



GLENROSE
REHABILITATION HOSPITAL
FOUNDATION

DONOR TOOLKIT

**REHABILITATION IS
NOT ONE-DIMENSIONAL**



WITH YOUR SUPPORT, ANYTHING IS POSSIBLE

The Glenrose Foundation provides innovative equipment, programming and technology to the Glenrose Rehabilitation Hospital. Through your donations and fundraising efforts, we can support thousands of patients who wouldn't receive the same level of care anywhere else.

Rehabilitation is not one dimensional. Technology is changing constantly and breakthroughs in rehabilitation are happening all the time. Through the generous support of our donors, we provide cutting-edge technology, innovative solutions and enhanced programming to the Glenrose Rehabilitation Hospital. In this way, we aid their mission of serving patients of all ages who require complex rehabilitation to enable them to participate in life to the fullest.





GETTING STARTED

- Determine what kind of fundraiser you'd like to hold to raise donations.
- Complete our application form and submit it to info@glenrosefoundation.com. A member of our team will contact you within five business days. Please wait for our approval prior to promoting your event.
- Plan and host your fundraiser!

WAYS TO FUNDRAISE

- Make your wedding, birthday or other event even more meaningful by swapping favours for a donation in honour of your guests or ask for donations in lieu of gifts.
- Host a quiz night at home, virtually or at a local pub and invite the community.
- Host your own run, walk or sporting game. Ask participants to raise funds to participate.
- Host a bake sale, sporting game, car wash, wine survivor or silent auction with your work, school or community.
- Set a personal goal, whether it be running a marathon, abstaining from sugar for a month, reaching a certain number of steps on your FitBit or walking a kilometre every day. Ask your community to donate as you work towards your goal.
- Get creative! Come up with a fun way to raise money. Shave your beard, offer yourself up as a victim of a charity roast between you and your friends, make something to sell (jewelry, baked goods, handmade cards, scarves) and donate your profits to the Glenrose Rehabilitation Hospital Foundation.

KEY MESSAGES

DON'T BE SHY! SOMETIMES IT FEELS LIKE EVERYONE IS FUNDRAISING FOR SOMETHING AND THERE ARE MANY WORTHY CAUSES.

DON'T FEEL DISCOURAGED.

Friends, family and coworkers will be happy to help you fundraise if you're able to communicate the reason for your passion. We've put together a few key messages to help you share why the Glenrose Foundation is a cause close to your heart:

- With 1,890 Annual Inpatient Admissions and 79,648 Annual Outpatient Visits – the Glenrose Rehabilitation Hospital provides the best in rehabilitative care to patients of all ages, from all over Canada.
- Donations help the Glenrose Hospital Foundation provide innovative equipment, programs and technology to help patients recover, relearn life skills and reimagine their futures.
- Rehabilitation provides hope to the many Canadians whose complex medical needs require long-term support and therapy.
- Rehabilitation changes lives! It's that simple! Once a patient leaves the emergency department or ICU – the journey has just begun. Many will require rehabilitation in order to reimagine and reclaim their futures selves. Through support of the Glenrose Hospital, we ensure these patients have the support, programming and cutting-edge technology they need.

TIPS FOR A SUCCESSFUL EVENT

SET A REALISTIC GOAL

What's possible? Although we love to reach for the sky, we recommend setting realistic fundraising goals that respond to the resources you have available.

TELL YOUR STORY

Why is fundraising for the Glenrose Foundation important to you? Have you or a loved one embarked on a rehabilitation journey? How did the Glenrose Rehabilitation Hospital serve your needs or help you along the path? Personal storytelling can provide a powerful emotional appeal while fundraising.

RECRUIT FRIENDS OR VOLUNTEERS TO HELP

Friends or like-minded community members may help you get organized or provide other valuable support!

SOLICIT IN-KIND DONATIONS

This could include auction items, advertising, space to host your event, etc. If your event is registered with the Glenrose Foundation and approved, we will give you a letter you can provide to local businesses.

SOLICIT SPONSORSHIPS

Help cover the expenses of your event by soliciting sponsorships from local businesses.

PROMOTE YOUR EVENT

Get the word out about your event to maximize your potential revenue! Use free local event listings, social media, local news stations (where appropriate), etc. Tag the Glenrose Foundation in your social media posts for the opportunity to be shared on our social media channels.

