fundraising event is provided through our SKF digital channels, and on the SickKids Activators web page.

WHAT'S THE RETURN ON MY SWEAT EQUITY?

- Exciting mentorship, professional, and social networking opportunities.
- SickKids Activators receive recognition on our Donor Hall of Honour (\$50,000+ cumulative giving for all events under the SickKids Activators banner).
- The top SickKids Activators fundraising event is rewarded with special perks and opportunities.



Become a [SickKids Activator](#).

Please contact:

sickkidsactivators@sickkidsfoundation.com

