



EMAIL #1: Getting Buy In – Use this email template if you need to secure approval to start a Capes for Kids team at work.

Hi <Name>,

I'm reaching out to seek approval for <Company Name> to participate in Holland Bloorview's Capes for Kids Corporate Challenge. Holland Bloorview, Canada's hospital for children with disabilities, is daring to shape the future of childhood disability care and create a world of possibilities. This cause means a lot to me, and the Capes for Kids campaign is a great employee engagement opportunity that brings diversity and inclusion to the workplace.

There is no cost to enter the Corporate Challenge and no registration fee for employees. When individuals raise \$100, they will earn a red cape to wear throughout Capes for Kids week, happening March 6-13th. As team captain, I would be happy to lead team recruitment efforts and plan fundraising activities around the campaign.

I've attached more information here about the Capes for Kids Corporate Challenge, which outlines the benefits of getting involved. [<Download and attach or link the Corporate Challenge Toolkit on CapesforKids.ca>](#)

I look forward to your response and hope we at <Company Name> can support this worthy charity.

Sincerely,



Teammate Recruitment

Subject Line: We're Daring to Make a Difference — Join Our Capes for Kids Team

Dear Team,

Do you dare to wear your cape? We hope you are ready to unleash your inner superhero! We are thrilled to announce we are participating in the [Capes for Kids](#) Corporate Challenge! Capes for Kids is a fun way to support kids and youth with disabilities at Holland Bloorview Kids Rehabilitation Hospital which is daring to shape the future of childhood disability care across Canada.

Please register HERE [<link to team URL>](#) and you'll receive your own personal fundraising link. When you raise \$100, you will be mailed an official Capes for Kids red cape to wear proudly from March 6-13th. Plus, the more you raise, the more prizes you'll earn.

[<Share any information here about fundraising activates at your office: donation matching, in-office fundraising events, prizes for top fundraisers, meetup in capes, etc.>](#)

Registration is free - join our team now! [\(link to team URL\)](#)

You can learn more about Capes for Kids and find all of the resources you need to fundraise at www.CapesforKids.ca

Together, we can dare to shape the future of disability health care for kids.



Meet our Kid Captain

Subject Line: *Capes for Kids – Kid Captain Announcement!*

Hi there superheroes,

We're excited to introduce you to our Capes for Kids Honourary Kid Captain [<Insert Kid Captain name>](#)! Check out this special message they sent us, and their official Kid Captain card: [<Insert YouTube video provided and paste Kid Captain card image provided by your Holland Bloorview contact.>](#)

Let's make [<Name>](#) proud by showing up in the Corporate Challenge this year! Haven't had a chance to register for our Capes for Kids team yet? Have no fear – there's still time to join the super hero task force!

Register here: [<Link to your team fundraising page>](#)

[<Share any information here about fundraising activates at your office: donation matching, in-office fundraising events, prizes for top fundraisers, meetup in capes, etc.>](#)

Tip of the week: [Use these awesome social media resources](#) to help with your final fundraising push!

Together, we can dare to shape the future of disability health care for kids.



Final Follow-up - Right before Capes for Kids Week

Subject Line: *Capes for Kids week is almost here!*

Hello Superhero Squad!

Capes for Kids week is almost here, and we can't wait to celebrate together in our red capes! Thank you to everyone who has joined, donated, or supported so far.

And if you haven't joined yet, there's still time to dare to show up and be part of our team. Every superhero counts.

Join the team or make a donation to our team page here: [<Link to team page>](#)

Our Kid Captain, [<Kid Captain Name>](#) wanted to share a message to cheer us on before the big week – check it out! [<Link to Video>](#)

Shout out to these top fundraisers:

- [Name, Amount](#)
- [Name, Amount](#)
- [Name, Amount](#)

[<Reminders about fundraising activities at your office and share news/events from Holland Bloorview provided by your Foundation contact>](#)

Tip of the Week: Change your video call background to [this fun Capes themed one!](#)

Together, we can dare to shape the future of disability health care for kids.

Sincerely,



Thank you –End of Capes for Kids Week

Subject Line: *Capes for Kids - Final Update!*

Hi there,

Thank you all for your incredible work on Capes for Kids this year. The funds raised through this campaign go directly toward vital research, programs, and services that will increase access to pediatric disability care across Canada. This includes building health care system capacity by training the next generation of health care providers — from developmental pediatricians to therapists — to become leading clinicians, advocates, innovators and teachers in childhood disability. Your support helps fill urgent gaps in care and reduce wait times for families across Canada. [You can learn more about your impact here.](#)

We are so proud to have raised \$XXXXXX this year!

Here is a final video from our Kid Captain to thank you for all of your support: [<Youtube Link>](#)

It's not too late to donate! Our page will be open until the end of March. To donate, click here: [Link to team page](#)

Shout out to these top fundraisers: [Enter photos of people in capes or top fundraisers!](#)

Thank you, for daring to shape the future of disability health care for kids.