

CAVES
for kids

**JOIN FORCES
WITH US!**

MARCH 7 - 13

**2022 SCHOOL
FUNDRAISING
TOOLKIT**



WHAT'S INSIDE THE SCHOOL TOOLKIT?

- [About Holland Bloorview](#)
 - [Why your support matters](#)
- [What is "Capes for Kids"?](#)
- [Getting Started](#)
- [Event Ideas](#)
- [Helpful Tips](#)
 - [How we can support you](#)
 - [Social Media](#)
 - [Donations](#)
- [Thank You for your support!](#)



ABOUT HOLLAND BLOORVIEW

At Holland Bloorview we believe in creating a world where all youth and children belong. We are the only children's rehabilitation hospital in Canada focused on combining world-class care, transformational research, and academic leadership in the field of pediatric disability. We help thousands of kids and youth with disabilities and complex medical needs access care that focuses on their physical, mental and emotional well-being, and we power their infinite potential and possibility.

Together we dream big.
Together we champion a world of possibility.



ABOUT HOLLAND BLOORVIEW

Holland Bloorview Kids Rehabilitation Hospital is Canada's largest children's rehabilitation hospital focused on creating a world of possibility for kids with disabilities.

Most Common Diagnoses

Inpatient

40%
Acquired
Brain injury

18%
Cerebral
Palsy

8%
Neuromuscular
Disorder

Outpatient

48%
Autism
Spectrum
Disorder

21%
Other
Developmental
Disorders

11%
Acquired
Brain injury

WHY YOUR SUPPORT MATTERS

When you make a donation to Holland Bloorview, you are supporting the hospital's highest priority needs. These include life-changing treatments and therapies for kids with autism, acquired brain injury, cerebral palsy and other physical and developmental disabilities, as well as programs like arts, music, life skills and respite care. Your support will create a world of possibility for kids with disabilities.



Help kids with disabilities find their voice through speech therapy and communication devices



Help teens build self-confidence by learning life skills to live independently



Help parents get the support they need through respite, peer support and financial assistance

WHY YOUR SUPPORT MATTERS

Help Kids like Rithwik

Born with osteogenesis imperfecta, Rithwik has lived his life with weak bones—making him more susceptible to fractures and injuries.

“I always try to control my sneezes, because even when I sneeze there’s a risk that I can break my bones,” he says. “When it first started, I was scared of it because I didn’t want to go through the pain.”

But thanks to the programs and services at Holland Bloorview, Rithwik has been able to get the care he needs for his diagnosis. And while physiotherapy and occupational therapy (OT) are a part of his routine—it doesn’t mean he can’t enjoy doing it.



WHAT IS “CAPES FOR KIDS”?

Capes for Kids is a fun, friendly event where we encourage everyone to wear their cape and raise money to support kids with disabilities at Holland Bloorview Kids Rehabilitation Hospital.

FUNDRAISE!

Set a fundraising goal and decide what your action will be and start fundraising. Then, wear your cape March 7-13, 2022 and share your photos using the hashtag #CapesForKids.



Click the buttons on the right to REGISTER, start FUNDRAISING, and PARTICIPATE in fun activities!



*THE JOURNEY TO A
BRIGHTER FUTURE
WILL NOT BE POSSIBLE
WITHOUT YOUR SUPPORT*

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Holland Bloorview | Kids Rehabilitation Hospital



1 WEEK OF FUN

GETTING STARTED

- **Talk to your Holland Bloorview representative** to receive promotional materials and to set up an online fundraising page.
- **Get the word out!** Promote your event through announcements, newsletters, assemblies, letters home and social media.
- **Remind your school of the ‘Why’** – Your student body will be far more engaged when they know that they are changing the future for kids with disabilities!

GETTING STARTED

1. **Create a committee:** Choose a committee that can make things happen at your school. It may be student council, a group of teachers, an existing club or maybe it's a committee that is created just for this event.

TIP: Make sure that you have a good mixture of both staff and students on board to ensure the most successful event.

2. **Get planning!** Choose a date, time and location that would work best for your school. How can you customize the event to suit your school's interests?

- Are your (virtual) assemblies high-energy? Can you get your principal and teachers to dress up in capes to announce the event?
- Is your school really into sports or virtual competition? Can you add a charitable aspect to an online tournament?
- Do you have a big rivalry with another school? Can you set up a school challenge?

3. **Determine roles & goals:** Work with your committee to find each person's strengths and find a position and duties that will allow them to be the best leader that they can be. Come together to agree on collective goals for your event around fundraising, participation and awareness.

TIP: Make sure your goals are *SMART*
(Specific, Measureable, Agreed upon, Realistic and Time based)

EVENT IDEAS

Make **CAPES FOR KIDS** your own!

Host your own mini events in class or come up with your own creative ideas to raise some money while having fun.

Need ideas?

Try one of these...

[Game night](#)

[Bake Sale](#)

[Movie Night](#)

[Donation Match Drive](#)

[Chili Cook Off](#)

["Give it Up" Fundraiser](#)

[More...](#)

EVENT IDEAS

Donations in lieu of gifts: Throw a birthday party, holiday party, or special event and ask guests to make a donation to Capes for Kids in lieu of gifts. You can ask for cash donations or include the link to your Capes fundraising page on the invite.

