

FEBRUARY IS
**HEART
MONTH**
#GIVEWITHHEART



PAPER HEARTS CAMPAIGN *HOW IT WORKS?*

We are delighted that your organization is considering to support the University of Ottawa Heart Institute Foundation by selling and/or displaying paper hearts in support of **February Is Heart Month 2020**.

In April 2018, the new Critical Care Tower opened and fund-raising continues to purchase 100 per-cent donor-funded life saving cardiac equipment. The Heart Institute continues to be a busy construction site as renovations to the original building near completion. These renovations will enhance the experience and outcomes for patients with the new Central Cardiac Imaging Centre. Donations to the Foundation are also invested in research and innovation that will improve cardiac care for this and future generations. The Heart Institute is also home to the Canadian Women's Heart Health Centre, ensuring that women and their care providers have access to the tools needed to better understand the gender differences in cardiovascular disease and treat appropriately.

- ♥ One hundred percent of all money raised by paper heart campaign will go directly to the University of Ottawa Heart Institute Foundation
- ♥ The participant will sell the Paper Hearts throughout the month of February. Suggested selling price is \$2, \$5 or \$10
- ♥ Display your paper heart proudly - show your support in your outlet's window, wall, ect...
- ♥ The UOHIF will provide the sponsor with promotional opportunities including online articles, email correspondence to 18,000+ donors, social media marketing and positive branding with our world-class organization. Use our hashtag #GIVEWITHHEART

“We are making discoveries that will change the life of future heart patients.

- Dr. Peter Liu, Chief Scientific Officer

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Would you like to support the University of Ottawa Heart Institute Foundation through February is Heart Month? Here's how:

NEXT STEPS

1. Confirm your participation as a paper heart outlet
2. Send your logo to **Katya Valiquette** at kvaliquette@ottawaheart.ca
UOHIF will create your customized branded Heart Month posters and share your participation on our website and social media
3. Posters and paper hearts will be delivered **January 20-31, 2020**

TIPS

- ♥ Send us your photos throughout the month of February. Don't be shy to get creative with your display!
- ♥ Share and tag us on social media so we can share your content!
Facebook: University of Ottawa Heart Institute Foundation
[@HeartInstiuteFoundation](https://www.facebook.com/HeartInstiuteFoundation)
Instagram: [@HeartInstituteFoundation](https://www.instagram.com/HeartInstituteFoundation)
Twitter: [@HeartFDN](https://twitter.com/HeartFDN)
- ♥ Engage your staff to ensure success *share campaign information early. Give staff time to ask questions and get involved.

POST EVENT

- ♥ 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 **we would be happy to pick this up at a convenient time. (by March 15, 2020)*
- ♥ 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)



UOHIF Contacts

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