

Raise[®]
2021

How Our Third-Party Events Team Raised \$5M in a Year Without Events

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2021

Welcome



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Our Agenda

- About SickKids Hospital & SickKids Foundation
- Events at SickKids
- Community Partnerships at SickKids
- Pre-Pandemic VS Pandemic fundraising
- 5 ways we raised \$5 million in a year with no events
- What did we learn?
- Q&A





SickKids Hospital

- Canada's most research-intensive hospital and the largest centre dedicated to improving children's health in the country.
- SickKids is located in downtown Toronto and receives more than **400,000** patient visits every year
- SickKids trains nearly **80%** of Canada's specialists in kids' cancer and over **400** fellows from around the world each year
- Over **3,200** research projects happening now at the SickKids Research Institute to improve kids' health
- SickKids is currently under a campus redevelopment project which will be completed in 2032



SickKids Foundation

- SickKids Foundation is the fundraising arm of SickKids Hospital, founded in 1973
- 250 staff with three fundraising departments, in addition to Operations, IT and Brand Strategy
- In 2016, SickKids Foundation launched the VS Campaign, and pivoted the brand from a charity brand to a performance brand, a huge departure from previous campaigns
- In 2017, launched the largest Paediatric fundraising campaign in Canadian History with the goal to raise \$1.5 billion by 2023



Events at SickKids

- Signature and Community Events separate teams but same department
- Allows investment and success in both teams with lowered cost per dollar across the department
- Segmentation of teams allows for professional growth and specialization; ability to provide levels of support to maximize return on opportunity; identifies trends and areas of growth in fundraising
- We rise and fall together and support each other, when it is needed most

COMMUNITY PARTNERSHIPS

CHAMPIONS OF THE COMMUNITY IN THE FIGHT AT SICKKIDS

MISSION

We maximize 'Return On Gratitude' (ROG) at SickkKids Foundation

FUNCTION

Enable the fundraising initiatives and events of our community partners

WE DO

Advise

Provide fundraising insight

Strategize

WE DON'T

Plan

Make the ask

Execute



Community Partnerships Pre-COVID

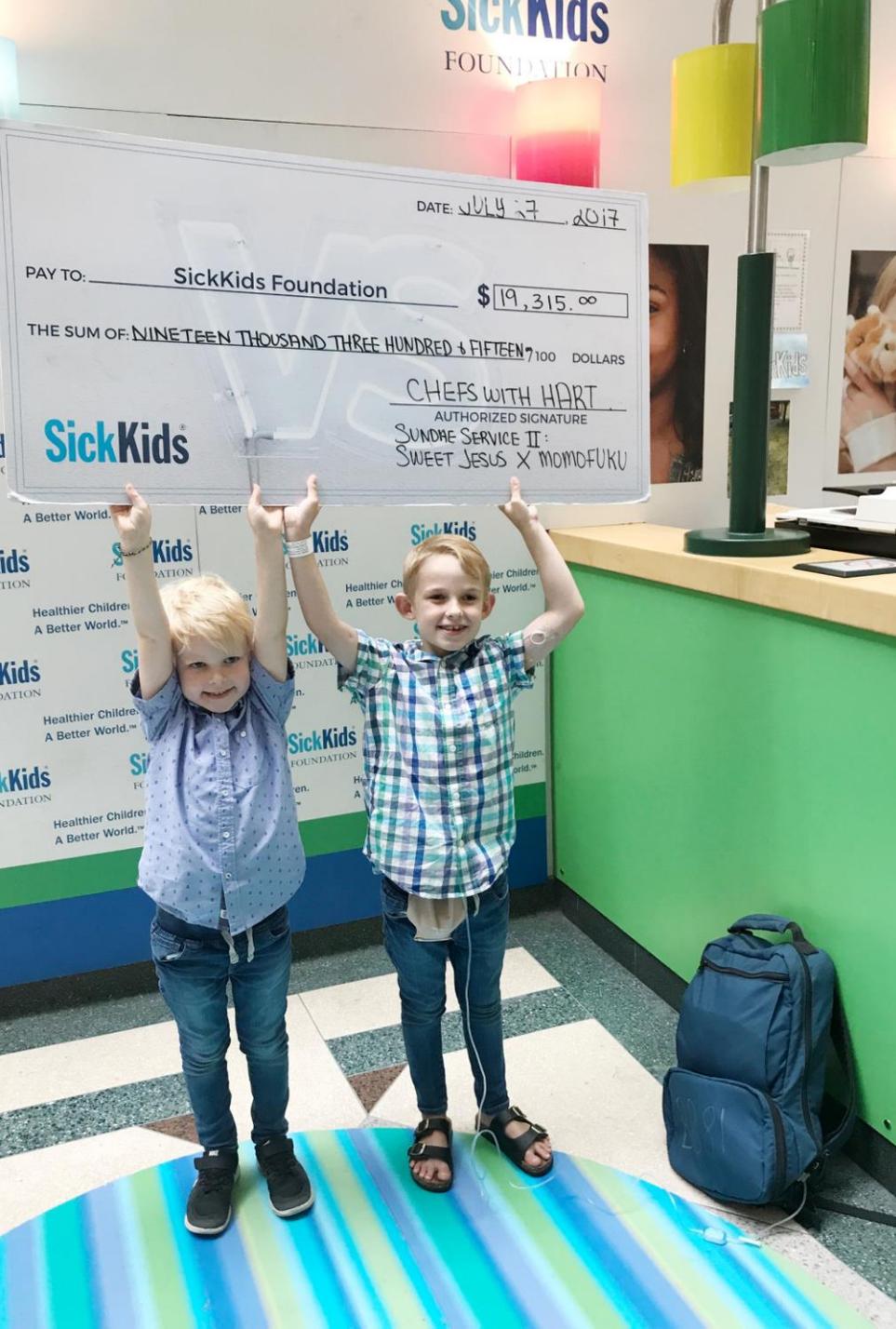
- Over **1000** third party events and **\$14M+** raised/year
- 9 full-time staff
- Mix of loyal (returning) and new events conceived, owned and executed by the Community Event Organizer
- Devoted resources to building trusting relationships between our SickKids Advisors and our donors through personalized relationship management
- **90%** of revenue comes from 8% of donors
- **50%** of Event Organizers are patients/patient families
- **70%** of revenue is donor directed or Foundation priorities vs. unrestricted giving
- Generated **\$35M** in pledge commitments to end of Campaign (2023) for Foundation priorities and campus redevelopment