Donation Match Drive: Why not launch your own matching donation campaign? Let donors know you'll match their donation for an hour/day/week, or whatever you feel comfortable with. You could also partner with a local business that may be willing to match all donations on a particular day. Don't forget to use all your social media platforms. Share your Capes for Kids fundraising page and post reminders leading up to your matching day!

Game Night: Make it a poker night or board game night. If playing poker, let everyone know that part (or all) of the winnings will be donated! Is poker not your thing? Pull out your game boards or chess, and charge a small admission fee to take part in Game Night. Make it your own and have fun.

EVENT IDEAS

“Give it up” Fundraiser: A “Give it up” fundraiser is a free fundraiser that can be between you and your close friends, partner, family members or co-workers. You and your friends agree to give up an indulgence for a certain amount of time and put that money towards Capes for Kids! For example, cut back on your daily coffee run or buying lunch. Set up a jar on your desk or at home and put that money in there instead. You’ll be surprised how much you can raise!

Host a chili cook off: Inspire your community to come together and enjoy a great meal! It’s so simple! Recruit the best chefs you know and ask them to cook a pot of their delicious chili. Set a date and time and have your supporters taste test each one. Donation jars can be set up in front of each pot so supporters can vote (by donating) with their dollars on which chili is the best. The winner with the most money in their jar wins!

EVENT IDEAS

Bake Sale: This idea never gets old! You can host a bake sale amongst your family and friends at your house. Why not host a bake sale at your office? Don't forget to promote your bake sale well in advance. Make some fun posters to put up in the neighborhood, email friends, family and co-workers. Set up a table in a well-trafficked area to attract more customers. Who can resist a good cause and a delicious cookie?

“Best Seat in the House” Fundraiser: This is a great fundraiser for businesses and offices! Hosting this fundraiser is super easy: all you have to do is host a traditional raffle. With the CEO, President, or VP's permission, you can raffle out their sweet parking spot or corner office (with a window). Whoever bids the highest has to trade desks or parking spots with their boss for the week. It's a great way to have some office fun, raise money for an amazing cause, and snag the parking spot closest to the building!

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EVENT IDEAS

Mystery Envelope: Ask local shops and eateries to donate vouchers, coupons or gift cards. Place them in envelopes and sell the envelopes for a monetary value in your community or office. It's important that the value of the in-kind gifts you receive is higher than the price of the envelope.

Sports Tournament: You can raise money by charging an entry fee per team or participant. Think about prizes you can give to the winner. You can host the tournament at an outdoor park, or in the colder months, check out your local community center to book gym space. Tie up your laces and get ready to raise money for Capes for Kids!

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EVENT IDEAS

Matched Giving: Ask your place of employment if the company has a matching giving policy! Matched giving is an easy and effective way for employers to support fundraising efforts in the workplace and in their community. The company would match the amount of money you and your coworkers' fundraiser, doubling your total!

“Decorate Your Cape” Party: Invite your friends to get together and design, decorate and model your personalized capes! Everyone can bring a few items to decorate with, and share with the group. This can also be done over zoom. Each household can decorate their cape and then show them off with a runway walk across their zoom screen! Ask your attendees to make a donation to access the runway party.

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EVENT IDEAS



You know your school best!

Create a program or event that caters to your student body. Maybe it's a virtual trivia night with students and parents, or maybe you want to set a world record for longest cape created.

Work with your contact at Holland Bloorview to brainstorm ideas that work for you!

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HELPFUL TIPS

How we can support *you*:

- Access to a dedicated staff member to answer questions and provide support.
- Assist in setting up an online fundraising page for direct donations and ticket purchases.
- Fundraising tools like donation forms, pledge forms, accounting forms and sponsorship package templates.
- Promotional materials that support your fundraising efforts such as newsletters, posters, videos, our logo and photos which can be emailed upon confirmation of your event.
- Attendance of a Holland Bloorview representative, when possible (virtually, too!).
- Tax receipts for eligible gifts.
- A letter of acknowledgement for approved events.

HELPFUL TIPS

Social Media

Using social media to share event updates with your followers is a great way to recruit participants, volunteers and get donations for your event. Share your photo with the hashtag #CapesforKids. Follow and tag Holland Bloorview accounts to get featured!

Facebook: /HBKRRH
Twitter: @HBKidsHospital
Instagram: @HollandBloorview

DONATION INFORMATION

Donations:

- Cheques can be made payable to: Holland Bloorview Kids Rehabilitation Hospital Foundation
- Cheques can be mailed to: 150 Kilgour Rd. Toronto, ON M4G 1R8
- Our Charitable Registration Number is: 889326278 RR0001
- Donations can be made:
 - Online via our website: capesforkids.ca
 - Over the phone at 416-424-3809
 - In person drop-offs are on an appointment only basis due to pandemic restrictions ([contact us](#) for more info)
- Tax receipts can be issued for third party fundraising events for donations of \$10+ *IF* we are provided with a donor name, address and donation amount within 90 days of the event

THANK YOU

On behalf of the Capes for Kids team, we thank you in advance for all your fundraising efforts.

Your support and enthusiasm are extremely important and we couldn't do what we do without YOU!

