

2014 CAMPAIGN TOOLKIT

www.igiveatuhn.ca



I give @UHN

The UHN Employee Giving Program

*"I give at UHN
because I believe in
supporting programs
that matter to me."*

Theresa Lockett

Senior Administrative Assistant
to Dr. Eleanor Fish

*As staff we save and
transform lives every day.*

*Donations are critical to
our continued success.*

I give at UHN. Will you?

*Give today and
impact patient
care for tomorrow.*

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Dear Colleagues,

I Give @ UHN is the UHN Employee Giving Program which provides crucial funds for research, medical education, equipment, and improvement of patient care at UHN.

There are many ways UHN staff can participate, such as joining the 50/50 raffle, giving by payroll and by hosting fundraising events. As well, for three weeks each year, there is a joint campaign in support of our **UHN Foundations** and the **United Way**. *Last year, UHN employees raised over \$400,000!*

This year's campaign will run from *October 20 – November 7* and we are thrilled to have Justine Jackson, Dr. Ed Cole and Dr. Joy Richards as the co-chairs.

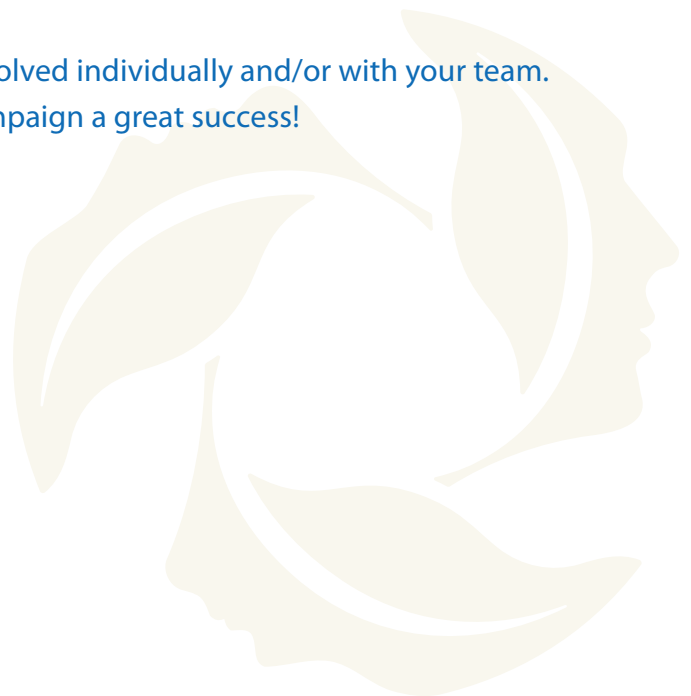
*Our 2014 goal is to raise \$450,000 for these important causes.
We need your help to achieve this!*

The contents of this toolkit outline how you can get involved individually and/or with your team. We really appreciate your efforts to make this year's campaign a great success!

Sincerely,

A handwritten signature in black ink that reads 'Jodi Frers'.

Jodi Frers
I Give @ UHN Campaign Coordinator
jodi.frers@uhn.ca
14-3298



I give@UHN



Here's how you and your team can get involved:

- **HOST A FUNDRAISING EVENT WITH YOUR TEAM!**
(tips for holding an event are on the next page).
- Make a donation to either our UHN Foundations or the United Way – or both! To make a donation, either complete the enclosed pledge form or visit: **www.igiveatuhn.ca**
- Promote the campaign by posting the enclosed campaign poster in your area and talking to your colleagues about how to raise funds for your department.
- Volunteer to help at the campaign kick-off events on
OCTOBER 21, 2014
To register for this, please email: jodi.frers@uhn.ca

