

CAPIES for kids

**JOIN FORCES
WITH US!**

**FUNDRAISE
FOR KIDS WITH
DISABILITIES.**

SCHOOL FUNDRAISING TOOLKIT



Holland Bloorview | Kids Rehabilitation Hospital

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.

GETTING STARTED

- 1. Register** your classroom, or your school at capesforkids.ca
- 2. Fundraise** by asking for donations, hosting events, and more.
- 3. Participate!** Wear your capes everywhere you go during Capes week!

Your class can make and decorate their own capes, or work toward earning a branded red Cape. 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 FUNDRAISING TIPS

SET A FUNDRAISING GOAL

Work with your class to set a fundraising goal. You can change this at any time, and raise it once you surpass your initial goal!

START A CLASSROOM CHALLENGE

Create a little friendly competition. Register your school as a team, with sub-teams for each classroom. Give prizes to the top fundraising classrooms and students!

SHARE WITH PARENTS

Send Capes for Kids information home with students to share with their parents, friends and families.

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

Encourage your students to share your fundraising page on social media. If your school has a social media account, post frequent updates and fun photos using #CapesforKids.

THANK YOUR DONORS

Get creative with thanking! A fun thank you message can go a long way and make a difference to your donors.



CLASSROOM ACTIVITY IDEAS

**Looking for ways to bring Capes for Kids to life in your classroom?
Here are some ideas to get you started:**

LEARN ABOUT DISABILITY

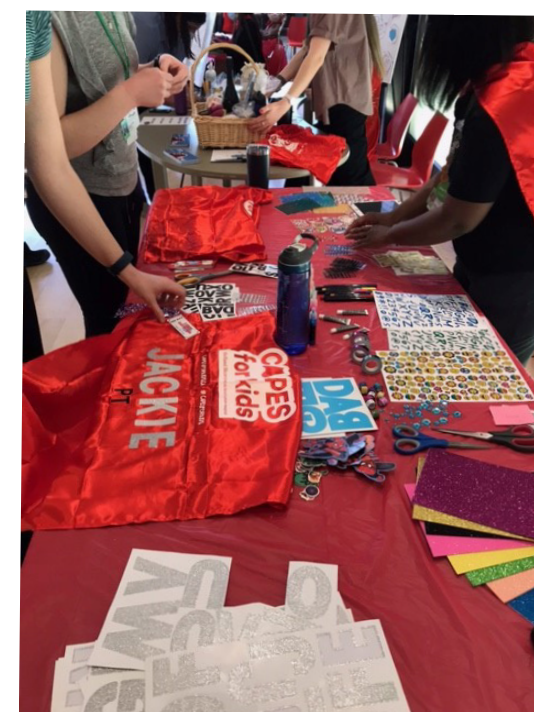
Visit Holland Bloorview's School Inclusion Hub for book lists, colouring pages, and other resources for your classroom.

SHARE YOUR WHY

Talk with your students about the impact they're making. Share what their fundraising supports, and stories about Holland Bloorview kids.

CAPE DECORATING PARTY

Make and decorate your own capes, helping your students unleash their creativity while learning more about the campaign.



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FUNDRAISING EVENTS

Host mini events in class, or come up with your own creative ideas to raise some money while having fun. Some popular fundraising events include:

BAKE SALES

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

COSTUME DAYS

Show off your students superpowers! Charge a toonie to dress in costume for the day.

TEACHER CHALLENGE

Agree to do something silly when your class hits their fundraising goal. Challenge fellow teachers to do this with you!



HELPFUL TEMPLATES

We have helpful templates you can use in your classroom:



CAPES POSTER



CAPES THERMOMETER POSTER



CAPES FILLABLE POSTER

Check out all of our templates at <https://capesforkids.ca/how-it-works/fundraising-resources/>

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SUBMITTING DONATIONS

ONLINE DONATIONS

Most donations can be made directly to your classroom's fundraising page. Online donors will receive a tax receipt immediately.

COLLECTING CASH

If you're collecting cash donations, please deposit the funds to your account and make a donation to your team page online or mail us a cheque. Please provide a list of donors and contact information if tax receipts are required.*

CHEQUES

Please make cheques payable to Holland Bloorview Kids Rehabilitation Hospital Foundation.

ADDING OFFLINE DONATIONS

Make sure to add cash and cheque donations (offline) donations to your fundraising page. You can do this through your fundraising portal. Please reach out to Heather at hburns@hollandbloorview.ca if you need help.

MAILING ADDRESS

150 Kilgour Rd.
Toronto, ON M4G 1R8

* Tax receipts can be issued for individual donations over \$10.

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 Heather at
hburns@hollandbloorview.ca

CAPESFORKIDS.CA

