



Give Hope. Your Way.

Fundraising Tool Kit



Your idea. Your fundraiser. Your way.

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Give Hope. Your Way.

Welcome to Give Hope. Your Way.

No matter the size, place, or style- this is your opportunity to Give Hope Your Way. The sky is the limit, and the possibilities are endless for your very own Hope Air fundraiser.

Your idea. Your fundraiser. Your way.

Fundraising is as easy as...

1. Register online, once you've chosen your fundraising activity.
2. Share your story. Login and personalize your fundraising page and add a photo.
3. Make an impact. Share your page link via social media and email to rally your community to support your initiative.



Fundraising Ideas

Need a little inspiration? Look no further!

An Excuse to Get the Gang Together

Dinner parties, games nights, movie screenings, and poker tournaments! Rally your friends and family in support of your fundraiser and have some fun.

Outdoor and Athletic Events

What is your favourite way to move? Host a 5k walk, a group hike, or a game of kickball. If you are feeling creative, throw a dodgeball tournament or a neighbourhood Olympics. Reach out to your local gym and host a charity yoga class.

Your Community

From karaoke, trivia and dance competitions to garden tours and scavenger hunts, no one knows your community better than you. Host a lunch at the local firehouse or offer up your handy (wo)man skills in exchange for a donation. Whatever your many talents may be- now is the time to use them!

Company Fundraising

Dress down days, company bake sales, parking space raffles and office Olympics are all ways to get your workplace engaged with your fundraiser. Additionally, many companies have matching gift programs that you can participate in- turn \$25 into \$50 in a snap!

Seasonal and Special Days

On birthdays and anniversaries celebrate yourself and your fundraiser at the same time- in lieu of gifts, ask your friends and family to donate to your birthday fundraising page. Halloween, Mother's Day, Valentine's Day, and other special days make great fundraising days.

Getting Creative!

Kiss a pig, shave your head, write a song, or host a talent show. The only thing you need to make a difference is an idea and the drive to make it happen.



FAQ

General

How do I learn more about the programs I am helping to fund through Give Hope. Your Way?

Please visit [Travel Supports & Resources | Hope Air](#) to see all of the services that your fundraising will support.

What if I forget or need to change my account information?

You can simply choose forgot username and password on the login page.

How much time do I have to commit?

Your time commitment is up to you. You can commit to simply creating a fundraising page and sharing it with your network or hosting an event that may require more time to coordinate and execute.

Who do I contact at Hope Air with questions?

Please email info@hopeair.ca with any questions.

What other support and resources will Hope Air provide?

We have a comprehensive toolkit which is available on the Give Hope. Your Way. website that includes resources like customizable posters, fundraising ideas and pledge forms to ensure your fundraiser is set up for success.

Can I use Give Hope. Your Way. and Hope Air's logo in my promotional materials?

Yes, we provide customizable promotional materials that include our logo for your use.

Registration

How do I get started?

Simply start a fundraiser on the Give Hope. Your Way.

Is there a registration fee or fundraising minimum requirement?

No. You set your own fundraising minimum. It typically costs Hope Air \$350 to provide a flight to a patient. We would encourage you to use that as a benchmark for your fundraising efforts.

Is there an age requirement to register?

No. We encourage people of all ages to support the organization. For our younger supporters, we would suggest getting your family involved too!

Fundraising

Are donations to my campaign tax deductible?

Yes, all donations will receive a tax receipt.

How can I see who donated to my event?

Your personal page will indicate names and organizations who have donated to you.

Do you accept matching corporate donations?

Absolutely. We encourage and accept all corporate matching programs.

I want to participate in a local fundraising event that is not affiliated with Hope Air. Can I still fundraise on behalf of Hope Air?

Yes. There are many community events that allow fundraising for the charity of your choice. We encourage these types of fundraising efforts on behalf of Hope Air.



