



Finding Cures...Give It A *Tri!*



Toronto General & Western
Hospital Foundation



RACE PHILANTHROPY

*How to pedal your way to
fundraising success*



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Hospital Foundation



Welcome to Team UHN!

Dear Members,

On behalf of the Toronto General & Western Hospital Foundation, I would like to take this opportunity to welcome you to Team UHN! Your dedication to training hard and improving your health while raising funds for lifesaving treatments, ground-breaking discoveries and innovative research is truly amazing.

As a member of the Foundation and fellow teammate, I am here to help you reach your fundraising target! *Race Philanthropy: How To Pedal Your Way To Fundraising Success* is your personal guide on how to creatively collect donations, inspire your network of contacts for support, and solicit businesses for sponsorship dollars.

From your own individual initiatives to fun group activities, we will reach our 2009 team goal of \$250,000!

See you at the finish line!

Nicole Beatty
Development Officer, Community Partnerships
TGWHF



Your Race. Your Cause.

Toronto General & Western Hospital Foundation (TGWHF) is one of three charitable foundations committed to raising funds in support of UHN's vision of excellence, Achieving Global Impact.

As a member of **Team UHN**, we are asking you to raise a minimum of **\$2,500** for one of our campaign priorities. Since crossing the finish line will be your own personal TRIumph, we encourage you to support an area of care that is important to you.

Campaign Priorities

Complex Care (Lung, Renal & Lung Disease)

Diabetes

Education

Global Health

Heart

Musculoskeletal Health & Arthritis

Neurosciences

Nursing

Regenerative Medicine

Research

Surgery

Transplant

Highest Priority

Other*

**If there is a particular priority within your own program/department that you would like to raise funds for speak with the Foundation to see what projects are currently underway.*

***Donations made by UHN Employees will also be attributed to the Cornerstone Campaign*



Race Philanthropy 101

Here are some key elements to help you develop a successful fundraising strategy:

Plan how you will achieve your goal. Brainstorm how you are going to fundraise: Special event? Pledge form? Facebook? E-blast?

Identify your prospective donors. Skim through your Rolodex, browse your address book, ask your docs, talk to local businesses. Connect with the people that know you and who will be inspired by your triathlon challenge!

Implement your fundraising strategy. Prepare any letters and marketing materials you need in advance. Set deadlines for yourself and remember to inform the Foundation of plans!

Cultivate your prospects. Share your story with your donors before asking for their support. Giving a personal testimonial as to why you are training for a triathlon provides a great emotional appeal. Remember the old fundraising adage – *people give to people*.

Solicit for donations and/or sponsorship. Whether it is face-to-face, with a letter or through an email with a link to your personal fundraising page: ASK! ASK! ASK!

Thank your donors. Send a letter, email or personal note – let them know how much their support means to you!

Steward your supporters. Once you've crossed the finish line follow up with your donors and share your success. They will take pride in knowing they helped you achieve your goals.



Tools and Resources

TGWHF is here to support you!

Here are some of the tools and resources that you will have access to as you race towards the finish line:

- Personalized online profile page
- Team UHN Race Day Pledge Form
- Team UHN Brochure
- Tailored information about the cause that you are supporting
- Email, letter, event poster and other communication templates
- Sample solicitation letters
- Donor thank you templates
- Group fundraising activities
- Other administrative support including tax receipting, financial reporting and donor recognition.



5 Ways to Raise \$2,500!

Anyone can fundraise – be creative and have fun with it! Passion and heart for the cause that you are supporting is all that it takes to reach your goal. Remember, if you don't ask, you don't get.

1. Personal Solicitation

- ✓ Face to Face Meetings (great for donors who have the capacity to give a large gift)
- ✓ A fundraising letter with pledge form
- ✓ An email from your personal page

2. Special Events

- ✓ Yummy treats and a hot cup of Joe can easily raise a couple hundred dollars!
- ✓ Sell chocolates! Organize a pub night!
- ✓ Get rid of clutter – have a yard sale! Or, run a car wash on a Saturday afternoon!

