



FUNDRAISING TOOLKIT

NEO Kids
Foundation



Fondation
Enfants NEO

WHY NEO KIDS?

Children are not small adults. Just like them, their health care needs are unique. NEO Kids Foundation raises funds to purchase vital pieces of equipment, conduct life-changing research and increase awareness for children's health needs in Northeastern Ontario.

From before birth to 18 years of age, the NEO Kids & Family Program provides care for families and children through a continuum of services—inpatient care, outpatient services, and care in the home and community.

Thank YOU for thinking of our NEO Kids and expressing interest in fundraising for NEO Kids Foundation. In this guide, you will find helpful tips and tricks for organizing successful fundraisers in support of pediatric healthcare at Health Sciences North!

If you have any questions during the planning process, please reach out to Hailey Short hshort@hsnsudbury.ca or by calling (705) 523-7100 ext. 1229



GETTING STARTED

Your Fundraising Idea

Decide what type of fundraising/fundraiser you would like to organize. Please refer to following page for ideas!

Get Organized

Are you hosting an upcoming Bo Bo Birthday Bash or BBQ? Make sure to have the proper materials to make giving donations easy! We can provide these materials to you.

Third Party Event Handbook

Attached you will find a copy of our Third Party Event Handbook which outlines our policies and explains how we can assist. We kindly ask that you fill it out and return to us!

FUNDRAISING TIPS

Tell People Why

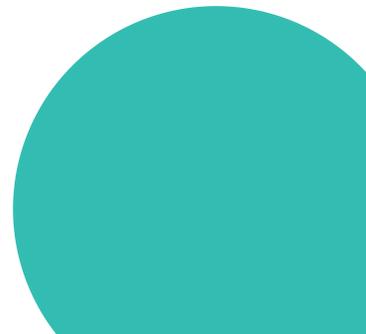
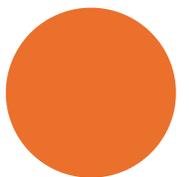
Let people know why you're fundraising! Are you passionate about the organization? Do you have a personal connection or story? You're making an impact on our NEO Kids - let people know why it's important!

Fundraise Online or In-Person

NEO Kids Foundation makes it easy for you to fundraise by accepting online donations. Simply provide the donor with our website, and in the comments make reference to your fundraiser!

Set a Goal

Set a goal for yourself! How much do you want to raise? What can you do to go the extra mile?



TYPES OF FUNDRAISERS

ALL OF THESE FUNDRAISERS CAN BE TURNED VIRTUAL!

BBQ

Gather your friends and family for an afternoon of tasty hamburgers and hot dogs all in support of NEO Kids!

Bake Sale

Bring your colleagues together for a lunch-time pick me up with some baked goods! Ask your co-workers to get involved too!

Yard Sale

Looking to do some spring or fall cleaning? Declutter and support NEO Kids all at the same time! You can sell your items online as well.

Craft Sale

Feeling crafting? Looking for a new project this winter? Get your friends together to sell some homemade products and support NEO Kids! You can sell your items online as well!

Bottle Drive

Looking to make a big impact? A bottle drive is the answer! Canvas your neighbourhood collecting empty bottles to return in exchange for donations!

Tournament

Golf Tournament? Baseball Tournament? Tournaments are a great way to have fun, while supporting a great cause!

Bo Bo Birthday Bash

Looking to do something different for your birthday this year? Host a Bo Bo Birthday Bash and ask for donations in lieu of presents. Children under 12 will receive a Bo Bo Bear and cheque to acknowledge their amazing fundraising efforts!

Ask about our Bo Bo Birthday toolkit!

You can fundraise online - no need to have an in-person celebration.

Lemonade Stand

Trying to stay cool on a warm day? Host a lemonade stand in your neighbourhood! Encourage your friends, family, neighbours to help support NEO Kids!

Ask about our Lemonade Stand toolkit!



SOCIAL MEDIA

Sample Social Media Posts



"I am supporting pediatric healthcare in the North by fundraising for @NeoKidsFdn. Support my fundraiser by making a donation at www.neokidsfoundation.ca/donate #NEOKids



"This year for my birthday, I will be hosting a Bo Bo Birthday Bash! I am asking for donations to NEO Kids Foundation in lieu of birthday gifts. I will be collecting donations, or you can make a donation online at www.neokidsfoundation.ca/donate"

Include a photo to receive more engagement. Perhaps even use the 'donate' option, and start your own donation page right on Facebook!



"Help me reach my goal of ____ for NEO Kids Foundation! You can donate online or in-person! #NEOKids @NEOKidsFoundation



HOW WE CAN HELP

We make fundraising easier for you!

Let's get started. Create your very own, personalized fundraising page and encourage your friends and family to support you online. Below you will find instructions on how to create your own fundraising page online.

- Setup your own fundraising page [here](#)
- Click "Start Fundraising" on the right-hand side
- On the next page, select an option that best describes your event / fundraiser (i.e. walk or run)
- On the next page is where you will start creating your own fundraising page where your friends and family can donate directly to you and your event!
- Once your page is setup, you can add images, updates, a little bit about why you're fundraising!
- You can keep track of who has donated, and how much you have raised so far!
You're all set!
- Invite your friends and family to donate directly on your fundraising page

Send us a photo of you hosting your event, and we will post on our social media!



THANK YOU!

We are so excited you are interested in raising funds for our NEO Kids! Funds raised through your fundraiser will support the vital work of the Foundation to ensure the future offerings of children's health care in our community.

NEO Kids Foundation reviews all event proposals. To ensure that we fully understand your event and the impact on our organization, we request that you complete our Third Party Handbook and send it to hshort@hsnsudbury.ca

Thank You!

