



SickKids

**JOINING
THE FIGHT**

**A TOOLKIT OF IDEAS TO HELP YOUR
ORGANIZATION COME TOGETHER & FUNDRAISE FOR SICKKIDS.**

WHY SICKKIDS?

You've chosen to fundraise for SickKids. We are more than grateful. The hospital's mission is 'Healthier children. A better world.' That's what we fight for. It's because of partners like you that we succeed, every day.

Successful fundraising means SickKids is able to attract top clinicians and surgeons to deliver the best outcomes for our patients. It makes us the most research-intensive standalone hospital in Canada, finding cures for what is today incurable.

Fundraising is driving our next chapter: a reimagined SickKids. We are raising \$1.3 billion to do three things: partner with other healthcare providers for more seamless care, often closer to home; ensure that our breakthrough research delivers impact faster; and, most important, build a brand new state-of-the-art Patient Care Centre that lifts, not limits care. Our new hospital will be built to support the utmost safety of patients, families and staff during epidemics, emergencies and everyday care.

You've joined us. Thank you.

KEY FACTS

- **SickKids is the second largest children's research hospital in the world and the largest in Canada**
- **More than 300,000 patient visits a year**
- **Every year, we see more than 80,000 emergency visits, the equivalent of a small town**
- **Every day we treat more than 30 critically ill newborns and premies**
- **We perform more surgeries than any other children's hospital in Canada (more than 12,000/year)**



CREATE YOUR CREW FOR SICKKIDS

WE INVITE YOU TO UNITE YOUR COLLEAGUES AND JOIN OUR WORKPLACE GIVING PROGRAM: CORPORATE CREWS VS LIMITS

SickKids rallied our community by creating Crews aligning people with characteristics they share: The Dog People. The Fashionistas. The Techies. Leafs Nation. And many more...

Your company and your employees are a critical crew for us. It's now your turn to create your own Crew for SickKids ("Your company or team name" Crew).

Building a Crew for SickKids means that together you and your colleagues are fighting for child health, and you proudly come together to showcase your company's values and create engaging team building experiences in support of SickKids.

This toolkit will help you and your Crew learn about the various fundraising avenues in which your employees can support SickKids and set you up for success. Join us.



PARTICIPATE IN A SICKKIDS EVENT

YOUR CREW CAN BE PART OF THE ACTION BY BEING A PARTICIPANT OR HOSTING A SICKKIDS EVENT - VIRTUALLY OR AT A DISTANCE!



September - October

GETLOUD

Raise your corporate voice and make some serious noise for SickKids GetLoud. Get active throughout September and challenge yourself, your colleagues and your team to walk, run or ride, tracking your kms and fundraising against your corporate team. Using a free activity tracker to challenge yourself and your colleagues; improve the health and wellness of your employees; engage employees to work together virtually for a common cause; benefit from the positive brand exposure by aligning your company with a leading Canadian non-profit organization; and gain recognition for fundraising and team spirit through the Corporate Challenge awards. Showcase your SickKids commitment through a company pledge and enjoy additional benefits including free custom team t-shirts, personalized social media tools, gift cards to help boost your team's engagement and more!



April - November

SEARCH IN THE CITY

Using an easy-to-download mobile app, your team will compete in an outdoor, two-hour SickKids themed scavenger hunt in downtown Toronto, which takes you from the Hospital to City Hall and everywhere in between. Some questions will test your SickKids knowledge. Others will have your team posing for pictures or hunting for clues. But each one will be fun and exciting, designed to challenge your team—and build them - all while engaging with SickKids.

*fundraising goal varies depending on number of participating employees.

For more information about how you and your company can get involved in our signature events please contact your SickKids representative or Corporate.Partnerships@sickkidsfoundation.com



PARTICIPATE IN A SICKKIDS EVENT

YOUR CREW CAN BE PART OF THE ACTION, BY BEING A PARTICIPANT, VOLUNTEER, OR SPONSOR AT OUR SIGNATURE EVENTS.



August

GREAT CYCLE CHALLENGE

The Great Cycle Challenge (GCC) is an event where participants of all ages set their own riding distance and fundraising goals and then ride through the month of August while tracking their progress through a user friendly app. All fundraising and engagement is done virtual, which eliminates geographical barriers to support and physical distancing challenges. It's easy to put a team together and take advantage of no registration fees and no fundraising minimums - and team members can ride from anywhere! Single or multiple team(s) can be created for your entire company or for each branch/department/office. Feel free to invite clients/customers. Build friendly competition among your team(s) to see who rides or fundraises the most. Easily track your team's progress via your team profile page or track your progress against other companies within your industry from our Leaderboard. In the end, feel good knowing the funds raised will support national impact studies and programs run by the SickKids Garron Family Cancer Centre. greatcyclechallenge.ca

November

EXTRA LIFE



If gaming brings out your competitive side, then ExtraLife is your calling! Extra Life unites thousands of players around the world to host fundraising and gaming marathons in support of local Children's Miracle Network hospitals, like SickKids. You can play any game from anywhere, anytime, or you can join us November 7th, 2020 for our official community game day! Companies can register as a team, then track progress among individual employees or departments to encourage some friendly fundraising competition. It's free to register, easy to participate in and extremely flexible - play anytime, from anywhere, all year around, any game you like. Gather your crew of colleagues for Game Day and make sure you select SickKids as your hospital of choice. Join us. www.Extra-Life.org.

