

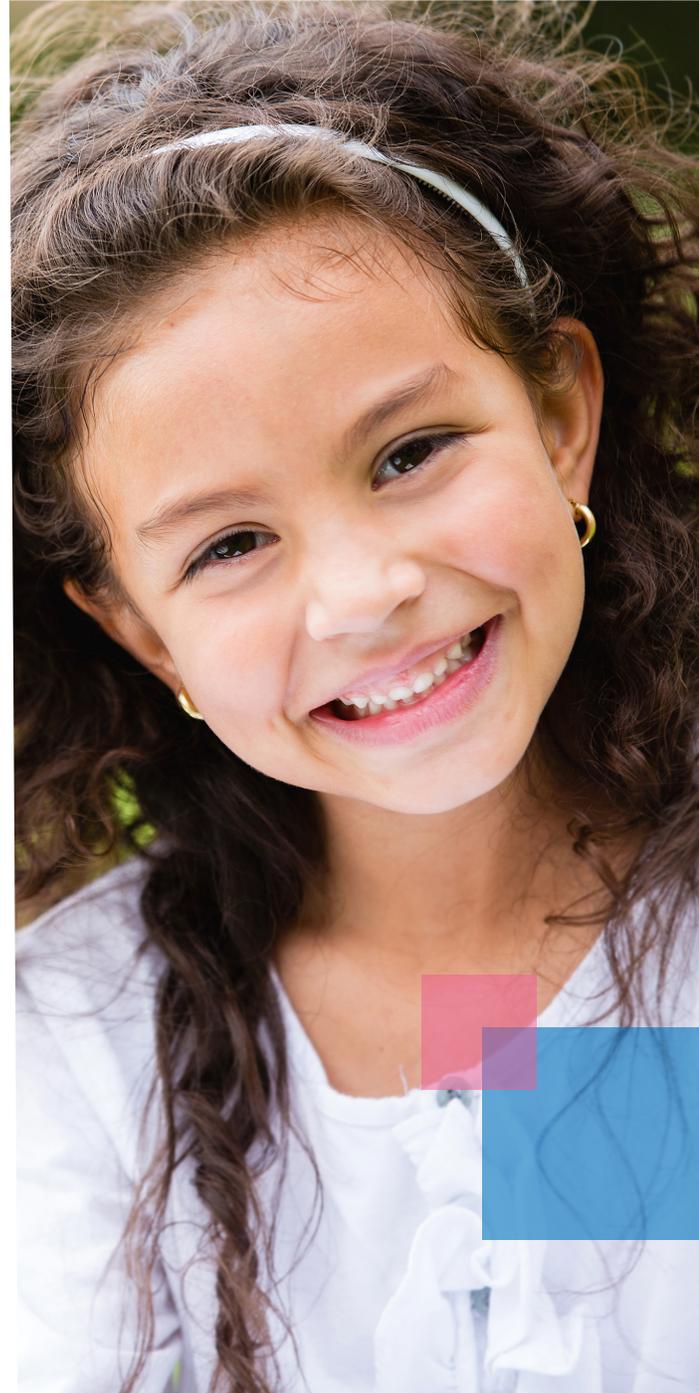
LOCAL COMPANIES PLAY A SPECIAL ROLE IN HELPING CHEO

The CHEO Foundation raises funds to support the work of CHEO, the CHEO Research Institute and Roger Neilson House by helping children and youth live their best lives. Every year, CHEO serves the needs of 500,000 children and youth from eastern Ontario, western Quebec, Nunavut and northern Ontario.

Contributions from events large and small fund a wide variety of pediatric programs, enable world-class research, purchase state-of-the-art equipment, further medical and nursing education and provide assistance for families in crisis.

Each year, the CHEO Foundation holds events that champion the children, youth and families who come through CHEO's doors, and honour the power of community and volunteer participation. [The CHEO Telethon](#) on CTV Ottawa, the [For the Kids Gala](#), [CN Cycle for CHEO](#), and the [Dream of a Lifetime Lottery](#) are some examples of moments that celebrate the community spirit that built CHEO and will sustain it well into the future.

The CHEO Foundation would be honoured to work with your company. Whether your goal is staff engagement or communicating your company's leadership to the community, we have many corporate sponsorship and engagement opportunities available. Our team will work closely with your employees to achieve your company's philanthropic objectives. We will be there to support you along the way, providing fundraising expertise, event support, and traditional and social media tools. We will provide opportunities to highlight your corporate support to our large network of highly engaged and loyal donors.



STAFF FUNDRAISING

CHEO Foundation events present turnkey staff engagement opportunities through workplace team challenges and group volunteering. We make it easy for you and your team to fundraise and share your achievements. In our current environment of social distancing, it is now more important than ever to provide employees with a sense of connection, unity through team building, and the feeling of accomplishment. The CHEO Foundation offers many opportunities to do this, and will support you every step of the way.