 @GlenroseFoundation

 @glenrosefdn

 @glenrosefoundation

AVAILABLE RESOURCES

To access the below resources, simply register your fundraiser with info@glenrosefoundation.com, or reach out to us with questions.

SOLICITATION LETTER

A letter from the Glenrose Foundation confirming the fundraiser will assist in obtaining sponsorship and/or organizations to participate in your event.

DONATION AND DONATION TRACKING FORMS

To keep track of who contributed to your event and for us to issue tax receipts to donors of \$20 or more when eligible.

PROMOTIONAL ITEMS

We can lend you a pull-up banner for your event. We can also provide information about the Glenrose Foundation and materials to hand out.

DIGITAL MARKETING

Access to Glenrose Foundation logos and a custom online donation platform.

Please note, online promotion of your event through our website and social media channels will be evaluated on a case-by-case basis and is not guaranteed.

HOW TO COMPLETE YOUR DONATION

ONLINE

All supporters who donate to your online fundraising page will automatically be emailed a tax receipt.

COLLECTED CASH DONATIONS

Enter cash donations separately online using a credit card, inputting your supporter's name and address to ensure they receive their tax receipt (use a donation tracking form to make this step easier!). Please do not send cash donations through the mail.

CHEQUE, CREDIT CARD OR MONEY ORDER DONATIONS

Mail them with a donation form to Glenrose Foundation, #1018, 10230 111 Ave NW Edmonton, AB T5G 0B7.

For donations made offline, tax receipts will be mailed or emailed. Processing times vary. Please be sure to provide contact details for all donors when submitting your donations.

Need help? Please contact us at info@glenrosefoundation.com or 780.735.6024

THROUGH YOUR FUNDRAISING EFFORTS, WE CAN ENHANCE THE CARE FOR THOUSANDS OF PATIENTS

APPENDIX A

ASKING FRIENDS AND FAMILY FOR DONATIONS

Hello friends and family! As you may know, the Glenrose Rehabilitation Hospital is an important resource in our city for patients with complex medical needs. As one of the largest rehabilitation hospitals in Canada, they treat thousands of patients per year, helping them relearn basic life skills and rediscover their lives and futures. Rehabilitation is a constantly changing field, with new technology and innovation happening all the time. The Glenrose Hospital Foundation works to supply and support the Glenrose Hospital through innovative equipment, programs and technology. This year, I am fundraising for the Foundation to help make a difference in the lives of patients, staff and family members. Please consider donating today! Reach out if you have any questions or you'd like to know more about the Glenrose Hospital Foundation!

[NAME]

APPENDIX B

ASKING FRIENDS AND FAMILY FOR HELP WITH YOUR FUNDRAISER

Hi friends! As you may know, the Glenrose Rehabilitation Hospital is an important resource in our city for patients with complex medical needs. As one of the largest rehabilitation hospitals in Canada, it treats thousands of patients per year, helping them relearn basic life skills, and rediscover their lives and futures. Rehabilitation is a constantly changing field, with new technology and innovation happening all the time. The Glenrose Hospital Foundation works to supply and support the Glenrose Hospital through innovative equipment, programs and technology. This year, I am fundraising for the Foundation to help make a difference in the lives of patients, staff and family members. My fundraiser will begin on [DATE] and I am looking for support with [ACTIVITY]. If you would be able to help, please get in touch! I'm also happy to answer any questions you may have about the Glenrose Hospital Foundation!

[NAME]

WITH YOUR SUPPORT, ANYTHING IS POSSIBLE

APPENDIX C

ASKING FOR **SPONSORSHIPS** FROM LOCAL BUSINESSES

Good morning/afternoon,

I am fundraising for the Glenrose Rehabilitation Hospital Foundation, and I am looking for TYPE OF SUPPORT.

As you may know, the Glenrose Rehabilitation Hospital is an important resource in our city for patients with complex medical needs. As one of the largest rehabilitation hospitals in Canada, it treats thousands of patients per year, helping them relearn basic life skills and rediscover their lives and futures. Rehabilitation is a constantly changing field, with new technology and innovation happening all the time. The Glenrose Hospital Foundation works to supply and support the Glenrose Hospital with innovative equipment, programs and technology.

