

# Kids HELPING Kids



## Even the smallest hands can make a big difference

Acts of caring, kindness and generosity come from people of all ages in our community who understand the importance of helping others. On a daily basis, children and teens in the Ottawa-Gatineau region and beyond show just how important CHEO is to them by enthusiastically raising funds to support patient care and research. From organizing lemonade stands, craft and bake sales, car washes and school fundraisers to donating money collected on their birthdays or bat/bar mitzvahs, youth in our region are incredibly imaginative and generous.

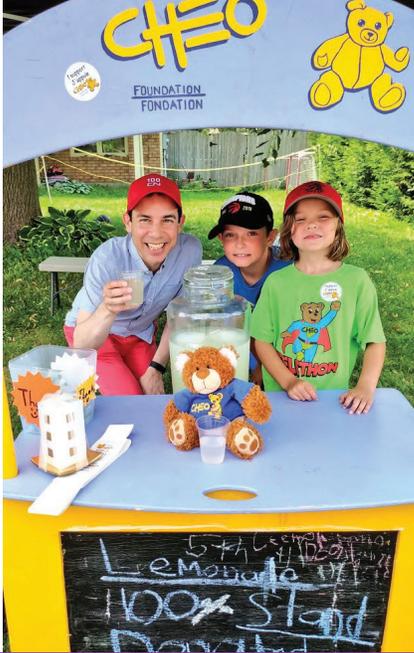
Connect with us today if you would like to host a Kids Helping Kids fundraising event in your school or community. We'd be happy to speak to you about CHEO and how community donations make a difference.

### Who can benefit from this booklet?

- School administration
- Teachers
- Entrepreneurship groups
- WE Day groups
- NOBODY Project students
- Student leaders
- Fundraising committees and so many more!

Share this pamphlet  
widely in your community.





# Did you know?

## Why we need your help

### Get your cape on and become a HERO4CHEO!

At CHEO, we come across superheroes every day – from the staff and volunteers who provide outstanding care and immeasurable comfort, to the families who keep finding strength in the face of adversity, right through to our brave patients, for whom every day can be a battle against the odds.

But sometimes, even superheroes need a little extra help. Students, teachers and community members play a significant role in helping CHEO provide world-class care.

You can lighten the load for our patients and families by becoming a superhero too. Your support will ensure CHEO is always there for families when they need us most.