Event Fundraising Checklist

1. Create a committee and discuss your fundraising GOAL (2-3months till event, major event can extend to 4-6months)
 - Is there a specific cause (ie. Flying race to promote local pilots to join Volunteer pilot program)
 - What is the outcome/result we are looking for? (ie. Want to raise \$2k)
2. Pick a date/time/location for your event (1-2months till event)
 - It is important to plan out your event location and date in advance to ensure successful booking/reservation of the venue/location, things to consider:
 - i. Size
 - ii. Layout
 - iii. Cost
 - iv. Parking
 - v. Sounds and lighting
 - vi. Applicable permits/permissions
 - vii. Wifi if needed
 - Consult with your committee to determine what is the best date/time for your target audience group
3. Create a schedule and sub-project development pipeline (6-8 weeks till event)
 - List out all tasks: perspective, current, and past
 - Create subcommittee and establish a deadline for part of the project. Subcommittee can include:
 - i. Sponsorship
 - ii. Social media
 - iii. Logistics
 - iv. Audience/member relations
4. Sponsorship/Donation outreach and cold calls (4-6 weeks till event)
 - ASK!! Don't be afraid or feel guilty asking for free stuff. Companies are happy to support organizations that have missions/goals that align with theirs and many are willing to support because they get tax deductions
 - Reach out to friends and family for connections
 - Approach small/local businesses
 - Share on social media within different social circles/friend groups
5. Create Social Media page/website for your event (continuous throughout the event. Major timestamps are: 1 month prior, 2 weeks prior, 1 week prior, 2 days, and 1 day prior)
 - Tell your story
 - Update the public on your event planning progress
 - Use our hashtags #givehopeyourway #Hopeair

Event Fundraising Checklist Continued

6. Guest Speakers/Entertainment (4-6 weeks till event, you need to give them sufficient time for planning your event into their schedule)
 - Having a high-profile guest will increase the exposure and awareness of your event
 - Hope Air representatives or local governmental officials are great guests to invite
7. Check materials (4 weeks till event)
 - Make sure you have all the promotional materials (pamphlets, posters, banners, stickers, pins etc)
 - Verify with the venue that you have the right equipment and tools
 - Please verify all Hope Air logo usage is following the Branding User Guide
8. Document your event (from preparation till teardown) and share
 - Record moments and clips of your events to share on social media
 - Brief interview with guest speakers or positive reviews from guests will increase credibility and scale for future events.
9. Submit your Donations (1 week post event)
 - Exact process I am not sure as each organization have different procedure
10. Follow up and thank your donors/sponsors (1-3 days post event)
 - Send a short and sweet message thank each one of your donors! They will be more likely to return next year if they feel appreciated
 - Consider inspiring stories and reflections of the event to include in your message
 - Be sure to thank your event attendees and share your fundraising results as well!



Hope Air Key Messages

- Hope Air is Canada's national charity that provides flights and travel support - including hotel accommodations, meals and ground transportation - to patients in financial need who must get to and from vital medical appointments
- For people who are in financial need and live outside large city centres, distance and cost are very real barriers to them accessing vital medical care. Hope Air is a unique and essential part of our Canadian healthcare system.
- While access to healthcare is a recognized privilege in Canada, there are still thousands of Canadians who are unable to receive the care they need because of their postal code.
- Hope Air is Canada's only national charity that arranges free non-emergency medical flights and accommodations for Canadians in financial need who must access medical care far from home.
- The charity has arranged over 148,000 flights since its inception in 1986
- Hope Air provides services to patients of all ages, medical needs and across all provinces.
- Hope Air bridges the distance between home and hospital for Canadians in need who must travel for vital medical care
- Without Hope Air:
 - 27% of our patients would cancel or postpone their medical appointments
 - 35% of our patients would travel by bus or car which would take up to 4-12+ hours each way to reach their medical appointments
- In 2021 Hope Air provided 6,782 travel arrangements for 1,688 patients
 - 4,500 flights
 - 1,637 accommodations (hotel nights)
 - 625 bridge and ferry passes

Letter of Endorsement

[Date]

[Address]

To Whom It May Concern,

Hope Air recognizes the unwavering support and effort from [Endorsee's name]. Throughout the various partnerships and fundraiser events organized by this organization, we have been impressed with the quality of their programs and more importantly, their commitment to supporting our mission of offering accessible medical travel for all Canadians.

