

***DARE TO WEAR A CAPE.***  
***FUNDRAISE FOR KIDS  
WITH DISABILITIES.***

**FUNDRAISING TOOLKIT**



**Holland Bloorview**  
Kids Rehabilitation Hospital  
**TOGETHER WE DARE**

**CA**PES  
**for kids**

## ***WHAT IS CAPES FOR KIDS?***

Now in its 10th year, Capes for Kids has raised over \$7.7 million for Holland Bloorview Kids Rehabilitation Hospital. Donations fund vital research, programs, and services that will increase access to pediatric disability care across Canada. Together, we can build capacity across the health care system, move research and innovation into clinical care faster than ever before, and take new models of care to greater heights.

## ***HOW DO I FUNDRAISE?***

Sign up for free, fundraise to reach your goal and then wear your red cape everywhere you go during “Capes Week” happening **March 6th – 13th, 2026**. You can register as an individual or assemble a team with your family, workplace or school!

- 1. Register**
- 2. Fundraise**
- 3. Participate**

That’s it! Ask your friends, family and coworkers to sponsor you. Then, wear your cape during Capes for Kids week. When you raise \$100 (\$50 for children), you’re eligible to receive a red cape. When you raise \$1,000 you earn a limited edition gold cape!

Holland Bloorview  
Kids Rehabilitation Hospital  
TOGETHER WE DARE

**CAPES**  
for kids



***DARE TO WEAR A CAPE.***



## ***FUNDRAISING TIPS***



### ***SET A BOLD GOAL***

Dare to dream big! Set a fundraising goal that excites and challenges you. Daring goals inspire others to give.



### ***BE THE FIRST TO DONATE***

Lead by example and be the first to donate. Even a small donation shows your supporters that you dare to transform healthcare for kids with disabilities.



### ***ASK YOUR FRIENDS AND FAMILY***

Dare to reach out to your network. Sharing why you are fundraising will inspire people to donate.



### ***SHARE UPDATES***

Share your fundraising page on social media, in group chats, and via email. Post updates and share fun photos by using #CapesForKids to inspire others to join forces with you!



### ***SAY THANK YOU***

Dare to be thankful. A heartfelt thank you message can go a long way and make a difference to your donors.



## EVENT IDEAS

### HOST A FUNDRAISING EVENT

Wherever you go, your cape can go with you. We encourage you to wear your cape on your commute, to school, to work, to the gym, on a Zoom call—The possibilities are endless! You can also host or participate in fun events throughout Capes for Kids week, from fun virtual trivia nights to scavenger hunts, chili cook-offs and more.

### GAME NIGHT

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

### DIY EVENTS

Host a trivia night, CEO challenge, office auction, chili cook-off and more!

### 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!



Continued on next slide →



## 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. Whoever 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!



Holland Bloorview  
Kids Rehabilitation Hospital  
TOGETHER WE DARE

**CAPES**  
for kids

***DARE TO WEAR A CAPE.***



## SOCIAL MEDIA TIPS

**Get creative and make it personal!** Share why you're fundraising on Facebook, LinkedIn, X 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 who 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 branded social media graphics, virtual meeting background, email banners and more to level up your Capes for Kids fundraising efforts!



Holland Bloorview  
Kids Rehabilitation Hospital  
TOGETHER WE DARE

**CAPES**  
for kids

**DARE TO WEAR A CAPE.**

## SAMPLE POSTS

### **SPREAD THE WORD ON SOCIAL MEDIA AND INSPIRE YOUR NETWORK TO SUPPORT YOU!**

**Example #1:** I'm daring to unleash my inner superhero for kids with disabilities! I am joining Holland Bloorview Kids Rehabilitation Hospital to raise funds to shape the future of disability health care. Help me reach my fundraising goal: [Insert link to your donation page]

**Example #2:** I'm raising funds for #CapesForKids because kids with disabilities deserve access to world-class, family-centred care, no matter where they live. Did you know that less than 1% of health-care philanthropy in Canada supports kids with disabilities? Together with Holland Bloorview Kids Rehabilitation Hospital, we're daring to change that. Help me reach my fundraising goal: [Insert link to your donation page]

**Example #3:** I'm daring to earn my red cape for #CapesForKids! Every dollar raised helps kids and youth with disabilities access life-changing care, from music therapy and independence workshops to essential supports for families. Together we dare to change the future of disability health care. Join me: [Insert link to your donation page]

**Example #4:** I'm daring to show up for kids and youth with disabilities by joining Holland Bloorview's #CapesForKids campaign. Donate today: [Insert link to your donation page]



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

Instagram: @HollandBloorview  
Facebook: @HBkidsHospital  
X: @HBKRH

Holland Bloorview  
Kids Rehabilitation Hospital  
TOGETHER WE DARE

CAVES  
for kids



**DARE TO WEAR A CAPE.**

***THANK YOU!***

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

***NEED SUPPORT? WE'RE HERE FOR YOU!***

Email: [capecforkids@hollandbloorview.ca](mailto:capecforkids@hollandbloorview.ca)

Phone: 416-424-3809