We provide a complete tool kit that includes:

- guidance for event registration and team organization;
- fundraising tips and ideas;
- email and letter templates to solicit donations, recruit team members and thank donors;
- email signatures and internal messaging guidelines;
- social media messaging and templates;
- virtual presentations with medical / scientific experts or patients and families;
- creative assets that are easy to post, email and share such as logos, images and videos; and much more.

SPONSORSHIP

Your company can proudly show your dedication to children, youth and families by sponsoring one of our events or direct mail programs. Sponsorship provides positive visibility for your brand while supporting fundraising events and campaigns that directly improve the care and treatment available at CHEO. It can show the community and your employees your brand values and differentiate you from others in the marketplace.

COMPANY DONATION AND EMPLOYEE GIVING

A company donation has many benefits to CHEO but also to your organization, including tax relief and other event participation incentives. You can direct funds to areas that your employees feel passionate about at CHEO, the CHEO Research Institute or Roger Neilson House. The CHEO Foundation is uniquely positioned in that we use non-receiptable revenues to cover administrative costs, allowing 100 percent of the philanthropic donation to go directly to CHEO, the CHEO Research Institute or Roger Neilson House based on the donors' wishes.

Come together as an organization to support a specific program, equipment purchase, research or CHEO's most urgent needs by implementing a monthly payroll deduction program. Our Foundation team will consult directly with your Human Resources Department and continuously support your campaign efforts. Company and employee collective contributions can make a significant difference. Reliable funding allows long term planning and investment. This helps staff to implement treatment and support programs that can be sustained into the future.

Due to the COVID-19 pandemic, all of the CHEO Foundation's 2020 events were converted to online virtual fundraisers. Despite the virtual format, many of our signature fundraising events have found great success while navigating today's challenges. We continue to publicly acknowledge and give recognition to our sponsors and supporters. Staff and remote workers were engaged and connected, still receiving event t-shirts and prizes – just as if it were a live event! Due to the ever-changing nature of our current environment and the need for multiple marketing and campaign strategies, the CHEO Foundation has built contingency plans for all fundraising events, with a primary focus on executing virtual events in 2021.

FOR THE KIDS GALA

WWW.CHEOFORTHEKIDS.COM



CHEO's For the Kids Gala is an evening dedicated to raising awareness and funds for children and youth with physical and developmental disabilities and associated behavioral needs. The event is held annually in the spring with all funds raised supporting programs and services available through Development and Rehabilitation at CHEO.

This gala-style evening brings together over 500 of Ottawa's foremost corporate leaders, prominent members of the community and special guests. Guests will be inspired by kids who are thriving with help from CHEO's Development and Rehabilitation teams and can cheer them on as they strut their stuff on the catwalk in a celebratory fashion show that will be sure to ignite your imagination! For a glimpse of this magical evening, [watch our 2019 For the Kids Gala video](#).

While the 2020 For the Kids Gala was cancelled due to COVID-19, the virtual online auction and enduring sponsorship allowed the event to raise \$163,950.

Sponsorship opportunities: The 2021 For the Kids Gala is currently being planned as a virtual event on Thursday, April 8, 2021. Several sponsorship levels are available ranging from \$2,500 - \$25,000 with varying benefits that include the opportunity for sponsors to provide quotes, images, logos and video content.

Opportunities for involvement also include:

- donation of auction items;
- ticket and table purchases;
- volunteering as a planning committee member.

CN CYCLE FOR CHEO

WWW.CNCYCLE.CA



The CN Cycle for CHEO takes place annually on the first Sunday in May and for the past twelve years has transformed some of the most beautiful and iconic parts of Ottawa into a physically and emotionally moving demonstration of support for children, youth and families facing cancer.

The CN Cycle for CHEO is our largest fundraiser in support of pediatric oncology and has raised \$9,577,477 since 2008. These funds help doctors, nurses and researchers at CHEO to better serve patients and families.

The 2019 event raised \$1,155,727 with 4,270 participants and 600 volunteers. While the 2020 CN Cycle for CHEO was converted into a virtual event to respect physical distancing guidelines, the strength of the CN Cycle for CHEO brand, and the unwavering support of this community led to an astounding total of \$576,049 raised virtually for young cancer patients.

The 2021 CN Cycle for CHEO will be a virtual event that kicks off in February and concludes on May 2, 2021. Participants will have the option to choose their desired activity and select their race distance. A virtual event means that you can participate from anywhere! Open to all ages and abilities, participants are encouraged to choose somewhere in their local neighbourhood, a favourite trail, park or even a stationary bike at home and 'race' their distance, their way.