Community Partnerships in a Pandemic World

- Events for Spring/Summer and Fall 2020 were cancelled
- **2/3** of Event Organizers went dormant
- Revenue fell by **2/3** in fiscal year '21
- We still raised **\$5 Million** in third party events revenue

So, how did we do it?....



1. Stewardship:

Our focus was to support our donors, even if they were not fundraising.

- We made no assumptions when it came to our donors
- At the beginning of the pandemic, we focused on checking in with our donors to see how they were coping not to talk fundraising
- No initial asks about their events but used touchpoints to keep the communication open
 - Ask the Expert webinars
 - Virtual Stewardship Celebrations
 - Surprise & Delight Opportunities
- As time went on and when it was appropriate, we moved donors from Stewardship to Impact mode with the various tools and virtual programs we developed



2. Impact:

We developed and shared virtual tools for new and existing donors

We identified and segmented event types & developed tools that could help generate the most funds and resonate with our donor base

- Galas & Cocktail parties
 - Partnered with a catering company & a virtual auction company that was able to provide discounts / support in planning an event at home
- Golf Tournaments:
 - Distributed email communication to help introduce the concept to our donors
 - Developed a tool kit with ideas of how to host a safe and impactful tournament in a socially distant world.
- Holiday Fundraising and Events under \$5K



Dear Tournament Organizer,

Summer has finally arrived, and we hope that you are keeping well and safe!

We all know summer is a great time to get outdoors and as we slowly return to a new normal, we are excited to see so many of our supporters returning to what they love to do, in a socially distanced world. Golfing is no exception! As courses have re-opened, the team here at SickKids Foundation have been brainstorming ways to help our community plan and execute their tournaments in the safest way possible.

As a loyal supporter and tournament organizer we are giving you a sneak



3. Integration:

We built in brand new revenue streams to existing foundation and hospital programs

- **GetLoud: Flagship Signature Fundraising Event**
 - Partnered with Signature events team on a strategy to pivot our donors to GetLoud in lieu of hosting their own event.
 - Raised \$30,000 in revenue through GetLoud and added over 100 new participants to this event.
- **Sponsor A Family: Gift-in Kind Hospital Program**
 - In lieu of in-kind donations, provided each donor with a OneCause P2P fundraising page and asked them to fundraise, so that our child life staff could purchase gift cards for families.
 - In 2020, we raised \$37,700 in revenue through Sponsor a Family, which was revenue that previously did not exist.



