

Paper Hearts Campaign HOW IT WORKS?

- 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 incorporating the sponsor's corporate logo.
 - Sponsors will place the posters in a visible location in the store, branch, community clubs
- The sponsor 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 sponsor 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 sponsor to arrange for pick up of any unused hearts or information documents
(please do not throw away unused hearts – we will touchbase with you shortly after the campaign has taken place)
- The UOHIF will provide the sponsor with promotional opportunities including online articles, 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 sponsor have questions about the Paper Hearts Campaign or require additional hearts, they should contact:

Lindsay Firestone

Special Events & Community Engagement
University of Ottawa Heart Institute Foundation
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613-761-4794