

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**.

February is Heart Month is an opportunity for individuals, groups, and businesses to take the lead in raising funds and awareness for the University of Ottawa Heart Institute.

It's giving that goes straight to the heart of care in your community.

The University of Ottawa Heart Institute was built on the steadfast support of an exceptional donor community. Join us on the next exciting journey as our innovative heart teams tackle the most serious heart diseases.

Your support will have a lasting impact on people in our community - changing and saving lives.



The Nitty Gritty

- ♥ We will provide Paper Hearts, posters, and all required collateral for a successful Paper Heart campaign.
- ♥ 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 24,000 donors, social media mentions and positive partnership branding with our world-class organization.

“ There are so many excellent young investigators now, and I think we really have the critical mass to to go to the next level

- Dr. David Bernie BSc (Hons), MBChB, MRCP(UK), MD Deputy Chief,
Division of Cardiology Faculty of Medicine Tier 1 Clinical Research
Chair in Cardiac Electrophysiology
Heart Month Ambassador

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**Support the University of Ottawa Heart Institute by participating in our
Paper Hearts Campaign**

NEXT STEPS

1. Confirm your participation as a paper heart supporter by emailing your high-resolution logo to Vanessa Gomes at vgomes@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 **Light 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

Instagram: @HeartInstituteFoundation

Twitter: @HeartFDN

- Engage your staff, clients and 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 - it's easy!*

NOTE: All funds must be handed in before March 14, 2022.

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

Contact:

Vanessa Gomes, Special Events & Donor Engagement Coordinator

University of Ottawa Heart Institute Foundation

T:613-696-7258 | vgomes@ottawaheart.ca