

CAVES for kids

Holland Bloorview | Kids Rehabilitation Hospital



CORPORATE INVOLVEMENT

Sponsorship and Corporate Teams

In support of

Holland Bloorview

Kids Rehabilitation Hospital

March 3-10, 2023



CAVES
for kids

CAVES FOR KIDS WEEK - MARCH 3 – 10, 2023

Every March, the community comes together to unleash their inner superhero by putting on a cape and raising money to help kids and youth with disabilities and complex medical needs access care that focuses on their physical, mental, and emotional well-being. In its 7th year as As Holland Bloorview's signature peer-to-peer fundraiser, Capes for Kids has raised over \$4,300,000 for critical hospital programming. By wearing a cape, supporters become champions for a world of infinite possibilities where all children and youth belong. Caped superheroes are creating an accessible, inclusive, equitable and stigma-free world for kids and youth with disabilities by wearing a cape to work, school, the grocery store, and everywhere they go!

2022 SNAPSHOT

\$1,000,000 raised for Capes for Kids

860 total participants

20,000,000 media impressions via
35 major news stories

10,000,000 social media impressions
on #CapesForKids

95% of survey respondents are more
likely to support a company that
sponsors Capes for Kids

Capes for Kids is about more than just fundraising. Wearing a cape is a symbol of inclusion that opens up conversations and raises awareness for childhood disability and anti-ableism.



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PASCAL SIAKAM & RAPTORS 905 CAPES FOR KIDS NIGHT

OFFICIAL GUINNESS WORLD RECORD BREAKING ATTEMPT

MONDAY FEBRUARY 6, 2023

Make history and help us break the OFFICIAL Guinness World Record for the largest gathering of people wearing capes, at Capes for Kids Night with Raptors 905!

Championed by Pascal Siakam of the Toronto Raptors, this is an event you won't want to miss! All Capes for Kids corporate teams and sponsors will receive first access to the event and discounted tickets.

A portion of ticket proceeds will benefit Holland Bloorview.



PARAMOUNT FINE FOODS CENTRE

SPONSORSHIP **OPPORTUNITIES**

Capes for Kids provides sponsorship opportunities that are co-created to both build a world of possibilities and help our partners reach their business goals at the same time. Capes for Kids sponsorship can help you:

- 1** Connect with your target audience
- 2** Engage your employees
- 3** Align your brand with a charity that has impact on kids with disability across the province and research that reaches across the globe
- 4** Find a meaningful way to bring Equity, Diversity and Inclusion into the workplace
- 5** Co-create engaging content to highlight your companies support

LET'S GET STARTED

Sponsorship opportunities include logo recognition, social media activations, donation matching targeted at a specific audience, Capes for Kids signature events, product highlights and so much more.

OPTIONS RANGE FROM \$5,000 - \$25,000



CORPORATE CHALLENGE

GRAB YOUR CAPE AND UNLEASH YOUR INNER SUPERHERO!

Assemble your team of heroes for a week of fun while bringing equity, diversity and inclusion to the workplace in a meaningful way. There is no cost or minimum fundraising amount to enter a corporate team.

**ONE LUCKY TEAM WILL WIN A
NIGHT AT THE GAME IN LEAFS
FORD FAN DECK WITH
HOLLAND BLOORVIEW KIDS!**

HOW IT WORKS:

1. START A TEAM

- Sign up online at capesforkids.ca
- Recruit colleagues

2. FUNDRAISE

- Host a workplace fundraiser – come up with your own idea or ask us for help!
- Raise donations by reaching out to friends, families and professional networks.

3. WEAR A CAPE, MARCH 3-10

Earn your cape by raising \$100 and wear it everywhere you go, including:

- Meetings and office activities
- Your daily errands and activities
- **Virtual Keynote Speech – “The Hero Mindset” with Canadian Paralympic medalist Kevin Rempel on Wednesday March 8th @ 12pm**



ASSEMBLE YOUR TEAM OF **HEROES**

HERE'S WHAT YOUR TEAM WILL RECEIVE:

- Custom Team fundraising page and individual fundraising links
- Videos, photos, and messages from an honorary **Kid Captain** to keep your team motivated and inspired
- Exclusive invites to events including a **corporate keynote speaker**
- A full resource drive of **collateral** including zoom backgrounds, social media posts and more, to promote your company's participation
- Inclusion in the "**Corporate Challenge**" where leaders will be highlighted every week by our kid ambassadors on LinkedIn
- **Red Capes** for all team members who reach their fundraising goal of \$100
- **Gold Capes** for all team members who raise \$1000 or more
- A **dedicated staff member** to assist your team and the option to have a guest speaker from Holland Bloorview



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THANKS FOR YOUR SUPPORT!

BY SUPPORTING CAPES FOR KIDS YOU ARE HELPING...



Research at Holland Bloorview that is focused on enhancing care, developing assistive technologies, and evaluating barriers that restrict the inclusion of children with disabilities.



The Family Support Fund gives financial aid to families for special equipment like wheelchairs and walkers, transportation to and from the hospital, accommodations and medications when they are most needed.



Therapeutic Clown Program uses music and comedy to help ease the pain, administering warmth and laughter to kids and families. They're a smile-cracking distraction during certain procedures and can make therapy fun.



Music and Arts Programming gives kids the chance to be social, artistic and creative as they express themselves through sound in our music and art therapy programs.



The Spiral Garden accessible camp lets kids explore self-expression and creativity as they transform into artists, sculptors, gardeners, puppeteers, storytellers and theatre performers.



The Independence Program helps young adults with disabilities develop living skills like how to buy groceries, how to prepare meals, how to manage money, and how to safely take public transit.

We are confident that we can find a perfect customized opportunity for each of our unique partners to best suit your organization goals. **Let's chat!**

Julie Lafazanidis

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