



UNIVERSITY OF OTTAWA
HEART INSTITUTE
INSTITUT DE CARDIOLOGIE
DE L'UNIVERSITÉ D'OTTAWA
FOUNDATION / FONDATION

FEBRUARY IS
**HEART
MONTH**
GIVE WITH HEART!

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 – 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
- 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

