



Holland Bloorview  
Kids Rehabilitation Hospital  
TOGETHER WE DARE

CAPES  
for kids

DARE TO JOIN THE CAPES FOR KIDS

**CORPORATE CHALLENGE**

# **DARE TO WEAR A CAPE AND *SHAPE THE FUTURE OF HEALTH CARE 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

**2-3X**

Those kids are 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 make sure kids with disabilities have access to the latest evidence-based care, programs, and technology- wherever they are, when they need it most.***

***Donations will:***



**Build health care system capacity**

We're training the next generation of developmental pediatricians to become outstanding clinicians, advocates, innovators and teachers in childhood disability who will fill urgent gaps in care and reduce wait times.



**Increase access to orthotics and prosthetics**

Traditionally, fabricating orthotics and prosthetics can be time consuming and inaccessible for many families. With digital technology like 3D scanning and printing, our technicians and researchers are saving time and increasing access to care for families who live at a distance.



**Move innovations into clinical care**

It can take 17 years for research to translate into changed care practice. The Bloorview Research Institute (BRI) is poised to bring innovations to clinic and bedside faster. Technologies such as robotics for gait training and mobility, video gaming for therapy, social play and education and wearables for anxiety management will move into clinic faster to help more kids lead healthier lives.



**Develop new models of care**

Philanthropic investments will allow us to analyze our client data and find out who is falling through the cracks. We'll use the information to explore, pilot, evaluate and implement new models of care, in consultation with families, to improve access and reduce wait times.

# HOW IT WORKS

## EARN YOUR CAPE

**\$100  
raised**

=



**\$1000  
raised**

=



## ***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](http://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 March 6-13!***

Unleash your inner superheroes, and wear your capes everywhere you go, while tagging @HollandBloorview 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

## 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 work to the top fundraiser, give your teammates that extra bit of motivation to reach your goal!

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



## 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 networking event
- Opportunities to win prizes
- 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 country 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

**DO YOU DARE TO WEAR A CAPE? JOIN THE CAPES FOR KIDS CORPORATE CHALLENGE TODAY AND BE A HERO CHILDREN CAN LOOK UP TO! TOGETHER, WE CAN SHAPE THE FUTURE OF DISABILITY HEALTH CARE FOR KIDS!**

For more information and to register your team, visit [www.capesforkids.ca](http://www.capesforkids.ca) or contact us.

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