How to Hold an Employee Campaign Event

I give @UHN

Register your event by emailing: jodi.frers@uhn.ca or calling 14-3298

1. Appoint a planning committee of enthusiastic co-workers.
2. *Choose the type of event you want to hold.*
Here are some ideas:
 - Bake sale
 - Fundraising breakfast/lunch event
 - (Baby) Photo contest
 - Bowling Tournament
 - Cookie "Bake-Off"
 - \$2 Jeans Day
 - Halloween-themed event (ie. Pumpkin Carving or Costume Contest)
3. *Determine a financial goal.*
If there are expenses, develop a budget, and identify sources of income.
4. Set a date, time and location for the event. Please contact Jodi Frers if you need help booking space and tables/chairs.
5. Seek support for your event through donated or borrowed items that can keep down the cost of running the event.
6. *Advertise your event!*
Promotion ideas:
 - Discuss at a team meeting
 - Place an ad on the UHN Corporate Message Board
 - Word of mouth
 - Posters (Please note that all posters in public areas of the hospitals must have an approved stamp from UHN Public Affairs. Please contact Jodi Frers to help facilitate this).
7. *Hold the event!*
8. Submit funds raised and discuss what you would like the proceeds of the event to support (ie. UHN Priorities, your department, the United Way)
9. *Send a Thank You to everyone involved!*
This can be a letter or email and it's a great way to let everyone know how much was raised.

OCTOBER 20 - NOVEMBER 7
2014 JOINT CAMPAIGN FOR



United Way &



UHN

Toronto General
Toronto Western
Princess Margaret
Toronto Rehab



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PRIZES!

10 UHN parking
passes for 6 months!

Special early bird
draw prizes too!

To **DONATE** or learn how to
host your own fundraising event,
visit: www.igiveatuhn.ca

Please complete and return this form or donate online: www.igiveatuhn.ca



Name:	UHN Phone Number:
Employee ID (No. on pay stub):	UHN Email:
Title & Department:	Home Address:
Hospital Site:	City/Province/Postal Code:

I WOULD LIKE MY DONATION TO SUPPORT (choose one or both):



Please direct my gift to (select one):

- Toronto General & Western Hospital Foundation
Charitable Business No. 123864068RR0001
- Princess Margaret Cancer Foundation, "Believe It"
Charitable Business No. 889007597RR0001
- Toronto Rehab Foundation, "Giving Together"
Charitable Business No. 119252336RR0001
- Arthritis Research Foundation
Charitable Business No. 119290773RR00011

DONATION METHOD AND AMOUNT:

1. PAYROLL DONATION:

Please deduct per bi-weekly pay (26 pays per year):
 \$2 \$5 \$10 Other: \$ _____

2. CREDIT CARD DONATION:

monthly one-time
I would like to donate \$: _____
(If donating monthly, indicate amount per month)
 VISA MasterCard Amex
Name on card: _____
Card #: _____ Exp: _____
Signature: _____
Date: _____



Please direct my gift to (select one):

- United Way Community Fund
United Way Charitable Business No. 119278216RR0001
- Designate to a UHN Hospital Foundation
Name: _____
- Designate to another Registered Canadian Charity:
Name: _____
Charitable Business No.: _____

A \$12 processing fee and minimum \$25 gift applies to United Way donations to a UHN Hospital Foundation or another registered charity

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1. PAYROLL DONATION:

Please deduct per bi-weekly pay (26 pays per year):
 \$2 \$5 \$10 Other: \$ _____

2. CREDIT CARD DONATION:

monthly one-time
I would like to donate \$: _____
(If donating monthly, indicate amount per month)
 VISA MasterCard Amex
Name on card: _____
Card #: _____ Exp: _____
Signature: _____
Date: _____

PLEASE RETURN THIS FORM TO:

Jodi Frers, Toronto General & Western Hospital Foundation: TGH – RFE, 5th Floor, 5S-801
E: jodi.frers@uhn.ca T: 14-3298

Thank You! Gifts made by payroll are recorded on your T4. Tax receipts will automatically be issued for non-payroll gifts of \$25 or more. To view our privacy policies, please visit: www.tgwhf.ca or www.unitedwaytoronto.com

I wish for my gift to remain anonymous