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## Fundraising Tips: Row for Kids 2018

### Event date & location

Saturday, September 8 at Telford Lake, Leduc

### How you can help

#### *Raise money for your team*

Raise \$250 through your personal network, in four simple steps!

- 1) Set up an online Friends Asking Friends profile, and start with your own personal donation [1 x \$50 = \$50]
- 2) Ask family [4 x \$25 = \$100]
- 3) Ask friends [3 x \$20 = \$60]
- 4) Ask co-workers [4 x \$10 = \$40]

Bonus tip: Ask about corporate matching programs at your workplace to easily double your total donation!



A few fundraising ideas for the office to get you started:

- 1) *Food:* Host an office BBQ, pizza party, taco bar, cook-off or ice cream party where a minimum donation is required to attend
- 2) *Activities:* Host a raffle, bingo or "shave challenge" (beard, hair, legs!)
- 3) *Sweet treats:* Deliver morning coffees, candy bags or baked goods for a donation
- 4) *Casual Dress Day:* For a minimum donation, participants can choose to dress down for a day at work

#### *Share via social media*

- Share your Friends Asking Friends fundraising page link through your social media
  - Get personal: Do you have a connection to Row for Kids? Why do you row?
  - Thank your donors by tagging them in posts or comments
- Use an image when you can (team practices, last year's event photos, etc.)
  - To get you started, we've attached an image that illustrates *A Typical Day at the Stollery*
- Use #rowforkids and tag @stollerykids, @EdmontonRowing and @row4kids
- Like the Row for Kids Facebook page (<https://www.facebook.com/rowforkids/>)



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## Fundraising incentives

### *Team incentive*

#### Time advantage

- For every \$1,000 raised per team, two seconds will be taken from the team's total time on regatta day, to a maximum of 30 seconds.

### *Individual incentives*

#### Chianti gift certificate

- Individuals who raise more than \$500 will get a \$25 gift certificate to Chianti Café & Restaurant.

#### Oil Kings box (compliments of WSP Global Inc.)

- For every \$500 raised by an individual, their name will be entered in a draw to win a box (12 seats) at an Oil Kings game, date to be determined.
  - \$500 raised = one individual entry in draw
  - \$1,000 raised = two individual entries in draw
  - \$1,500 raised = three individual entries in draw



Please note that in order to qualify for fundraising incentives:

- Online donations must be submitted by noon on September 7.
- Cash and cheque donations must be submitted in person by 9 a.m. on September 8, onsite at the event registration table.



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## Where do donations go?

All money raised through Row for Kids goes to the Stollery Children's Hospital Foundation (75 per cent) and the Edmonton Rowing Club (25 per cent).

### *About the Stollery Children's Hospital Foundation*

The Stollery Children's Hospital Foundation advances children's health care right in your own backyard by funding excellence at the Stollery Children's Hospital: specialized equipment and facilities for pediatric care; sub-specialty education to train the brightest medical minds; research to discover new treatments and cures; and specialized pediatric programs that improve family-centred care and patient and family outcomes. Together, we can give the sickest kids the best chance, anywhere in the world, to live a long and healthy life.

Visit [stollerykids.com](http://stollerykids.com) to learn more and follow us on Twitter, Facebook and Instagram.

Money raised through Row for Kids 2018 will go towards purchasing **Crono pumps** for kids undergoing **iron chelation therapy**. Children who need regular blood transfusions are at risk of getting too much iron in their blood, which their bodies won't get rid of naturally. Too much iron is toxic and can cause kids to die in their teens from heart complications. Iron chelation therapy removes excess iron from the body. Some children are on iron chelation therapy for life. The Crono pump is portable, quiet, safe, easy to use. It minimizes overall life interruptions for kids who need chelation therapy, and provides the best quality of care for patients.

The Stollery Children's Hospital is the only hospital in Canada that uses these pumps – thanks to our donors.

### *About the Edmonton Rowing Club*

The Edmonton Rowing Club is a non-profit organization, whose mission is to stimulate, advocate and develop the sport of rowing in the Greater Edmonton Area. They work co-operatively with other organizations and are actively involved in the community. They also provide programs that support the development and self-esteem of our youth. For more information about the Edmonton Rowing Club, visit [www.edmontonrowing.com](http://www.edmontonrowing.com).



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## Contact us

The organizing committee of Row for Kids 2018 plans to raise an estimated \$120,000, with 75 per cent in support of the Stollery Children's Hospital Foundation and 25 per cent for the amateur sport programs at the Edmonton Rowing Club. The costs associated with the event are not expected to exceed \$24,000.

For more information on fundraising targets and expenses, please contact Brittany Bryce at the Stollery Children's Hospital Foundation at [brittany.bryce@stollerykids.com](mailto:brittany.bryce@stollerykids.com).

For more information about the Edmonton Rowing Club and their programs, please contact Madeline Verhappen at [ercrfk@gmail.com](mailto:ercrfk@gmail.com).