3. Fundraise in the Workplace

- ✓ Label an empty jar with a catchy phrase indicating your target race distance (Eg. “Nicole’s Mileage Money – Tri-ing to go 20km). Place it in your break room, on your desk, or pass it around your department. Ask colleagues to fill it with loose change.
- ✓ Run a “lunch money campaign”. Pick a day where you ask your colleagues to brown bag it by bringing their lunch and donating what they would have spent that day to you. Bake cookies for everyone as dessert as a way to say thank you. (If you think lunch money is too much to ask for, try the same concept but with coffee.)

4. Recruit a Race Sponsor

- ✓ Ask for a financial contribution to help with race expenses (membership fee, wetsuit, gear, etc.)
- ✓ Offer promotional value such as putting a logo on your race uniform or personal online page (Note: tax receipts are not issued to sponsors if they are receiving any promotional benefit for their donation)

5. Sponsor Yourself

- ✓ Budget a personal donation to your campaign as a part of your annual charitable giving



Sample Gift Chart

A gift chart is a great strategic and mathematical tool that will help you breakdown your fundraising goal into easy-to-ask-for amounts. Before you know it your gifts will multiple right before your eyes!

The following gift chart is based on a Team UHN member who has a fundraising target of \$2,500 and whose personal network has the capacity to make a minimum donation of \$25 and a maximum of \$250.

Sample Gift Chart for a Fundraising Goal of \$2,500

Gift Amount	# of Gifts Needed	# of Prospects	Cumulative Total
\$ 250.00	1	5	\$ 250.00
\$ 100.00	5	15	\$ 500.00
\$ 50.00	15	30	\$ 750.00
\$ 25.00	40	60	\$ 1,000.00

Total **\$ 2,500.00**

Remember, this is just a sample. The rule of thumb when building your prospect list is that 80% of your goal will come from 20% of your donors. Whether it is a handful of people making large gifts or several people making small donations, every gift counts. Don't be afraid to ask for a recommended amount when sending out letters and emails – chances are even if they cannot give what you are asking for they will still make a contribution. After all, it is not the size of the gift that matters, but the actual act of giving that makes a difference.



Group “Fun”-Raisers!

To help you reach your fundraising goal of \$2,500, Team UHN will be organizing group activities throughout the year.

Get in on the fun! Help organize and participate in the events and a percentage of the proceeds will be attributed to your personal campaign.

Ideas for Team UHN Group Fundraisers

- UHN Dunk Tank – *Tri to Dunk Your Manager!*
- Spin-A-Thon
- Skills Competition / Mock Triathlon
- Pub Night

Have an idea? Would like to join the Events Committee – contact Nicole!



Race Day Fundraising

The partnership between the Good Life Fitness Toronto Marathon and The Princess Margaret Hospital Foundation is an amazing example of activity philanthropy, raising \$6 million to help conquer cancer.

Even though Team UHN does not have a premier signature triathlon, members can still raise money on race day!

Here's how:

- Get Team UHN featured as an affiliated charity on the websites of the races we have identified as team races (E.g. Team Diabetes and the Toronto Marathon)
- Secure an exclusive sponsor for team races
- Set up a fundraising booth and collect donations on race day



Friendly Reminders

Now you are ready to go off into the world and fundraise!

Don't forget to...

- Pick a campaign or hospital priority project that you are going to support and notify the Foundation
- Log onto to www.teamuhn.ca to set up your profile and personal fundraising page
- Submit your fundraising strategy/ideas/event dates to the Foundation
- Include the Team UHN & TGWHF logo on all of your materials
- Enter any non-online donations (cash, cheques, event proceeds) you receive onto your personal page
- Drop your donations off to Nicole at the Foundation for processing – a tracking sheet with the name, address and contact information of your donors must be included in order to issue tax receipts



On Your Mark...Get Set... GO!

*“Only those who risk going too far,
can possibly find out how far they can go.”*

-T. S. Elliot

Good luck teammates!

For more information and fundraising tips contact:

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