

## Corporate Fundraising Tool Kit

### Why your company should get involved:

- Builds profile and relationships within your company and wider community. Participating is a great way to showcase how your company is socially responsible, and give back to the community in which you work, live and play.
- Motivates your employees through team building skills, empowers them to succeed and work towards a common goal, and builds upon your culture of support.
- Builds pride within your organization.
- Demonstrated to your employees and others in the community that your organization is committed to the well-being and support of health issues that affect your employees, families and surrounding communities.

**Thank you** for signing up for the 2017 Run or Walk for Southlake presented by Nature's Emporium! As a company, you should be proud of your support of Southlake. Many employees, associates, members of organized labor and their families rely on the incredible support of Southlake and its services.

Did you know that Southlake offers more than 400 patient beds? Our Emergency Department alone sees more than 100,000 patients every year, and more than 20,000 inpatient admissions. Home to six regional programs, including Cardiac and Cancer, Southlake provides high-quality care for residents of York Region, Simcoe and Dufferin Counties, and even as far north as Muskoka.

We encourage you to use this Tool Kit as a guide for generating ideas to fundraise within your organization. Paired with the **Team Captain & Individual Fundraising Kit**, this guide can help support your efforts and motivate your colleagues for this year's Run or Walk for Southlake. This year there are a number of exciting changes to the event which will help make it a wonderful experience for everyone involved. If you have questions at any time, the FAQ section of the website is a helpful resource. ([runforsouthlake.ca](http://runforsouthlake.ca))

## Registration & Fundraising Tips

### Register first and then fundraise, fundraise, fundraise!!!

As an employee of your organization, we are here to support your efforts. We suggest you follow a number of simple steps to help you have fun, be successful and show off your pride in the community.

When you registered, you received a personal fundraising webpage, which is a great tool for support. You may wish to name your Team after your company, department, work group, or some way people will be able to find and recognize your team/company.



## **Personalize your webpage**

Everyone has a special reason to be running or walking. Tell your company's story – keep it short and sweet. Effective fundraising webpages tell a story and contain a picture (company logo, department picture, etc.). Use this as an opportunity to share your experience with others and explain why your company is participating. How has Southlake helped? Why is it important? When people know why you are involved and fundraising, they are much more likely to support your efforts.

## **Set a Company target**

Aim high with your target. It can motivate you and your donors. You may want to think about setting a target amount for each employee. You can display your target in a public area at work (cafeteria, elevator, lunch room, etc.) as you work together to reach your goal!

## **Ask for Support**

Ask people you know in your company to help communicate and share why you are running or walking. Make it fun for you, your colleagues, families and friends. You may also decide to create a small internal committee depending on how large your company is.

## **Ask if your company will match your donations?**

Many organizations have an internal mechanism to match their employee's contributions. This is another way to show corporate pride and help leverage their commitment to community health and well-being.

## **What activities can we do to help raise funds?**

Almost anything – as long as it fits with your organization's policies, it is safe, legal and it has an element of fun and community awareness. Such ideas include:

- Charging a small fee (\$2) to participate in a dress down or casual day at work. You can also have a "theme day" and encourage everyone to wear a special color (red for Canada's 150<sup>th</sup> Anniversary), a sport team uniform, or a silly hat.
- Have an internal garage or book sale.
- Host a trivia game during lunch hour.
- Organize an office or warehouse scavenger hunt.
- Ask people to donate an hour of pay or equivalent to your team.
- Host an internal silent auction for tickets, movie passes, or gift cards.
- Host a Karaoke night or lunch hour.
- Have a company-wide BBQ with proceeds to the Run or Walk for Southlake.



- Organize a 50/50 raffle with proceeds going to your team. Other raffle ideas include an extra day of vacation, free team lunch, parking spots, etc.
- Bake sales, cookie contests, pot luck and other “foodie” activities are great ways to raise funds and have fun.
- Challenge other companies, competitors, suppliers, or vendors – competition and networks are great ways to show support and have fun.

### **Donate yourself**

Set the standard and make a benchmark donation yourself. This will show your dedication to the cause and can set the average amount others will give. The number one reason why people give is because they are asked!

### **Communicate – Let people know how well your company is doing**

Email everyone in your company on a frequent basis (weekly) to let them know about upcoming events and to share your results.

**Please refer to the *Team Captain & Individual Fundraising Kit*, also available at [runforsouthlake.ca](http://runforsouthlake.ca), for more information and resources to support your efforts.**

**Thank you! If you have any questions, please contact**

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