

A young boy with short hair and blue-rimmed glasses is shown in profile, looking back over his right shoulder. He is wearing a teal-colored long-sleeved shirt. The background is a light blue wall with white geometric patterns.

SICKKIDS

ACTIVATORS

**YOUR GUIDE TO BEING AN ACTIVATOR
& STARTING YOUR OWN EVENT**





ACTIVATORS TAKE ACTION

YOU'RE GIVING MORE THAN MONEY. YOU'RE GIVING YOURSELF.

Thank you for caring about children's health. And thank you for creating a fundraising event for SickKids. This is your critical path to fundraising success.



ACTIVATORS MAKE IT HAPPEN. THIS IS WHAT YOU HELP TO FUND AT SICKKIDS:

BUILDING A BRAND NEW HOSPITAL

Our fight is bigger than our hospital. That's why we're building a new SickKids. You're helping fund new clinical facilities, like an emergency suite twice the current size.

RESEARCH EXCELLENCE & TRAINING

You're helping fund 600+ scientists and researchers in the SickKids Research Institute, and accelerating the translation of their breakthroughs into therapies that help patients.

ESSENTIAL EQUIPMENT

To deliver state-of-the-art care, SickKids needs the right equipment: like ventilators with a \$27,000 per unit price tag that help kids in the Critical Care Unit breathe.



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[SICKKIDSFOUNDATION.COM/ACTIVATORS](https://www.sickkidsfoundation.com/activators)

EVENT SUCCESS: A ROAD MAP

STEP 1:

REGISTER YOUR FUNDRAISING EVENT

You've created an event, or you have an idea for one. So your first step as a SickKids Activator is registering your event: sickkidsfoundation.com/EventRequestForm

STEP 2:

CREATE YOUR COMMITTEE

1. Know your purpose — create clear event goals
2. Choose a Committee Chair — it can be you. And/or you can appoint a fellow co-chair
3. Identify dedicated committee members – depending on the scope of the event, between 5-10 people. Look to your network: your workplace, LinkedIn, family, friends, etc.
4. Define their commitment. Create an event structure and critical path which assigns critical roles and defined tasks to committee members — ones they can uphold



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STEP 3:

IDEATE YOUR EVENT

What is your event going to be? What's the idea? An expression of a passion you already have? An extension of what you're already doing? We're here to put our heads together with yours - to come up with an event concept that motivates you and attracts attendees. Be inspired by these successful Activators.



“
MY BROTHER AND I GREW UP PLAYING MUSICAL INSTRUMENTS. HEALING IN HARMONY'S MISSION IS TO CREATE A POSITIVE ENVIRONMENT FOR PATIENTS AND FAMILIES THROUGH MUSIC, ART, & PLAY.
”

ACTIVATOR: JACLYN CUCCHIELLA | EVENT: HEALING IN HARMONY

“
ON THE BACK OF A NAPKIN WE CAME UP WITH 'BREAKFAST OF CHAMPIONS'. THE IDEA WAS TO CREATE A FUNDRAISING EVENT THAT WE DIDN'T HAVE TO BEG OUR FRIENDS TO COME TO.
”



ACTIVATORS SIMON LEITH, JON TONG & DAVID LEITH
EVENT: BREAKFAST OF CHAMPIONS



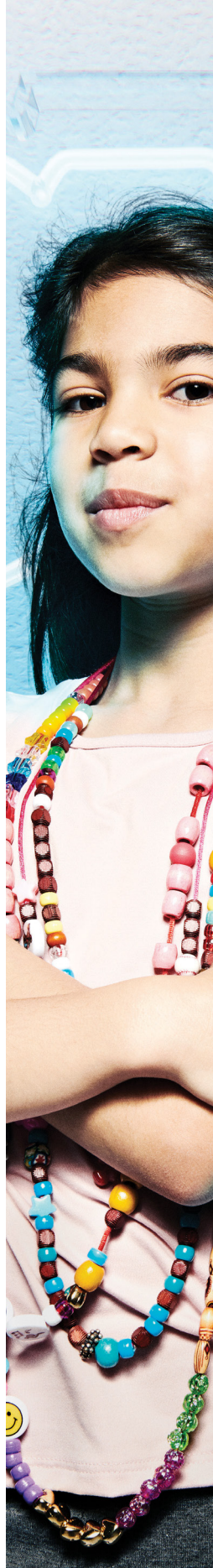
“
WE WERE INSPIRED TO BECOME ACTIVATORS AFTER THE BIRTH OF OUR SON, CHARLIE. BLOCK PARTY BRINGS TOGETHER FAMILIES IN CELEBRATION, AND TEACHES OUR CHILDREN THE IMPORTANCE OF GIVING BACK.
”