About SickKids' Sponsor a Family Program

The Sponsor-A-Family Program is an assistance program that provides patient families with a positive holiday experience, thanks to generous community donors. The program gives donors an opportunity to provide a family with beneficial items and gifts to assist them throughout the holidays.

If you are interested in sponsoring a family this holiday season, please follow these steps:

Step 1: E-mail donations.coordinator@sickkids.ca to be matched with a family (*this step is important, as registering via this page does not guarantee you are matched with a family)

Step 2: Register to Fundraise as an individual or Team via this page

Step 3: Start fundraising and/or invite others to fundraise with you!

Following the holiday season, we will share more about the impact your donation had on the family you supported at SickKids.



SICKKIDS' SPONSOR-A-FAMILY PROGRAM
SUPPORTING SICKKIDS FOUNDATION

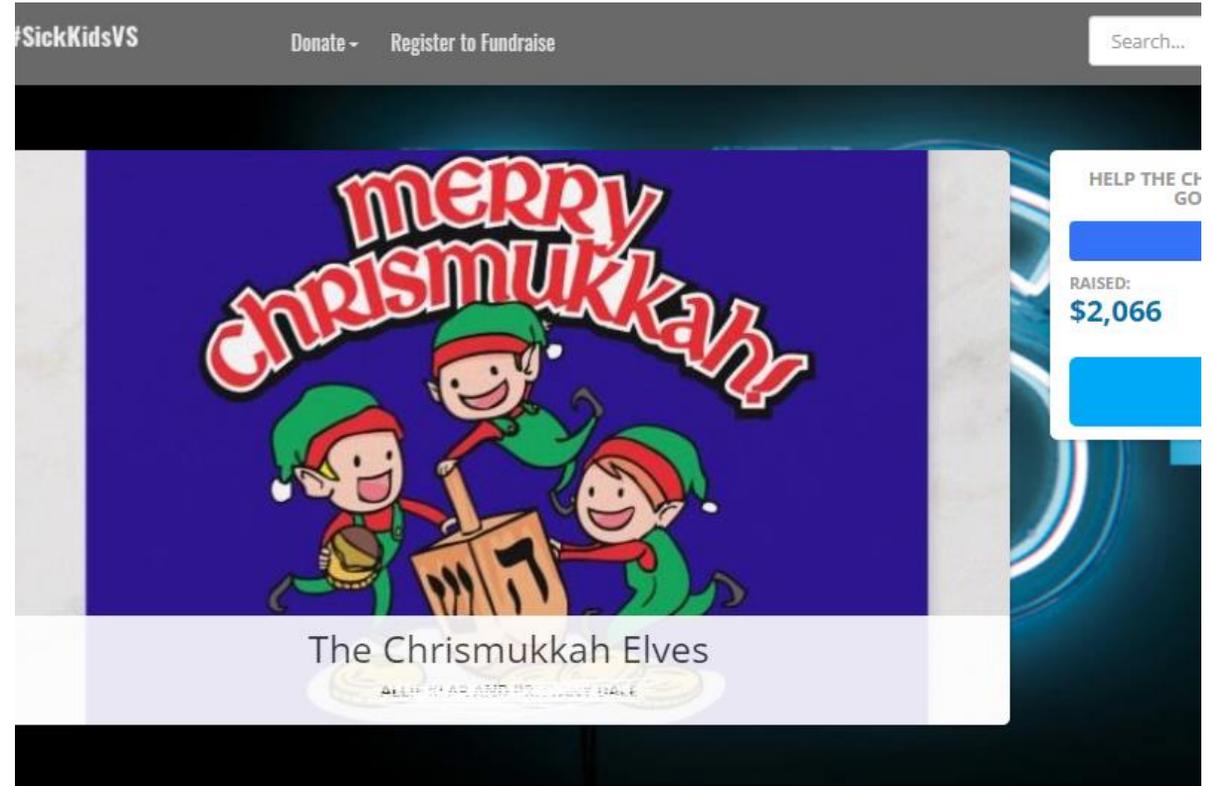
SickKids
FOUNDATION
\$37,737
RAISED

61 People have accepted the challenge

18 Teams have accepted the challenge

4.1 million Social Media Reach

387 Donations



The Chrismukkah Elves has accepted the challenge

We have provided some information about the family, their needs and wishes. Your donation will allow us to purchase these items to be shipped directly to the family's home on your behalf. Thank you again for your generosity and help in sponsoring this SickKids family!