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HOST A VIRTUAL FUNDRAISING EVENT

Although we may not be able to gather in the office like we used to, it doesn't mean we can't still get together! Whether you are adapting an old initiative or coming up with a new campaign, if you've chosen to host your event in support of SickKids, we are very grateful! And these tools are the first way we can show it. Below you'll find actionable steps and ideas to get your virtual event up and running in the fight for children's health.

TAKING YOUR EVENT VIRTUAL: A CHECKLIST

- Decide what your virtual event will be (some ideas below)
- Recruit any SickKids champions and form an event committee
Reach out to anybody who might have a SickKids connection and might be willing to share their story
- Set-up regular virtual meetings with your committee
- Create your fundraising page (Your SickKids rep can help, if applicable)
- Create social media account(s) or event groups
- Develop a communications plan for your intended audience
- Promote your event and encourage fundraising!
- Check if your employer will match gifts, contribute any prizes or offer fundraising incentives
- Contact your SKF rep to see how we can help!



WHAT'S YOUR EVENT IDEA?

VIRTUAL EVENT IDEAS TO INSPIRE YOUR THINKING AND ELEVATE YOUR FUNDRAISING:

THROW DOWN A CHALLENGE

Challenge events or contests are a seamless way to engage your employees in online fundraising. Consider aligning your fundraising goal with an activity – such as a cross-fit challenge; a programming challenge; a best recipe challenge, etc. Challenge your coworkers, friends and family to participate and donate. Start off by setting the stage, describing the rules and making a donation to SickKids. Then, encourage your colleagues to try to match or top it! Connect with your SickKids Rep for more ideas.

EXPERIENCE AUCTION

Everyone in your workplace has talents that they can offer as an auction item. Knitters knit – that's a scarf and hat for auction. The IT team knows tech - they can auction off setting up a colleague's personal computer. Someone has a cottage - they can auction a weekend. Another colleague can auction pet sitting services. Connect with your SickKids Rep for more ideas and to get your Experience Auction Info sheet.

VIRTUAL TASTING CLASS

Send out your ingredient list ahead of time or engage one of our partners (ask your SK rep) where employees receive a care pack with a mix of four specialty teas or coffees or 1/2 litre wine bottles. Each is marked as “do not open” to save the big surprise for the day of the event. On tasting day, the team logs into a virtual video-cafe, where the friendly barista/sommelier will share stories and lead a tasting ceremony for the tea and coffee. The event is fun, educational, and global minded.

SPEAKER SERIES

Know a star speaker? Connected to someone inspirational with thought-provoking insights they can share? Consider hosting a livestream speaker series, or one-time event. Bring people together virtually and interactively to hear from experts in various fields, fundraising through an online donation from participants.

TALENT SHOW/OPEN-MIC NIGHT

Talent can be found everywhere! In the case of a virtual talent show - on our devices. First, identify the stars or wannabe stars you know. Second, choose a day, or multiple days. Third, fundraise by requesting registration/donation in advance, using an event registration app/SickKids donation platform. Distribute virtual tickets via link. Then it's on with the show!

VIRTUAL TRIVIA NIGHT

Pick a theme, come up with questions, decide your streaming platform, and encourage online donations for entry. When people team up, competition gets fiercer. And the desire to win your prizes for winners/top fundraiser ups your impact. That's how a Virtual Trivia Night gets done!

This should get you started. Your SickKids advisor can guide you in making your virtual event a success. You can also reach out to us at: Corporate.Partnerships@SickKidsFoundation.com



ENGAGING ALL YOUR EMPLOYEES – A POPULAR EXAMPLE

Whether your employees are working remotely or back in the office, the following approach has been used by many of our community and corporate partners. The campaign “wristband” is a creative way to engage all your employees, regardless of location. The concept is simple – employees will buy a “wristband” or a “class-pass” that gives them access to exclusive content and fun activities. Employees who buy the pass, will get to choose from an array of fun activities and content only available to them. Activities like, informational interviews, fireside chats with senior management, quarantunes, trivia, bartending classes, etc. are great ways to incentivize employees to buy in, as these activities will only be available to those who bought a pass. All you have to do is source the activities! See our examples below:

QUARANTUNES

Have Executives create a Spotify playlist. Schedule a 30 minute meeting to have two DJs or MCs moderate a discussion with the Executive to ask questions about why songs were chosen, what was going on in their life at the time the song was popular, etc.

