



FEBRUARY IS  
**HEART  
MONTH**  
#GIVEWITHHEART



UNIVERSITY OF OTTAWA HEART INSTITUTE FOUNDATION

## PAPER HEARTS CAMPAIGN - HOW IT WORKS?

We are delighted that your organization is considering supporting the University of Ottawa Heart Institute Foundation (UOHIF) this February by selling and displaying paper hearts in support of **February Is Heart Month**.

The Heart Institute was built on the steadfast support of an exceptional donor community. Together, you helped to build a world class facility, fill it with specialized life-saving equipment and recruit the best and brightest scientists to focus on changing the lives of people living with heart disease. Join us on the next exciting journey as physicians and scientists work hand in hand with patients in “bench-to-bedside” clinical research and focus on precision medicine, tailoring treatment to the individual patient and their specific diseases. Support through Heart Month will help to ensure that the Heart Institute will continue to provide the best possible care for patients and their families while shaping the way cardiovascular medicine is practiced now, and in the years ahead. Your support will have a lasting impact on people in our community - changing and saving lives.

### The Nitty Gritty

- ♥ One hundred percent of funds raised by the paper heart campaign will go directly to the University of Ottawa Heart Institute Foundation.
- ♥ The participant will sell the Paper Hearts throughout the month of February. Suggested selling prices are \$2, \$5 or \$10 – This can easily be added to your Point of Sale system
- ♥ Display your hearts proudly on your outlet’s window, wall, social media channels etc.
- ♥ The UOHIF will include your business as a Paper Hearts supporter. This means great promotional opportunities for you including online articles, email correspondence to 18,000 donors, social media mentions and positive partnership branding with our world-class organization.

“We have begun to scratch the surface of individualized care, but we have to keep pushing forward to make this a reality

- *Katey Rayner, PhD*

*Associate Professor Member, College of the Royal Society of Canada  
Department of Biochemistry, Microbiology & Immunology  
Faculty of Medicine, University of Ottawa Heart Institute*



FEBRUARY IS  
**HEART  
MONTH**  
#GIVEWITHHEART



UNIVERSITY OF OTTAWA HEART INSTITUTE FOUNDATION

Do you want to support the University of Ottawa Heart institute by participating in our Paper Hearts Campaign? Here are the next steps for you:

### NEXT STEPS

1. Confirm your participation as a paper heart supporter by emailing your high resolution logo to Jessica Dubé at [jdube@ottawaheart.ca](mailto:jdube@ottawaheart.ca).
2. We will create and send you a customized Heart Month social media package that you are free to use all month long to showcase your support.
3. We will also provide you with paper hearts and posters which we will deliver to you by the end of January. If you choose to go paperless, digital copies of both are also available.
4. Display your hearts proudly! Whether you decide to go with paper hearts or digital hearts you can get creative with your displays. We cannot wait to see them!
5. SHARE your participation and support across your social media channels – Together let's paint the town red this February.

### FUN TIPS

- Send us your photos throughout the month of February. Don't be shy to get creative with your displays- we want to see them and share them!
- Tag us and use our hashtag **#GIVEWITHHEART** on social media when posting about Heart Month so we can share your content!  
Facebook: [@HeartInstituteFoundation](https://www.facebook.com/HeartInstituteFoundation)  
Instagram: [@HeartInstituteFoundation](https://www.instagram.com/HeartInstituteFoundation)  
Twitter: [@HeartFDN](https://twitter.com/HeartFDN)
- Engage your staff, clients, customers to ensure success \*share your involvement early. Give your network time to ask questions and get involved.

### POST EVENT FUNDS RAISED

You can hand in the funds raised through cash, cheque or credit card in the amount of the total donations received throughout the campaign. \*We are also happy to pick up the funds when Heart Month wraps up if this is easiest for you.

**NOTE:** All funds must be handed in before March 15, 2021.

### UNUSED PAPER HEARTS

Please hold onto any unused paper hearts. The UOHIF events team will contact you to arrange pickup of these.



### CONTACT

Jessica Dubé, Special Events Coordinator  
University of Ottawa Heart Institute Foundation  
T: 613-696-7258 | [jdube@ottawaheart.ca](mailto:jdube@ottawaheart.ca)