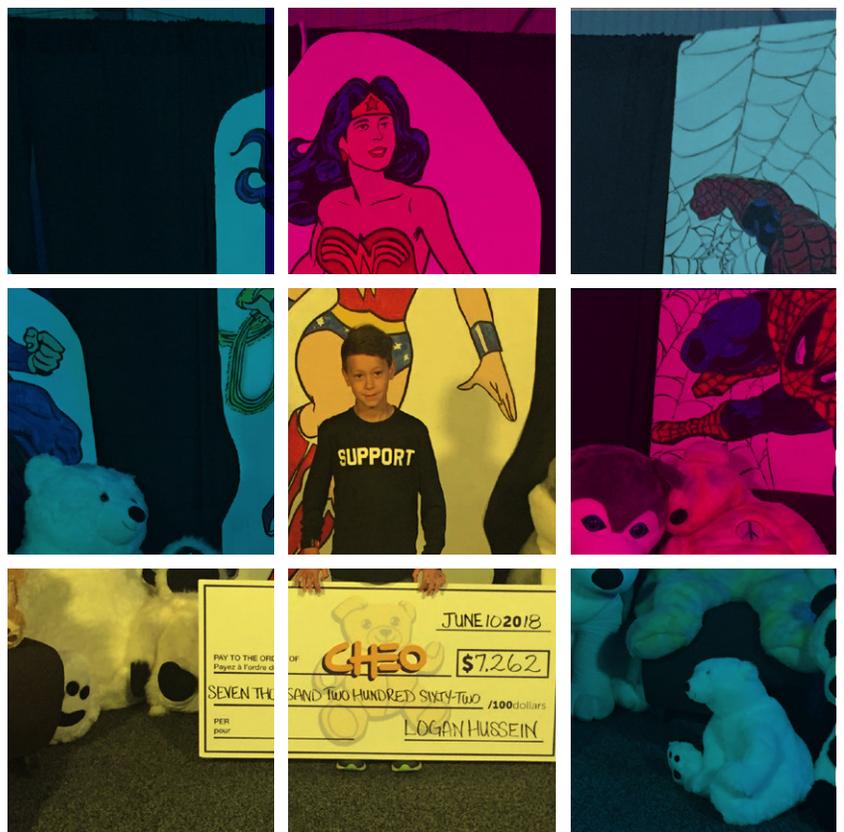
### Kids Helping Kids annual events

- HERO4CHEO Day – **February**
- Hair Donation Ottawa – **September**
- PJ Day for CHEO – **November**



*Kids are often told that they are too young to help out, or that they don't understand. Kids Helping Kids gives youth the power to help out in a capacity that they can relate to. Even the smallest gestures can bring big results. Little hands can also be big helpers, they just need the proper environment.*

**Logan Hussein and mom Sue**



Every \$1 that you donate to the CHEO Research Institute is multiplied more than four times through grants and other sources. That means that every dollar you donate equals more than \$4 helping to make new discoveries at CHEO!

CHEO is the only hospital in Canada to have a "Kid Clown School." Laughter and play are important for kids' recovery.

Visits to CHEO's Emergency Department for mental health issues have increased 75 percent.

CHEO researchers published more than 535 discoveries last year. That's more than one new discovery EVERY DAY!

CHEO's Emergency Department is one of the busiest in Ontario. Staff treat up to 200 patients per day – last year there were 76,954 visits.

28,000 packs of crayons were used just last year to help kids pass the time during their stay at CHEO.



## Fundraising ideas

You don't need experience to plan a fundraising event to support CHEO — you just need the energy and enthusiasm to make it happen.

Here are a few ideas to get you started:

- Karaoke or talent contest
- Walks
- Cake auction/  
Bake sale
- Spelling bee
- Car wash
- Fashion show
- Theme days: Superhero/  
PJ/Wacky
- Sports tournaments
- 24 hr Marathon
- Students vs. teachers
- Snack stand
- Paint night
- Battle of the Bands event
- Concert/school play
- Art show
- Read-a-thon
- Movie night
- Hair Donation Ottawa  
[www.hairdonationottawa.com](http://www.hairdonationottawa.com)
- Extra Life gaming event  
[www.extra-life.org](http://www.extra-life.org)



## Even Superheroes need a helping hand

Once you've made that important decision to host a HERO4CHEO fundraiser, contact us to book a presentation or to share some of the great fundraising initiatives you are currently leading to help CHEO. **We can help!**

### How we can support you

**Endorsement Letter** — A letter from the CHEO Foundation can assist in obtaining sponsorships and discounts as well as encourage organizations to participate in your event.

**Donation Tracking Form** — Donation tracking forms allow you to record the donor's name, mailing address and donation amount. This will help the CHEO Foundation issue tax receipts for pledges of \$20 or more.

**Event Signage** — The CHEO Foundation has disposable wall banners, posters, CHEO Bear icons and stickers available for use at your event.

**CHEO Bear Costume** — Request a visit from the CHEO Bear himself. We supply the costume while you find a volunteer to take on the role.

**Online Fundraising Platform** — Access our easy to use, customizable online fundraising template. This is a safe and convenient way for supporters to make donations and receive an immediate tax receipt by email.

**Promoting Your Event** — We can help promote your event on the CHEO Foundation event calendar.



Reach out to our Community Engagement team today.

**CommunityEngagement@cheofoundation.com**  
613-737-2780 / 1-800-561-5638