About the Family:

Sam* is 14 years old, he has end stage kidney disease and is currently on the waitlist for a transplant.





4. Sustainability:

Created digital tools that will improve the donor experience, even after the pandemic

We continue to adjust and update our tools to help provide impact to our donors virtually and help them fundraise:



Social Impact Tools



Certificates



Digital Cheque presentations



Celebration in a box



Secure link to submit funds online





SICKKIDS FOUNDATION GRATEFULLY ACKNOWLEDGE

EVENT NAME
In support of

Your generous support helps SickKids shatter the limits of
possible in children's health. By funding our fight, you're cre
future of healthier children.

Ted Garrard
Ted Garrard, Chief Executive Officer

Date
date

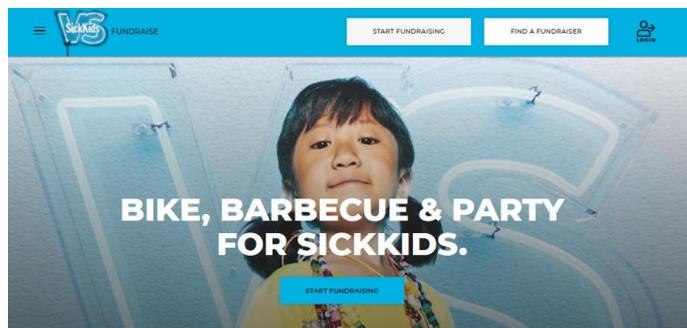




5. Investment:

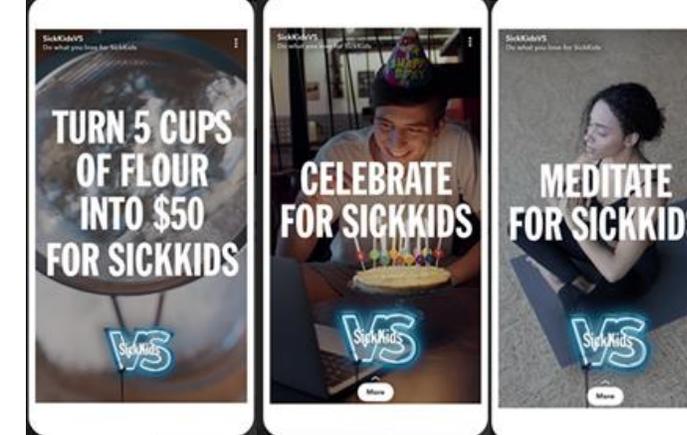
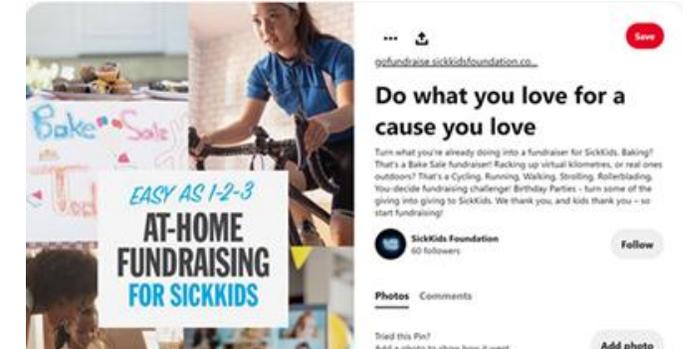
Created new platforms and programs for specific demographics

- **SickKids Go Fundraise: (\$5,000 and under fundraisers)**
 - Developed new online Do It Yourself (DIY) fundraising platform for frictionless fundraising
 - Events are funneled through DIY site with turn-key fundraising tools and digital fundraising platform
 - To date we have seen **250** net new events and **\$200K and counting** come through the platform
- **Campus Challenge: (College & University fundraisers)**
 - The Campus Challenge is fundraising initiative geared towards University and College students to be able to fundraise under their school banner and perform an *act of bravery* to stand in solidarity with SickKids Patients
 - 55% increase in revenue year over year with this demographic
- **P2P/Warrior Program: (Challenge based fundraisers)**
 - Active-based challenges, huge increase in events and revenue
 - Used all of the digital tools available through OneCause pages, activity trackers, social integration, multi-event templates, etc. to maximize the donor experience to generate as much funds as possible



FUNDRAISING IS AS EASY AS

- 1** Choose the type of event you'd like to start, and register your fundraiser.
- 2** Customize your fundraising page, and start planning your event with our handy fundraiser's toolkit.
- 3** Share your fundraiser on social. Have fun. And make a difference.