WORK FROM HOME SCAVENGER HUNT

Give employees a list of items to hunt for in their own house. Have them take pictures of the items and send them in. Winners can be chosen by a) the person who sends their submission in the fastest or b) using a point system that rewards pics for creativity and originality.

VIRTUAL COFFEE + TEA TASTING CLASS

A week before, the company sends each employees a care pack with a mix of four specialty teas, coffees and infusions. Each envelope is marked as “do not open” to save the big surprise for the day of the event. On tasting day, the team logs into a virtual video-cafe, where the friendly barista will share stories, run games and lead a tasting ceremony for the tea and coffee. The event is fun, educational, and global minded. All teas and coffees are sustainably sourced from farms with Fair Trade practices.

COOKING OR BARTENDING CLASS

Whether it be a professional chef or the office mixologist – enlist the help of a passionate presenter to walk your team through putting together something delicious. Enjoy the final product together

SICKKIDS CONTENT

Incorporate SickKids exclusive content like our Lunch & Learn presentation; SickKids branded materials; Expert panel webinars and more! Connect with your SickKids rep for more information!



MORE WAYS TO GIVE

YOUR CREW CAN DOUBLE YOUR CONTRIBUTION TO THE FIGHT

PAYROLL DEDUCTION

Payroll deductions is the easiest way to support SickKids. Find out if your company offers the opportunity to have donations deducted directly from pay cheques. Payroll deductions can also a bit easier on the pocket book because donations can be spread out over the course of a year. Come tax season, you'll have way less of a headache since cumulative donation amounts are captured on the T4 slip provided by your employer, so you will have one less document to keep in your records. Consistent support helps fund the fight for child health everyday.



MATCHING PROGRAMS

Find out if your company has a matching gift program. If they do, they match charitable contributions made by employees. Some organizations also match donations made by retirees and/or spouses. A matching gift is an easy way to double your impact at SickKids! If your company doesn't have a formal matching gift program, they may still consider making a donation by the company to match the employees' efforts.

For more information about how your company can support your Crew and SickKids even more please contact your SickKids representative or Corporate.Partnerships@sickkidsfoundation.com



PROMOTE

PROMOTING YOUR SUPPORT

Tell your community why you are supporting SickKids. Encourage others to share their stories or why they are passionate about promoting child health.

PERSONALIZED ONLINE FUNDRAISING PAGE

Create an **online fundraising page** for your company. Visit: <https://bit.ly/2AwdJa8>

PROMOTIONAL MATERIALS

To amplify your chosen initiative in support of SickKids, we can provide personalized e-mails to extend to colleagues, along with posters, stickers, balloons, and more.

USING SOCIAL MEDIA



FACEBOOK [@sickkidsfoundation](#)



TWITTER [@SickKids](#)



YOUTUBE [SickKids Foundation Channel](#)



INSTAGRAM [@SickKidsVS](#)



LINKEDIN [SickKids Foundation](#)

Please note: One of the following disclaimers must appear at the base of each publication:

Proceeds from this campaign support SickKids Foundation.

Proceeds from this event support SickKids Foundation.

Always remember to state that your campaign or event is In Support of SickKids, or that you're a Proud Supporter of SickKids Foundation. Promotional statements may be included in things like your **company newsletter**, **email signatures**, on your **website** and on **social media**.

DID YOU KNOW?

SickKids is always spelled as one word, with a capital "S" and a capital "K".

LAST STEP

Send all marketing and promotional materials to your SickKids representative or Corporate.Partnerships@sickkidsfoundation.com



