

CAVES for kids.

**JOIN FORCES
WITH US!**

MARCH 1 - 8

FUNDRAISING TOOLKIT



Holland Bloorview | Kids Rehabilitation Hospital

FREQUENTLY ASKED QUESTIONS

WHAT IS CAPES FOR KIDS?

Capes for Kids is an annual fundraising campaign that supports Holland Bloorview Kids Rehabilitation Hospital. Leading up to and during the event in March, Capes for Kids participants raise funds to help kids and youth with disabilities and complex medical needs access care that focuses on their physical, mental, and emotional well-being.

HOW DO I FUNDRAISE?

1. Register
2. Fundraise
3. Participate

That's it! After registering, ask your friends, family and coworkers to sponsor you. Then, wear your cape Capes for Kids week. When you raise \$100 (\$50 for kids 17 and under) you're eligible to receive a red cape. When you raise \$1,000 you earn a limited edition gold cape!





TOP TIPS

SET A FUNDRAISING GOAL

Set a reasonable fundraising goal. You can change this at any time, and raise it once you surpass your initial goal!

BE THE FIRST TO DONATE

A small donation shows your supporters you are invested in the cause.

ASK THE RIGHT PEOPLE FOR DONATIONS

You know your network best. Reach out to people who are most likely to donate.

SPREAD THE WORD EARLY AND OFTEN

Share your fundraising page on social media and via email. Post frequent updates and fun photos using #CapesforKids.

THANK YOUR DONORS

A simple thank you message can go a long way and make a difference to your donors.



EVENT IDEAS

GAME NIGHT

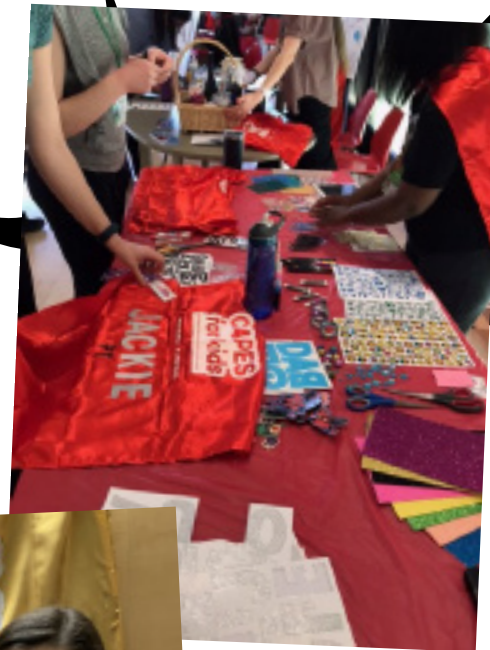
Host a game night with your friends, family or coworkers. Charge a small admission fee. Have fun and make it your own!

EVENTS-IN-A-BOX

Host a trivia night, CEO challenge, office auction, chili cook-off and more! Download an events-in-a-box package, [here](#).

BAKE SALE

Who can resist a good cause and a delicious cookie? Host a bake sale in your neighbourhood or workplace. Promote the sale well in advance, and set it up in a well-trafficked area!



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EVENT IDEAS

"BEST SEAT IN THE HOUSE" FUNDRAISER

This is a fun workplace fundraiser! Auction out the President or CEO's parking spot or office. Whomever bids the highest gets to trade parking spots or desks with the boss for a week.

SPORTS TOURNAMENT

Host a sports tournament and charge a participation fee per team or participant.

MATCHED GIVING

Find out if your company has a matching gift policy! The company can match the amount you and your coworkers fundraise, doubling your total!



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SOCIAL MEDIA TIPS & RESOURCES

Get creative and make it personal! Share why you're fundraising on Facebook, Twitter and Instagram and ask your friends and family to support your Capes for Kids campaign. You'll be amazed and motivated by the superheroes in your life that will support you.

Announce and celebrate when you reach milestones and fundraising goals. Make sure to include #CapesforKids and tag Holland Bloorview in all of your posts.

Post pictures and videos to show your friends everywhere you rock your cape! You can wear your cape on your commute, while walking your dog or even to the grocery store.

All your social media posts should include a link to your personal fundraising page so your network can easily support your Capes for Kids fundraising efforts. Simply copy and paste the URL link from your personal page into your posts.

Thank supporters who have donated by posting a thank you and tagging them.

Amp up your post with Capes for Kids photos: Use our super fun campaign social posts, zoom background, email banners and more to amp up your Capes for Kids fundraising efforts! To download these awesome resources, visit our website here.



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SAMPLE POSTS

SPREAD THE WORD ON SOCIAL MEDIA AND INSPIRE YOUR FRIENDS TO SUPPORT YOU!

Example #1: I am excited to team up with Holland Bloorview Kids Rehabilitation Hospital to unleash my inner superhero by raising funds for kids and youth with disabilities. Consider helping me reach my fundraising goal: [Insert link to your donation page]

Example #2: Let's go above and beyond and make a real impact for #CapesForKids. Every donation helps! With just \$25 you can provide a world of joy with new playroom toys, giving kids a chance to play and laugh. By participating or donating, your support funds vital research, programs, and services for kids and youth with disabilities and their families. Consider helping me reach my fundraising goal: [Insert link to your donation page]

Example #3: Help me earn my red cape to wear everywhere I go during Capes Week from March 1-8. Your donation will help me earn my cape and every dollar helps Holland Bloorview. The money I'm raising will help fund important programs and services for kids and teens with disabilities, like independence workshops, instruments for music therapy, and financial support for families to spend on essentials like wheelchairs and transportation.

Example #4: I'm so proud to have earned my shiny red #CapesForKids cape, but I still want to help Holland Bloorview reach their \$1M goal this year! Please consider joining my team or donating: [Insert link to your donation page!]



We love seeing your posts,
so don't forget to tag us!

Instagram: @hollandbloorview

Twitter: @HBKidsHospital

Facebook: @HBKRRH

LinkedIn: @Holland Bloorview Kids Rehabilitation Foundation

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THANK YOU!

On behalf of Holland Bloorview and the Capes for Kids team, thank you for creating a world of possibilities for kids and youth with disabilities!

NEED SUPPORT? WE'RE HERE FOR YOU!

Email: capesforkids@hollandbloorview.ca

Phone: 416-425-6220 x3862