Your donation of SUPPORT will help make a difference in the lives of patients, staff and family members. My fundraiser will begin on DATE and I am looking for support with ACTIVITY. If you would be able to help, please get in touch! I'm also happy to answer any questions you may have about the Glenrose Hospital Foundation.

Thank you for your time and consideration,



TAKE YOUR FUNDRAISING TO SOCIAL MEDIA



APPENDIX D

SOCIAL MEDIA TIPS

- Tag @glenrosefoundation on Instagram and Facebook or @glenrosefdn on Twitter.
- Use #Glenrose #GlenroseHospital
- Link to our online donation page
- Our website, www.glenrosefoundation.com, is a great resource for stories from patients and staff of the Glenrose Hospital. These are great to share while fundraising!

INNOVATION IS THE NAME OF THE GAME

APPENDIX E

MODIFYING YOUR EVENT CONSIDERING COVID-19

Safety is paramount and a global pandemic calls for caution and compassion! In some sectors, COVID-19 has positively impacted donations meaning Canadians are still moved to compassionate giving even during this time of crisis. The Glenrose Foundation implores our supporters to be mindful of the government restrictions in their area at the time of fundraising. These restrictions are changing constantly so, in order to plan for a successful event, we recommend setting reasonable goals and, wherever possible, moving efforts to a virtual space. Many fundraising events from trivia nights to personal goal fundraisers can become digital relatively easily! The benefits of digital fundraising include collecting donations directly through our online donation page, which means less work tracking donations and the ability to provide automatic tax receipts.

SOME SUGGESTIONS FOR SETTING UP A VIRTUAL EVENT INCLUDE:

- Using a video meeting service such as Zoom or Facebook Rooms to host events
- Host a Facebook, Instagram or LinkedIn live video to share with your social media followers why you are collecting donations for the Glenrose Foundation
- Create a Facebook event or utilize the Facebook donation collection feature directly through the site
- Set up a donation campaign through the Canada Helps website
- Live tweet your fundraising event using a branded hashtag to connect your followers to the cause

STORYTELLING WITH THE GLENROSE FOUNDATION

Storytelling is a powerful tool for fundraising. When we share the stories of people who have been helped, we make an emotional appeal that may galvanize supporters to donate. The Glenrose Hospital Foundation shares stories from patients as well as staff on our website, under the stories section. As an example of the amazing stories we've collected, here are two you can include in your fundraising efforts:

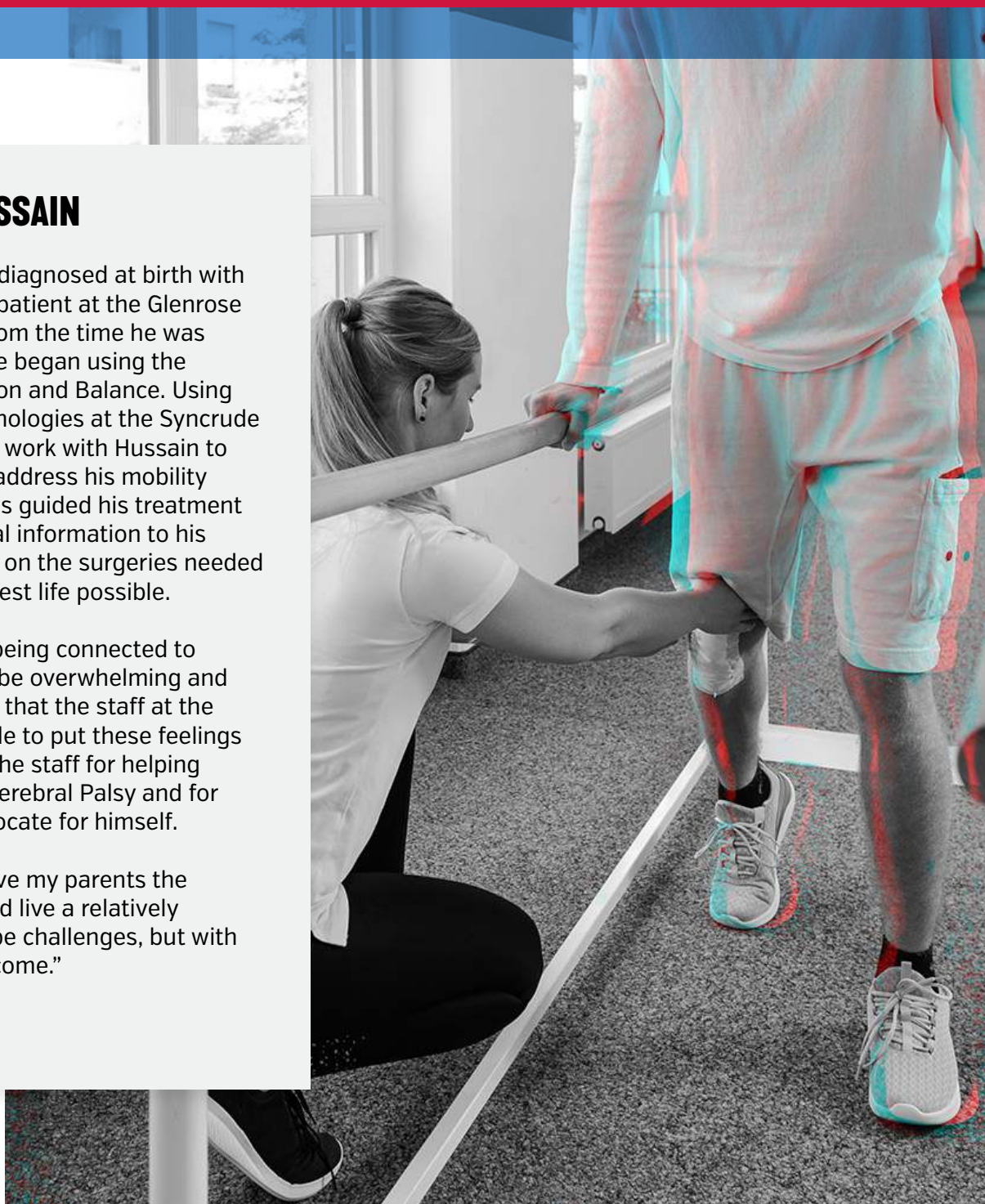
PATIENT STORY: HUSSAIN

18-year-old Hussain was diagnosed at birth with Cerebral Palsy. He was a patient at the Glenrose Rehabilitation Hospital from the time he was three years old. At five, he began using the Syncrude Centre for Motion and Balance. Using the Motion Analysis Technologies at the Syncrude Centre, staff were able to work with Hussain to improve his walking and address his mobility needs. These technologies guided his treatment plans and provided critical information to his health care professionals on the surgeries needed to help Hussain live the best life possible.

To most young children, being connected to wires and sensors might be overwhelming and frightening. Hussain says that the staff at the Syncrude Centre were able to put these feelings at ease. Hussain credits the staff for helping his parents learn about Cerebral Palsy and for helping him to be an advocate for himself.

“The Syncrude Centre gave my parents the assurance to know I would live a relatively normal life. There might be challenges, but with work, they could be overcome.”

- Hussain



STORYTELLING WITH THE GLENROSE FOUNDATION

STAFF STORY: DEAN

Part of what makes the Glenrose so special is the hospital's dedicated staff. Dean is a Physiotherapist in the Spinal Cord Injury Unit who has worked at the Glenrose for five years. Dean's days are spent helping patients relearn how to walk and perform high level balance activities, teaching wheelchair safety, how to navigate obstacles and everything in between.

Passionate about his work, one of Dean's favourite parts of his job is seeing how some of the smallest movements he gains with his patients can have such a huge impact on their ability to function independently. "Being able to help people be active participants in their own lives again, in whatever capacity they are able to, is extremely rewarding" says Dean. "We so often take for granted our ability to do simple tasks that we don't realize for some, this isn't a reality."

One of the things that surprised Dean the most about the Glenrose, was how humble the staff are. Before coming to work at the Glenrose, Dean looked at the hospital as the pinnacle of specialized rehabilitation in Canada that was home to so many experts. After spending time working in several units at the Glenrose, Dean has realized that all the staff, despite their area of expertise, view themselves as students – constantly pursuing further knowledge to continue enhancing patient care.

Thank you, Dean!



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THANK YOU FOR YOUR SUPPORT

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