

# YOU'RE GIVING MORE THAN MONEY. YOU'RE GIVING YOURSELF.

Writing a cheque isn't the only way to make a difference. Your creativity and skills can be equally powerful. This is sweat equity, hands-on philanthropy: you create and manage a fundraising event. That's how Activators join the fight against the greatest challenges in child health.

Activators



Apathy

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# WHAT DOES A SICKKIDS ACTIVATOR DO?

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**COMMIT:** to running one event in your field or industry that raises a minimum of \$10,000. Don't doubt yourself or the power of your community.

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**JOIN:** the Activators team. Access year-round support from SickKids Community Events experts in strategic planning, fundraising, marketing and logistics – support that will ensure your event is a success.

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## WHY SICKKIDS?

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At SickKids, world-renowned clinicians and brilliant researchers are on the front line in the fight against childhood illness. Your fundraising goes toward purchasing the equipment they need to win – and toward providing the unique experiences, above and beyond medical care, that make SickKids the best place for a sick child to be.

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## WHAT'S THE RETURN ON MY SWEAT EQUITY?

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**ACCESS:** to training, resources and best practices in event logistics, marketing, and fundraising, which you can deploy when you implement your own fundraising event.

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**PROMOTION:** additional marketing and promotion for your event is provided through SickKids Foundation's digital channels, and on the SickKids Activators website.

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**OPPORTUNITY:** for mentorship, and professional and social networking.

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**RECOGNITION:** on our Donor Wall of Honour for \$50,000+ cumulative giving for each event, plus an annual recognition ad.

**JOIN US.**

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SickKids **VS** Apathy