

CAPES
for kids

Holland Bloorview | Kids Rehabilitation Hospital



JOIN THE CAPES FOR KIDS

CORPORATE CHALLENGE

UNLEASH YOUR INNER SUPERHERO AND CREATE A WORLD OF POSSIBILITY FOR KIDS WITH DISABILITIES!

Are you ready to don your cape and become a superhero for a week? The Capes for Kids Corporate Challenge is your chance to make a real difference in the lives of kids and youth with disabilities while having a blast with your colleagues. Discover the power of teamwork and community as you fundraise and wear your capes!

At Holland Bloorview, we believe in creating a world where all children and youth belong. But we know this isn't always the case beyond our walls.

DID YOU KNOW?

400,000 Canadian children and youth have a disability

Those kids are **2-3X** more at risk for mental health concerns



53% of kids with disabilities have zero to only one close friend



In adulthood, only **40%** of people with disabilities are employed

WITH YOUR HELP, WE CAN LEAD AND MODEL SOCIAL CHANGE BY ELIMINATING STIGMA AIMED AT KIDS AND YOUTH LIVING WITH DISABILITY.

Every dollar raised through Capes for Kids will help create the most meaningful and healthy futures for children, youth and their families through programs at Holland Bloorview that:



Support research

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



Help our families

The Family Support Fund gives financial aid to families for special equipment like wheelchairs and walkers, transportation to and from the hospital, accommodations at the hospital's overnight suite, and medications.



Help young adults be independent

The Independence Program (TIP) gives young adults with disabilities the chance to live away from home for three weeks. TIP workshops help them develop living skills like how to buy groceries, how to prepare meals, how to manage money, and how to safely take public transit.



Help kids laugh

Using music and comedy, Therapeutic Clowns at Holland Bloorview 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.



Let kids make music

Your gift will be used to purchase musical instruments like keyboards, violins and ukuleles, giving kids the chance to be social, artistic and creative as they express themselves through sound in our music therapy programs.

HOW IT WORKS



Step 1: Assemble Your Superhero Squad

Gather your colleagues and form a team of caped crusaders. It's free to join and there are no fundraising minimums for your company or employees. The more, the mightier!

Step 2: Register Your Team

Visit www.capesforkids.ca to register your team, then set your team fundraising goal! You can even create breakout teams to drum up some friendly internal competition!

Step 3: Fundraise to earn Superhero Status

Host a team fundraiser at work or seek donations from friends and family. And don't forget to find out if your company matches donations! Our team will help you every step of the way while you earn your capes!

Step 4: Wear your Capes from February 28 - March 7!

Unleash your inner superheroes, and wear your capes everywhere you go, while tagging @Holland Bloorview in your posts!

Why wear a cape?

Aside from the obvious reason – supporting kids with disabilities, you, your colleagues, and your company can all benefit from participating in Capes for Kids. Here's why:

Build Social Capital: Wearing a cape is a failsafe way to stand out in the workplace. From new interns, to new leaders, there's no better way to start a conversation and build your network!

Motivate your hybrid workforce: Donuts in the break room are no longer enough to entice your team to come into the office. Planning a fundraiser or a day in capes engages your team in a fun and fulfilling way that fosters teamwork, creativity, and a sense of purpose.

Engage your ERGs and IDEA teams: Leverage Capes for Kids events to showcase the work that's being done by your Employee Resource Groups and IDEA teams. Use this opportunity to educate colleagues on what resources are available at work, or facilitate a learning/training session in capes.

Enhance Brand Reputation: Showcase your company as a socially responsible leader, strengthening your brand image in the eyes of customers and clients. Your commitment to fostering disability inclusion can also help attract diverse candidates.

Make a Meaningful Impact: By supporting Capes for Kids, your company demonstrates its commitment to corporate social responsibility and making a difference in the community. Join a community of superheroes dedicated to improving the lives of children with disabilities, leaving a lasting legacy of compassion and support.



FUNDRAISING AT WORK

Raising money doesn't have to be hard, or awkward. Here are a few ways to make fundraising fun and easy for your team:

Put the FUN in Fundraising!

Plan an event at work that people won't want to miss! From bake sales, to auctions, challenges, headshots and everything in between – keep it fun and light! Need an idea? Our dedicated team is here to help bring one to life!

Get leadership buy-in

Get your executive team to lead by example with leadership challenges, donation matches from the company, and of course by wearing a cape at work!

Go head to head

Create some friendly competition between leaders, departments, or even your clients and competitors! See who can raise the most or earn the most capes!

Turn company events into something meaningful

Turn your town hall, weekly team meetings, or social events into Cape themed ones! You can even have a speaker from Holland Bloorview join in to educate your team around disability inclusion and anti-ableism.

Incentivize

Motivate others to participate with prizes and perks. Whether it's a gift card, a candy bar just for signing up, or a day off of work to the top fundraiser, give your teammates that extra bit of motivation to reach your goal!



TEAM PERKS

- A\$20 Tim Horton's gift card to kick start your team fundraising – use it as a prize or to buy treats
- 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 invite to a corporate Capes for Kids event
- Entries to win the top Corporate Challenge prize
- Access to our fundraising and social media tools 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
- A welcome kit with posters and stickers to display and track your fundraising progress

MORE WAYS TO JOIN FORCES

In addition to joining the Capes for Kids Corporate Challenge, your company can get involved as a sponsor, cause marketing partner, or in-kind donor.

We'll work with you to find the perfect fit that will help you:

- Connect with your target audience
- Engage your employees and clients
- Align your brand with a charity that has impact on kids with disability across the province and research that reaches across the globe
- Find a meaningful way to bring Equity, Diversity and Inclusion into the workplace
- Share engaging content to highlight your company's support

***READY TO UNLEASH YOUR SUPERPOWER AND CHANGE LIVES?
JOIN THE CAPES FOR KIDS CORPORATE CHALLENGE TODAY AND
BE A HERO CHILDREN CAN LOOK UP TO! TOGETHER, WE CAN
CREATE A WORLD OF POSSIBILITY FOR KIDS WITH DISABILITIES!***

For more information and to register your team, visit www.capesforkids.ca or contact us.

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