Be Brave for SickKids

Be Brave for SickKids is a month-long challenge that encourages participants to complete a list of 14 challenges to support SickKids. Participants can earn a badge of honor and a special prize for completing all 14 challenges.

14 Challenges to Complete:

1. Family Members	8. Doctor
2. Good Friends	9. Co-workers
3. Social network contacts	10. Acquaintances
4. Teachers	11. Faculty Alumni
5. Friends-of-friends	12. High School Alumni
6. Housemates	13. Sports team coach
7. Dentist	14. Previous Employer

Join a Team Today

MCMASTER UNIVERSITY	QUEEN'S UNIVERSITY	RYERSON UNIVERSITY
UNIVERSITY OF BRITISH COLUMBIA	UNIVERSITY OF GUELPH	UNIVERSITY OF TORONTO
UNIVERSITY OF WATERLOO	WESTERN UNIVERSITY	YORK UNIVERSITY

87 people have already signed up for the Campus Challenge for SickKids.

Do you know someone who has signed up?

Start typing your search

Learn more about Bravery Beads, badges of honour for SickKids patients.

WHO DO I ASK?

REMEMBER: YOU DON'T ALWAYS KNOW WHO HAS BEEN TOUCHED BY THE CAUSE. DON'T DENY ANYONE THE OPPORTUNITY TO CONTRIBUTE IN THEIR WAY.

1. Family Members	8. Doctor
2. Good Friends	9. Co-workers
3. Social network contacts	10. Acquaintances
4. Teachers	11. Faculty Alumni
5. Friends-of-friends	12. High School Alumni
6. Housemates	13. Sports team coach
7. Dentist	14. Previous Employer

CAMPUS CHALLENGE

uoftpt_students Last week many of our students participated in the Sick Kids Campus Challenge!

Together, we accumulated over 1 000 000 steps and raised over \$4000! 📈👏

THE EXTRA MILE

THE EXTRA MILE SUPPORTING SUCCESS FOUNDATION

\$20,345

145 People have registered
25 Teams have registered
182 Social Media Posts
430 Donations

Donate to this Team

About The Extra Mile

The Extra Mile is an inclusive, virtual movement event that is utilizing peer-to-peer fundraising to support SickKids Foundation. Through this event, participants will have the opportunity to create personal distance goals, and compete for prizes! Participants can compete by choosing to walk, run, or not (bicycling, biking, rollerblading etc.) or a combination of all activities.

Our event is composed of three phases:

- 1. Activate:** A month-long period where participants will advertise their fundraising goal to support SickKids Foundation.
- 2. Dedicate:** A 10-day period where participants will compete virtually by walking, running, or cycling. Participants will track their activity on the Strava platform or manually through our SickKids Foundation fundraising website.
- 3. Celebrate:** The live virtual event! It called the Closing Ceremony. The Closing Ceremony will include guest speakers, an interactive yoga session, and prizes! The prizes are based on the total activity.

HELP THE EXTRA MILE REACH OUR GOAL OF RAISING \$10,000.

RAISED: \$20,345 GOAL: \$10,000

Donate Now

HELP STEPS 4 SICKKIDS REACH OUR GOAL OF RAISING \$10,000.

STEPS 1139% **\$11,278** GOAL: **\$10,000**

Donate Now

ABOUT SICKKIDS FOUNDATION

We believe fighting for the health and well-being of children is one of the most powerful ways to improve society. We need to expand our reach to...

RECORD FITNESS ACTIVITY

PROGRESS: 1,194 GOAL (KILOMETERS): 1,000

145 people have already signed up for The Extra Mile

Do you know someone who has signed up?

Start typing your search

Join SickKids in the fight against the greatest challenges in child health.

Thank You To Our Sponsors!

What did we learn?

- **\$5 million** in many ways is harder to raise than **\$14 million!**
- The **relationships** we developed and the impact we delivered prior to the pandemic were key to unlocking the trust of our donors to try new ways of fundraising
- Robust digital fundraising tools need to be **invested in and integrated into** the long-term strategy
- We evaluated the **long-term**, not the short-term ROI in developing new tools and platforms. Recognizing the upfront work needed to develop new tools may not pay off right away but we are making investments in the future of our business
- **Hybrid events** is our future. We need to continue to develop the fundraising and digital skills in our staff to meet the needs of a hybrid portfolio and changing needs of our donors



Questions?