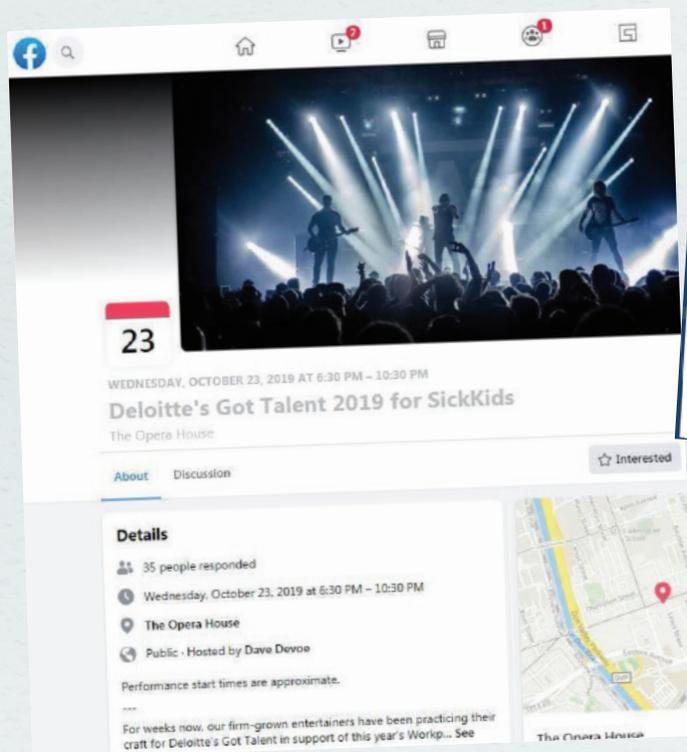
CELEBRATE

IT'S TIME FOR YOUR CREW TO CELEBRATE AND SHARE THE NEWS WITH SICKKIDS!

SHARE YOUR SUCCESS!

Be sure to share your celebration and success. Consider doing the following:

- Take a group photo at your business or event, and share on social media and/or internal newsletters
- Thank your employees and customers
- Build on your success and set new goals for the next one!



DON'T FORGET TO TAG SICKKIDS ON SOCIAL MEDIA CHANNELS.



TO GET STARTED: CHECKLIST

CREATE YOUR CREW:

- Decide to join the fight and tell SickKids
- Find employees who are SickKids champions
- Form a committee or working group who will drive engagement

ACTIVATE YOUR CREW:

- Brainstorm fundraising ideas – refer to Workplace Fundraising Ideas and Participate in a SickKids Event page
- Determine any key people that you will need to help execute your plan execute your plan
- Set a fundraising goal and check if your employer will match
- Schedule your event(s) or initiative(s) and set up regular committee meetings
- Promote you fundraising pages and social media accounts
- Share your SickKids story and why you are supporting children's health
- Promote – refer to Promote page
- Let your SickKids Foundation representative know your plan
- Display and/or distribute SickKids posters and fact sheets if you wish (your SickKids representative can provide digital tools to help promote your event while you work from home!)

CELEBRATE YOUR CREW AND DONATE:

- Collect the funds
- Celebrate your success with a Crew photo – refer to Promote, and Celebrate & Donate pages
- Thank your Crew
- Send donations to SickKids
- Plan for next year!



FREQUENTLY ASKED QUESTIONS

1. WHERE DOES MY DONATION GO?

Proceeds from your initiative will fund the highest priority needs of the SickKids VS Limits Campaign. With that support, we will re-imagine our campus to deliver the very cutting edge of what is possible in care; break through with research that benefits patients today and tomorrow; and build partnerships to improve care for more children – here and around the world.

2. CAN SICKKIDS ATTEND MY EVENT?

As much as we would like to attend each event that generously fundraises for SickKids, unfortunately we do not have the resources or capacity to do so. However, we can share speaking notes that you are able to share to attendees on our behalf to relay our message of thanks. We may also be able to provide some videos or other impact pieces!

3. HOW CAN I FIND INFORMATION ON CURRENT VOLUNTEER OPPORTUNITIES?

Talk to your SickKids Rep or send an email to corporate.partnerships@sickkidsfoundation.com.

4. HOW LONG DO I HAVE TO DELIVER FUNDS?

SickKids Foundation accepts the net proceeds from the event, along with an accounting, within 60 days after the Event is over. The accounting will include all proceeds, costs and donations (including gifts of goods or services) of the Event.

5. WHO DO I CONTACT IF I HAVE A QUESTION?

Talk to your SickKids Rep or send an email to corporate.partnerships@sickkidsfoundation.com.

6. RECEIPTING GUIDELINES

SickKids Foundation is proud to be a leader in fundraising in Canada and is committed to following rules and regulations regarding the issue of official charitable receipts set out by the Canada Revenue Agency (CRA).

A “receipt” refers to any document issued by the Foundation to confirm that it has received something from another party. A “charitable receipt” is for income tax purposes and allows donors to reduce their income tax. “Gift confirmations” are issued by the Foundation to donors to confirm a gift where a “charitable receipt” is not warranted.

Corporate donations are eligible for a gift confirmation receipt upon completion of a donation. A gift confirmation receipt can be used to “write-off” the contribution as a legitimate business expense (e.g. marketing) to reduce taxable profits at year end.

*Any individual donations that require a tax receipt, must be accompanied by a document outlining Full Name, Email, Address, Donation Amount.

DONATION CHEQUE MAILED TO:

SickKids Foundation, Attn: Corporate & Community Partnerships
525 University Ave., Suite 835
Toronto, ON M5G 2L3





THANK YOU