



William Osler  
Health System

FOUNDATION



# YOUR FUNDRAISING TOOLKIT

Your guide to help you plan and  
run a successful fundraising campaign

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# THANK YOU & WELCOME!



## TOGETHER, WE'RE BUILDING THE FUTURE OF HEALTH CARE!

Thank you for choosing to fundraise in support of William Osler Health System Foundation. Your generosity helps ensure patients and families in our community can access exceptional health care close to home.

Community-led fundraising is essential to our hospitals. **In Ontario, 100% of hospital equipment is funded by the community, and your support helps provide the tools and technology our health care teams rely on every day.**

Funds raised through your initiative support critical equipment needs at Brampton Civic Hospital, Etobicoke General Hospital, and Peel Memorial—while contributing to the transformation of Peel Memorial into Brampton's second hospital.

**We are truly grateful for your partnership and inspired by your compassion. We are excited to work alongside you and support your fundraising journey as you help shape a healthier future for our community!**



## Did you know?



Communities must fund



**100%**  
of equipment  
and IT systems



**10%**  
of new  
spaces



## THE NEED HAS NEVER BEEN MORE URGENT

- Our community is growing three times faster than the provincial average
- In eight years, the seniors' population will increase by 83%
- Within 20 years, one in two of us will face a cancer diagnosis
- The population Osler serves experiences a higher than average risk of serious illness such as cardiovascular disease. Osler treats 14% of cardiac arrest cases in Ontario, despite catchment area representing 6% of the provincial population.

These numbers aren't just statistics—they represent our loved ones', our neighbours', and our future.

Your support will make an incredible difference.

Together, we will:

- Transform Peel Memorial into Brampton's second hospital
- Expand cancer care services at Brampton Civic Hospital
- Provide vital equipment at Etobicoke General Hospital
- Increase health care capacity for generations to come

# APPROVED KEY MESSAGES

YOU'RE WELCOME TO USE ANY OF THE MESSAGES BELOW IN YOUR PROMOTIONS:

## Supporting William Osler Health System Foundation

- We are proud to support William Osler Health System Foundation and help fund vital hospital equipment for our community.
- 100% of hospital equipment in Ontario is funded by the community — that's why every dollar matters.
- Funds raised through our initiative will support critical equipment needs at Brampton Civic Hospital, Etobicoke General Hospital, and Peel Memorial—while contributing to the transformation of Peel Memorial into Brampton's second hospital.

## Community Impact

- Supporting health care close to home for our families, friends, and neighbours.
- Together, we're helping ensure patients receive the care they need, when they need it most.
- William Osler Health System is a hospital system that serves 1.3 million residents of Brampton, Etobicoke, and surrounding communities.
- Osler's emergency departments are among the busiest in Canada and its Mental Health Program is one of the largest in the province.

## Call to Action

- Donate today and help strengthen local health care.
- Give today to help fund vital hospital equipment.





## SUPPORTING YOUR FUNDRAISING SUCCESS

We're grateful that you're investing in exceptional health care, close to home. We want your event to be successful, so let's work together to make it happen.

### WILLIAM OSLER HEALTH SYSTEM FOUNDATION CAN ASSIST IN THE FOLLOWING WAYS:

- Setting up a [Personal Fundraising Page](#)
- Provide a letter of support from William Osler Health System Foundation to help communicate the impact donations.
- To help support your fundraising efforts, William Osler Health System Foundation may be able to assist with promotion through the following channels, subject to availability and internal approvals:
  - All-staff e-blast inclusion (subject to timing and approvals)
  - Event listing in the Foundation newsletter
  - Event listing on the Foundation website
  - Foundation presence at the event, where capacity permits
  - Approved Osler Foundation logo files for promotional use
  - Copy-ready key messages to support fundraising communications

### AREAS OUTSIDE OF THE FOUNDATION'S SCOPE:

- Designing promotional materials
- Sharing donor lists
- Event planning tasks or expenses
- Guaranteeing hospital staff attendance (advance request required)
- Applying for licenses or insurance (e.g., bingo or raffle)

**ALL MARKETING OR FUNDRAISING MATERIALS REFERENCING WILLIAM OSLER HEALTH SYSTEM FOUNDATION'S NAME OR LOGO REQUIRE APPROVAL BY OSLER FOUNDATION'S MARKETING AND COMMUNICATIONS TEAM BEFORE BEING SHARED.**

# SOCIAL MEDIA TIPS

Social media is a great way to promote your event, sell tickets and grow your community. Here are some tips and tricks to help you get started.

Be sure to tag us so we can engage with your post.

**TWITTER:** @OslerFoundation

**FACEBOOK:** William Osler Health System Foundation

**INSTAGRAM:** @OslerHealth

**LINKEDIN:** William Osler Health System

## Step 1

Consider creating an open Facebook event or group and invite your friends, family and supporters to attend. This gives you the opportunity to stay in touch with event attendees, provide regular updates and share photos and post- event thank-you messages.

## Step 2

If you're active on Instagram, X, or Threads, use these platforms to promote your event. Consider teaming up with people in your community by asking them to share your content. This will help spread the word to a new audience that your posts may not reach.

## Step 3

If this is an annual event, or you hope to make it reoccurring, consider creating a dedicated Instagram or Facebook account for your cause. You can grow your audience and share regular content targeted specifically to people who are really invested.

\*\* Note: If you plan on sharing pictures or videos from your event, please be sure to post a sign notifying attendees that content may appear on social media. Example: Say cheese! Photos and videos taken during this event may be used in print, digital or web-based formats for promotional use.



# THANK YOU LETTER SAMPLE

Use the following template to help create thank you letters for everyone that participates, donates, sponsors or volunteers with the event. Acknowledging their support may inspire them to come out again next year!

**Date**

**Name**

**Address**

**City, Province, Postal Code**

Dear **[insert name]**

Thank you so much for your generous support of [event name] on [date]. Your [participation/sponsorship] helped raise more than [\$amount] for William Osler Health System (Osler). It is through the generosity of supporters like you that we are able to meet the growing health care needs of our community.

Your thoughtful contribution will support the most urgent needs at Osler, which is one of the country's largest community hospital systems, serving a region with one of the fastest growing and most culturally diverse populations in Ontario.

Funds raised will ensure doctors, nurses and allied health professionals at Osler's three health care sites – Brampton Civic Hospital, Etobicoke General Hospital, and Peel Memorial Centre for Integrated Health and Wellness – have access to the spaces, tools and technologies they need to provide great care for patients close to home.

Thank you again for your continued support – we are so grateful to have community partners such as yourself!

Sincerely,

**[Signature]**

**Name**

**Title**

**Email / Phone number**

**[Include a link to photos/galleries of the event]**



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