

## LOOKING FOR WAYS TO GET INVOLVED?

Whether your goal is staff engagement or communicating your company's leadership to the community, the CHEO Foundation would be honoured to work with you.

### Staff Fundraising

You can inspire your staff through a workplace team challenge or encourage group volunteering, we make it easy for everyone involved to fundraise and celebrate your achievements.

### Employee Giving

Customize your employee campaign to fit your goals and culture. Donations can be allocated to a specific project, program, or need at CHEO, or each employee can direct their donation to what they feel passionate about. Consider matching employee donations to emphasize your support and incentivize employee contributions.

### Making a Corporate Gift

Come together as an organization to support our long-term goals, programs, or most urgent needs by making a philanthropic contribution to CHEO. Donations can be allocated to a specific project, program, or need at CHEO in line with what your company and staff feel passionate about!

### Sponsorship

Your company can proudly show your dedication to children, youth and families by sponsoring one of our events or direct mail programs. 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 available to meet all of your recognition and participation goals.

### How We Can Help

Our team will work closely with you and your employees to achieve your company's philanthropic objectives. We'll be there to support you every step of the way. Our team provides:

- Fundraising expertise, tips, and ideas
- Event support
- Guidance for event registration and team organization
- Creative assets that are easy to post, email, and share (i.e. logos, images, and videos)
- Traditional and social media tools
- Office presentations
- Corporate networking opportunities



## SPONSOR ONE OF OUR EVENTS AND SHOW YOUR COMMUNITY SPIRIT!



MAY 1, 2022

[WWW.CNCYCLE.CA](http://WWW.CNCYCLE.CA)

Gather your colleagues to participate and fundraise as a workplace team or volunteer as a group! CN Cycle for CHEO, the region's favorite cycle, walk and roll event always takes place the first Sunday in May. This fun, non-competitive event offers a wide range of cycling (15K, 35K, 70K) and walking (2K, 5K) routes for people of all ages and abilities.

CN Cycle for CHEO is our largest fundraiser in support of pediatric oncology and has raised \$10,223,117 since 2008. These funds help doctors, nurses and researchers at CHEO to better serve patients and families faced with a cancer diagnosis.

Starting at the Canadian War Museum, our fully-supported cycling routes are closed to traffic and offer a unique opportunity for individuals, groups, and families to safely cycle along Ottawa's most scenic corridors, including the Sir John A. Macdonald and Aviation Parkways and the Rideau Canal with its renowned NCC tulip beds. And don't forget about the post-event activities, music, and family fun zone!



**CANCELLED FOR 2022**

[WWW.CHEOFORTHEKIDS.COM](http://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 behavioural needs. This 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 the children and youth who are thriving with the 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.



WATCH THIS CN CYCLE VIDEO!



WATCH THE GALA VIDEO HERE!

# CHEO Téléthon

JUNE 2022

[WWW.CHEOTELETHON.COM](http://WWW.CHEOTELETHON.COM)

The CHEO Telethon on CTV Ottawa is one of CHEO's most important annual fundraising events. 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. The campaign's one-day grand finale live television broadcast on CTV Ottawa celebrates the campaign's success and the generosity of the community.

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



SEPTEMBER 2022

[WWW.RBCRACEFORTHEKIDS.COM](http://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 its inception in 2017, RBC Race for the Kids Ottawa has raised over \$1.5 million for mental health programs at CHEO. For 2022, participants will have the option to choose their desired activity and select their race distance from 2K, 5K, or 10K.

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 issues and addictions. The workplace Team Challenge also offers a staff engagement opportunity that includes fundraising prizes and recognition of your organization's involvement.



There are events of every size that you could get involved with to support CHEO...



There is also our ...

## Direct Marketing Program

Reach over 100,000 in our community.

Multi-platform direct marketing programs (mail and online campaigns) provide an opportunity to share patient stories with our community of donors and targeted potential donors, while highlighting some of CHEO's most urgent needs. The CHEO Foundation has three different campaign appeals per year: spring, fall, and end-of-year.

When corporate sponsors engage with CHEO on one of our direct marketing campaigns, they become an integral part in making these appeals successful. By matching gifts, corporate sponsors inspire new donors to support CHEO because the impact of the matched gift will go twice as far.

The Foundation's direct marketing appeals reach, on average, over 100,000 donors and supporters, with our targeted social media campaigns gaining more than 3 million impressions. CHEO's social media channels are also leveraged, allowing us additional reach within a strategically targeted audience that is tailored for every appeal.

