

HOW TO GET INVOLVED

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 new state-of-the-art Critical Care Tower opened in April 2018, bringing the next frontier of cardiac care excellence to Ottawa. This 145,000 sq. ft. expansion includes six operating rooms, nine catheterization/electrophysiology labs, a sunlight filled surgical critical care unit with 27 beds, and the new da Vinci® surgical system.

The next exciting step in this journey will be the renovations to several floors of the original building on Ruskin Street. With the addition of escalators and a central registration desk, the experience for patients and their families will be significantly enhanced with better access and navigation tools.

These additions and renovations will ensure our continued capacity to shape cardiovascular care, research and education well into the future.

Healthcare institutions like the Heart Institute do not receive funding from any level of government for the purchase of critical and highly specialized equipment. This much needed equipment is purchased with support like yours which will make a big impact on changing lives and saving lives in our community.

You can help by being a part of Heart Month in a number of ways:

- Sell and display a paper hearts (refer to page 2)
- Participate in an event or host and event (refer to pages 3-5)
- make a donation that could be matched by a Community Matching Partner

For a complete list of Heart Month events or to make a donation, visit www.FebruaryIsHeartMonth.ca and Give With Heart!

Paper Hearts Campaign HOW IT WORKS?

We are delighted that your organization has agreed to support the University of Ottawa Heart Institute Foundation by selling paper hearts in support of **February Is Heart Month 2019**.

Inclusive in your package you will also find posters which you may use to promote the campaign throughout campaign at your cash registers.

- One hundred percent of all money raised by this campaign will go directly to the University of Ottawa Heart Institute Foundation
- UOHIF will create the posters – participants will place the posters in a visible location in the store, branch, community clubs
- The participant will sell the Paper Hearts throughout the month of February. Suggested selling price is \$2, \$5 or \$10
- At the end of the campaign, the participant will give either cash, cheque or credit card in the amount of the total donations received payable to the University of Ottawa Heart Institute Foundation
- At the end of the campaign, the UOHIF will contact the participant to arrange for pick up of any unused hearts or information documents
(please do not throw away unused hearts – we will touch base with you shortly after the campaign has taken place)
- The UOHIF will provide the sponsor with promotional opportunities including online articles, email correspondence to 15,000+ donors, social media marketing and positive branding with our world-class organization. Use our hashtag #GIVEWITHHEART
- Throughout the campaign, please send us your photos!
- Should the participant have questions about the Paper Hearts Campaign or require additional hearts, they should contact: specialevents@ottawaheart.ca



ORGANIZING AN EVENT

Revenue generated by our generous community and host event organizers like you help the Heart Institute maintain an outstanding level of excellence in patient care, education and research.

There are many ways you can help with fundraising, including organizing your own special event. Here are a few examples of what you can do:

- Auction (live or silent)
- 50-50 draw
- Bake Sale
- BBQ
- Dinner/Dance
- Gala
- Holiday Festivities/Celebration Raffle
- Sporting Event (A-thon's of any kind)
- Tournament (golf or other sport)
- Curling Bonspiel
- Concert
- Lobby Sale
- Family Fun Day
- Karma (donation) classes

Now that you have a few ideas about how you can help to raise funds for the Heart Institute, we would be happy to work with you on developing your own ideas.

SPECIAL EVENT PLANNING

Event Registration and Approval

When you have a fundraising event idea, please be sure to contact the Heart Institute Foundation before publicly discussing your concept to gain approval. Submit the event [proposal form](#) which includes a detailed description of the event plans, budget and resources required. It is important and necessary that all event organizers read and follow the Heart Institute [Special Event Policy](#), for every event organized.

Promotion

Promoting your special event is very important, and it is essential that you use the proper University of Ottawa Heart Institute information and logo. All promotional materials must be approved by the Heart Institute before use (at least three weeks prior to the event). Be sure to give yourself as much time as you can to promote your event. Please contact us to obtain our logo.

Thank All Participants

One of the most important parts of any special event is the team of volunteers and supporters who lend their time and skill to help. Please be sure to acknowledge everyone who helped organize and manage your special event by sending them a thank-you letter. They will be thrilled to know how much money was raised for the Heart Institute, and they will be proud to know that they were acknowledged for being part of the event's success.

Collection of Funds

All monies raised at your event should be forwarded to the University of Ottawa Heart Institute Foundation within Three (3) weeks after your event. Please allow four (4) weeks after the collection date for charitable tax receipts to be issued – if eligible. See receipting information for details.