Sponsorship opportunities: A wide range of sponsorship opportunities are available from \$5,000 - \$15,000. Benefits range in recognition from logo inclusion to personalized videos and customized social media posts in marketing platforms including digital marketing, social media campaigns and emailers to our events database and past participants. Customized sponsorship opportunities are also available to meet all recognition and participation goals.

Staff engagement opportunities: Gather your colleagues and participate and fundraise as a workplace team. [Watch the Workplace Team Challenge video](#) for a list of participation benefits, recognition and ways the CHEO Foundation will support your team, making it easy to participate!

Please note, group volunteer opportunities are only available in a traditional physical event.



CHEO TELETHON

WWW.CHEOTELETHON.COM



The CHEO Telethon on CTV Ottawa is one of CHEO's most important fundraising events each year. It brings viewers inside the walls of their children's hospital to meet the families who generously share their stories and the staff who care for the children and youth of our region. The CHEO Telethon is an online/television/social campaign that runs for two weeks, celebrating the combined fundraising results of our community partners throughout the past year. CHEO's supporters can make donations online, by mail, in person, or over the phone, throughout the campaign period. The campaign's one day grand finale live television broadcast on CTV Ottawa celebrates the campaign's success and the generosity of this community.

Proceeds benefit CHEO, the CHEO Research Institute and Roger Neilson House, enabling the purchase of specialized medical equipment, furthering life-saving research and funding clinical services and programs.



The 2021 CHEO Telethon will be a virtual broadcast event on CTV Ottawa on June 6, 2021. To add a strong online and interactive element, the two-week online campaign experience will be held from May 24 to June 6, 2021. Ottawa residents will have the opportunity to meet children in their community whose lives have been changed by CHEO and make a donation online at www.cheotelethon.com.

Sponsorship opportunities: Many sponsorship opportunities are available and range from \$3,000 - \$25,000 with benefits that include significant recognition in digital marketing and email campaigns, interview/live on air speaking opportunities, verbal and logo recognition during the television broadcast.

Your sponsorship will inspire the community to support CHEO through the matching messaging of each sponsorship.

RBC RACE FOR THE KIDS

WWW.RBCRACEFORTHEKIDS.COM

The RBC Race for the Kids is a unique walk/run event held in September that raises funds for mental health programs and services at CHEO.

Since the inception of the RBC Race for the Kids Ottawa in 2017, \$1,592,878 has been raised for mental health programs at CHEO. The 2020 event was converted to a global virtual event participating with 35 other charities around the world. Locally, RBC Race for the Kids Ottawa was a great success, raising a record breaking \$628,789!

The 2021 event is currently being planned as a virtual event in September. Participants will have the option to choose their desired activity and select their race distance, 2.5K, 5K or 10K. A virtual event means you can participate from anywhere! Take part from the comfort of your own home, street, neighbourhood or favourite trail. Open to all ages and abilities, RBC Race for the Kids is a great way to make a difference in the lives of children and youth struggling with mental health and addictions.



Sponsorship opportunities: A wide range of sponsorship opportunities are available from \$5,000 - \$25,000. Benefits range in recognition from logo inclusion to personalized videos and customized social media posts in marketing platforms including digital marketing, social media campaigns and emailers to our events database and past participants. Customized sponsorship opportunities are also available to meet all recognition and participation goals.

Staff engagement opportunities: The Workplace Team Challenge offers a turnkey staff engagement opportunity that includes fundraising prizes and recognition for your organization's involvement. [Hear from other organizations why they are participating in the Workplace Team Challenge.](#)



HAIR DONATION OTTAWA

WWW.HAIRDONATIONOTTAWA.COM



CHEO's Hair Donation Ottawa is an annual childhood cancer fundraiser where individuals and groups raise pledges for donating their hair or shaving their heads or beards. Together with our volunteers, participants and sponsors, we are proud to announce that Hair Donation Ottawa has raised over \$680,000 and donated over 30,000 inches of hair since 2011.

To respect social distancing guidelines and keep everyone safe and healthy, the 2020 event was transformed into a virtual fundraiser. Between September 1 and 30, participants took part from the comfort of their homes knowing that their contribution of hair and \$25 or more, will do a great deal of good for young cancer patients. [Watch highlights from the 2020 virtual Hair Donation Ottawa event.](#)

All donated hair, that is 12" or longer, is used to make real hair wigs for children who have lost their hair as a result of cancer treatment or other medical conditions. Hair that is shorter, even beard trimmings, can be donated and will be sent to Green Circle Salons to create hair booms used in environmental clean-up efforts.

Sponsorship opportunities: Sponsorship opportunities ranging from \$1,000 - \$10,000 are available, including the exclusive title sponsor and donation matching recognition.