ACTIVATORS: JAMIE & ADAM MANDELL | EVENT: BLOCK PARTY

STEP 4:

START PLANNING

We help make fundraising frictionless. You run the event. We're here to support you. For example, an online fundraising page is an effective and efficient way to engage your supporters, and creates an easy vehicle for people to contribute to your event. Your SickKids representative can discuss options for setting up your own personal or group fundraising page, and give you the tools to execute. We're with you, every step of the way.



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WWW.SICKKIDSFOUNDATION.COM/ACTIVATORS

STEP 5:

AMPLIFY & ENGAGE

Being a SickKids Activator is a win-win proposition. You're building your personal brand when you fundraise for ours. Be sure to tag SickKids in your posts using our handles and **#SickKidsActivators**



Sample Post:

I'm proud to host
@/# [your event name].
It's a **#SickKidsActivators**
event in support of
@SickKidsFoundation.
See you there.



Sample Post:

I'm proud to host
@/# [your event name].
It's a **#SickKidsActivators**
event in support of
@SickKidsFoundation.
You can't miss this.



Sample Post:

I'm proud to host
@/# [your event name].
It's a **#SickKidsActivators**
event in support of
@SickKidsFoundation.
Are you with us?

SO YOU KNOW

SickKids is always spelled as one word,
with a capital "S" and a capital "K".



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SICKKIDS BENEFITS. YOU BENEFIT.

THERE'S A BIG RETURN ON YOUR SWEAT EQUITY.

Organizing an event takes work and passion. Lots of it. When you do it as a SickKids Activator, you get so much back – over and above the satisfaction of giving back.



You join a community: the SickKids Activators. You'll make connections with passionate, dedicated, and like-minded young professionals. It's networking that can go beyond what you do for SickKids.



You'll be mentored. You'll have access to all the acumen of SickKids Foundation professionals.



You'll be recognized. When your event reaches \$50,000+ in cumulative giving, it earns a place on our Donor Wall of Honour at SickKids. Plus you'll receive an annual Activators impact report.



Exclusive events and opportunities: behind-the-scenes tours at the hospital, a topical speaker series, educational webinars, the celebration event for all Activators, and more.

Discover more about the events your fellow Activators are leading. Check out the list [here](#).

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F.A.Q.

1. WHO QUALIFIES AS AN ACTIVATOR?

Activators are young professionals with a passion for giving back, a willingness to invest the sweat equity to make their event idea a reality, and the commitment to make sure the event raises a minimum of \$10,000.

2. HOW LONG DO I HAVE TO DELIVER FUNDS?

SickKids Foundation accepts the net proceeds from the event, along with an accounting, within 60 days after the event is over. The accounting will include all proceeds, costs and donations (including gifts of goods or services) of the event.

3. WHERE DOES MY DONATION GO?

Proceeds from your initiative will fund the highest priority needs of the SickKids VS Limits Campaign. With that support, we will re-imagine our campus to deliver the very cutting edge of what is possible in care; break through with research that benefits patients today and tomorrow; and build partnerships to improve care for more children – here and around the world.

4. HOW CAN I FIND INFORMATION ON CURRENT VOLUNTEER OPPORTUNITIES?

Visit our [Current Opportunities](#) section for more information.

5. CAN I JOIN AN EXISTING EVENT COMMITTEE?

If you want to be an Activator, but aren't ready to start your own event, consider joining the committee of an existing event. The list of current Activator-led events can be found [here](#), and we are happy to introduce you to the event leads. We can make the connection, but we can't guarantee that there will be an opening on their committee.

6. WHO DO I CONTACT IF I HAVE A QUESTION?

Please direct any inquiries to sickkidsactivators@sickkidsfoundation.com.





THANK YOU