EVENT POLICIES AND GUIDELINES

Policies

The organization/individual(s) organizing the event agree to:

1. Submit the event [proposal form](#) which includes a detailed description of the event plans, budget and resources required.
2. Proceed in a proper manner as proposed and agreed upon in the initial approved content and event plan.
3. Provide the approved event's overall agenda to the Heart Institute Foundation, which will include the evening/day event itinerary. The approved overall agenda submission must include a copy of the final and confirmed overall event budget breakdown as well as:
 - Expected event expenses
 - Financial projections
 - Charity amount expected to be raised and donated
4. Include a list of proposed event sponsors/local businesses being contacted for either/or event sponsorship and/or prize donations for the purposes of proper promotion and the avoidance of the duplication of possible sponsorship/prize donations support of other Heart Institute events.
5. Use their own mailing list for the event.



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6. Submit all media requests/interest regarding the Heart Institute and its involvement to the Heart Institute Foundation. The Foundation will work with the Department of Communications in dealing with all aspects of media inquiry and organization.
7. Preserve and ensure patients rights to privacy. Any and all information/inquiries regarding any Heart Institute patient or staff member must be direct to the Heart Foundation. The Foundation will work with the Heart Institute's Department of Communications to coordinate patient, staff, or facility photographs, patient or staff interviews and so on.
8. Maintain a positive and professional image at all stages of the event process and give the Heart Institute Foundation positive exposure and increased awareness.
9. Submit monies raised and being donated to the Heart Institute within the third week following the event.

The Heart Institute Foundation reserves the right to:

1. Refuse participation in any third-party fundraiser/event that it may find
 - a) Inappropriate in its cardiovascular mission and direction
 - b) Conflicts with other planned future events or current events under way
 - c) Unable to provide required resources or personnel
2. Present the proposed community event plan to the Heart Institute's Foundation board for final approval.
3. Withdraw agreement by giving a 24 hour notice with no financial and/or collateral obligations that may result from such cancellation
4. Determine the use of its logo on all event promotional material, including such things as flyers, posters, promotion on websites, T-Shirts and so on.
5. Audit the records of any event if necessary to ensure compliance with Revenue Canada Regulations.

The Heart Institute Foundation agrees to:

1. Provide community event organizers with appropriate promotion on its website and within the social media program (if available).

2. Where applicable, the Heart Institute will make every effort to provide a spokesperson to attend the third-party event. Please note there may be some circumstances due to scheduling conflicts, where a representative will not be available to attend.
3. Provide third-party event organizers with appropriate promotion on its website. In some instances, the Heart Institute will make every effort to provide a spokesperson to attend the third-party event.

Guidelines

Accountability

- The Heart Institute foundation will not assume any legal and/or financial liability associated with your event
- The Heart Institute foundation will not be named in, or sign contracts on behalf of the event organizer(s) nor will a contract be signed or obligations be made on behalf of the Foundation without the Foundation's approval and written consent. All contracts should be viewed by the Foundation before being signed.
- Event's organizer(s) will submit net proceeds from the event together with all related financial reports including complete list of event expenses and revenues within 60 days of the event. The Heart Institute Foundation retains the right to verify the financial reports
- Event organizer(s) will provide the Heart Institute Foundation with a week's notice if the event is cancelled
- Any sporting events require all participants to sign a waiver form waving any physical, personal, and or financial liability
- Event Organizers must preserve and ensure patients rights to privacy. Any information/inquiries regarding any Heart Institute patient or staff member must be directed to the Heart Institute Foundation. The Foundation will work with the Heart Institute's department of communications to coordinate patient, staff or facility photographs, and patient or staff interviews and so on.

Use of Logo & Name

- Please ask permission for any use of the logo and the Heart Institute's name

Insurance

- The Heart Institute Foundation will not cover insurance for events held on behalf of the Heart Institute

Licenses and Fees

- Any events held for the Heart Institute involving licenses and fees will conform to government regulations. The Heart Institute Foundation will not fill out applications for license/permits the event may require but will assist in the coordination. Organizer(s) are required to provide copies of licenses and/or permits upon request.



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Receipt Information

The University of Ottawa Heart Institute Foundation receives many inquiries about charitable receipts and receipting.

It is essential that all matters pertaining to charitable receipting are handled correctly and, most important, legally, following all Canada Customs and Revenue Agency guidelines.

The University of Ottawa Heart Institute Foundation reserves the right to audit the records of any event if necessary to ensure compliance with Revenue Canada regulations. It is vital that you contact the Foundation to discuss these regulations before proceeding with your special event.