Staff engagement opportunities: Hair Donation Ottawa offers a fun and unique employee engagement and fundraising opportunity. A great way to engage employees with this event is by having executives or teams (departments, etc.) competing to raise the most pledges to donate their hair or shave their beards and make a video of the big moment that can be shared online.



24h Tremblant is Quebec's #1 winter sport challenge! Teams of six to 12 participants relay each other for 24 consecutive hours in Mont Tremblant, Quebec throughout the first weekend in December. Teams can choose between skiing, walking or running for their 24-hour relay challenge, and in the weeks leading up to the event, participants undertake a donation drive from which all profits go to the CHEO Foundation, Fondation Charles-Bruneau and Fondation Tremblant.

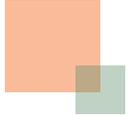
Each year, Fondation 24h Tremblant remits the profits to the three official beneficiary foundations with the goal of helping all children flourish and lead healthy lives. At CHEO, funds raised through 24h Tremblant help improve the lives of children and youth fighting childhood cancer. Whether it is ensuring children receive chemotherapy, surgery, a simple test or enrollment in one of hundreds of research studies, this active winter event helps fund oncology care at CHEO. In 2019, 24h Tremblant succeeded in raising almost \$5 million for the CHEO Foundation, Fondation Charles-Bruneau and Fondation Tremblant. Due to COVID-19 restrictions, the 2020 24h Tremblant was converted to a virtual event, raising \$2,416,725 in support of all benefitting Foundations. The 2021 event is currently being planned for a physical event in December, however should the pandemic interfere with physical event plans, it will be converted to a virtual fundraiser.

Sponsorship opportunities: 24h Tremblant offers a one-of-a-kind corporate team building activity! Refer to our [Corporate recruitment guide](#) to help you rally your employees for the cause!

Multi-team recognition program: Organizations that participate by registering multiple teams will receive recognition. Donations from different teams are cumulated and treated as a special category so that the winning companies are given heightened visibility and recognition.

Opportunities for involvement also include:

- various **sponsorship opportunities** are available and customized for each corporate sponsor;
- celebrity ambassador (social influencer) opportunities to help promote the event;
- volunteering on the Ottawa-area executive committee



CHEO'S DIRECT MARKETING PROGRAM

CHEO's direct marketing program (combination of mail and online campaigns) is an opportunity to share patient stories with our community of donors, and targeted potential donors, while highlighting some of CHEO's most urgent needs including equipment, research and programs. The CHEO Foundation has three different campaign appeals per year: spring, fall and end of year or pre-holiday season.

When corporate sponsors engage with CHEO on one of our direct marketing campaigns, they become an integral part of making these appeals successful. Matching gifts bring higher response rates, more revenue and larger than average gifts. By matching gifts, corporate sponsors inspire new donors to support CHEO because their gift will be doubled and the impact will go twice as far.

The Foundation's direct marketing appeals go beyond a traditional direct mail piece sent to **25,000 - 40,000 households** of CHEO supporters. It also includes targeted email campaigns that reach on average over **100,000 donors/supporters** and a very targeted social media campaign with paid advertisements on various social media platforms with a far higher reach (as high as **3 million impressions** this past spring). CHEO's social media channels are also leveraged, allowing us additional reach within a strategically targeted audience that is tailored for every appeal.

EMPLOYEE GIVING

Consider joining the CHEO Foundation's community of donors and you will be helping children and families live their best lives. [Read one business leader's personal account of why his involvement with CHEO is community building and good business.](#)

The CHEO Foundation is ready to customize your employee campaign to fit your goals and culture. Donations can be allocated to a specific project or need at CHEO, the CHEO Research Institute or Roger Neilson House, or each employee can direct their donation to what they feel passionate about. One hundred percent of philanthropic donations will go directly to CHEO! Consider matching employee donations to emphasize your support and incentivize employee contributions.

We would be happy to organize a guest speaker to present to your staff about the area of work you might like to fund. Medical staff, scientific experts and patient ambassadors are enthusiastic about sharing their stories and can be highly motivating and empowering.

Employee Giving or Payroll Deduction programs can be set up at any time that is convenient for your company. The CHEO Foundation will provide you with:

- a fully-supported process between your HR Department and a CHEO Foundation employee;
- online giving platform that can be customized for your needs;
- images, quotes and videos from CHEO ambassadors and medical and scientific experts will be available for sharing;
- in-person or virtual presentations by a CHEO ambassador or medical/scientific expert to engage your staff;
- tool kits that include letters, emails and social media posts that your staff can use at their discretion to aid in any fundraising they might wish to do;
- social media tools to promote your involvement.