At Hope Air, it is our mission to bridge the gap between home and medical support for Canadians in need. Every year, we successfully achieve, if not surpass, our annual goal because of [organizations/individuals] like [Endorsee's name]. Supportive and passionate people like them are the reason that Hope Air is able to arrange more than 6700+ travel arrangements and 4500+ flights for Canadians in 2021 alone during the recovery of the global pandemic.

Please accept this letter as the formal endorsement for [Endorsee's name] as they continuously support the mission of accessible medical travel for Canadians. Should you have any additional questions or concerns regarding this organization, feel free to reach out to us through [email].

Thank you.

Best regards,

Jon Collins
Chief Development Officer
Hope Air

Sponsorship Letter

Dear [insert name]

My name is [Insert here], the [your position/title and your organization]. I am reaching out to see if [company/organization's name] would be interested in supporting [name of your fundraising event] in partnership with Hope Air. Your contribution as a valuable donor/sponsor will ensure the success of our events and more importantly, make life-changing medical travel accessible.

Since the start of the pandemic, the backlog of thousands of medical appointments and treatments left many Canadians stranded at home without access to medical care. This Fundraiser is aimed to raise awareness and support thousands of Canadians who cannot access vital medical appointments and treatments due to the high costs of medical travel. In partnership with Hope Air, Canada's national charity which supported more than 1600 patients during the pandemic and facilitated more than 162,000 medical arrangements after 36 years of operations, we look forward to making medical travel accessible for all Canadians.

Attached is a file containing our donation/sponsorship request letter and additional information about Hope Air and our organization. We are interested in hearing your thoughts and would be more than happy to discuss your interest to support us in reaching our fundraising goal.

Please feel free to contact me at [enter your email address/phone number/best method of communication]. We would be extremely grateful to have your organization support our upcoming event.

Warmest regards,

[Name]

[Position Title]

Poster

[Insert Your Event Title Here]

Hope Air bridges the distance between home and hospital for Canadians in need who must travel to medical care far from home.

Supporting Hope Air means you are helping provide free flights, accomodations, meals and ground transportation to patients needing to travel to vital medical care across Canada.

[Insert your event details here]



**Give Hope.
Your Way.**

Pledge Form

PLEDGE FORM



Give Hope. Your Way.



Please complete all fields clearly and legibly to ensure that your total fundraising efforts are reflected accurately. Cheques can be made payable to Hope Air. Company donations must include a Company Contact Name to whom the tax receipt can be sent.

Participant (First/Last Name):			
Address:		Suite/Apt/Unit:	
City:	Prov:	Postal Code:	
Participant E-mail:			Tel:

☐ I consent to receive electronic messages from Hope Air.

To maintain the security of donors' credit card information, we have changed our processes to protect personal and financial information. If you or your donors would like to make a donation by credit card, please visit:

Donor Name (First/Last) - Do not include your sponsors/donors who donated online:	Company Contact Name:		Home Street/Apt./Unit #:	Donation Amount
City:	Prov:	Postal Code:	Email: <input type="checkbox"/> I consent to receive electronic messages from Hope Air.	
Donor Name (First/Last) - Do not include your sponsors/donors who donated online:	Company Contact Name:		Home Street/Apt./Unit #:	Donation Amount
City:	Prov:	Postal Code:	Email: <input type="checkbox"/> I consent to receive electronic messages from Hope Air.	

Donor Name (First/Last) - Do not include your sponsors/donors who donated online:	Company Contact Name:		Home Street/Apt./Unit #:	Donation Amount
City:	Prov:	Postal Code:	Email: <input type="checkbox"/> I consent to receive electronic messages from Hope Air.	