



W.E. Care for Kids “Have a Heart – Koins 4 Kids” Campaign

The Windsor Essex Care for Kids Foundation in partnership community members and businesses raises funds to support local paediatric health care programs at Windsor Regional Hospital, Leamington District Memorial Hospital, John McGivney Children’s Centre, W.E.T.R.A., Ronald McDonald House Windsor and the Windsor Essex Learning Disabilities Association. To continue to support organizations such as these, **WE NEED YOUR HELP!**

HOW CAN YOU HELP W.E. CARE FOR KIDS?

Participate in our “*Have a Heart – Koins 4 Kids*” Campaign! Sign up your retail location or office to be a hub for our *Have a Heart* Campaign. It’s a fun and easy way to inspire your customers and employees to support local paediatric healthcare.

TELL ME MORE ABOUT “HAVE A HEART-KOINS 4 KIDS”

The *Have a Heart* campaign runs all year long to raise funds for local paediatric healthcare programs supported by W.E. Care for Kids. Participating locations will ask employees & customers to purchase a W.E. Care for Kids heart, pictured below, for a small donation.



Windsor Essex Care for Kids Foundation
1995 Lens Ave. Windsor, Ontario. N8W 1L9 [P] 519-985-2608 [F] 519-985-2664
www.**WECAREFORKIDS**.org Registered Charitable Number: 85295 7638 RR0001



HOW DO I GET STARTED?

- 1) Call our office and let us know you are interested in participating in the *Have a Heart* Campaign! We can be reached at (519) 985-2608.
- 2) Our team will drop off a *Have a Heart* Campaign package to you with everything you need to run a successful campaign. Promotional materials, W.E. Care for Kids Hearts & Markers.
- 3) Spread the word! Put your posters up to let your customers & staff know the campaign has begun. How long the campaign runs is up to you, however, we find that one week brings the best results.
- 4) Collect donations from participants. The value is up to your group, however, some examples would be \$1, \$2 or any donation!
- 5) Have lots of FUN with your *Have a Heart – Koin 4 Kids* Campaign! Decorate your hearts, put them up on display and take lots of pictures to share!
- 6) When the Campaign period has ended, our team will reach out to set up a cheque presentation at your location to announce your campaign total! We will celebrate your success with the community by posting pictures on social media and on Snap'd Windsor.

ANYTHING ELSE I SHOULD KNOW?

By supporting W.E. Care for Kids your group will be recognized in our community for your contributions. W.E. Care for Kids is proud to feature supporters on our website and social media accounts. Additionally, your group would be invited to our Annual Wrap Up event to present your cheque in front of W.E. Care for Kids supporters and the media – what a fantastic opportunity to gain positive recognition, all while helping KIDS!

If you have any questions or require assistance with planning, organizing or executing your *Have a Heart – Koin 4 Kids* Campaign, please call Ashley Weeres at W.E. Care for Kids Foundation at (519) 985-2608 or ashley.weeres@wrh.on.ca

Thank you in advanced for your support and taking the initiative to help children in Windsor and Essex County. W.E. Care for Kids is an organization lead and driven by volunteers, supported by the community and recognized as a leader in fundraising for children's health care. Together, with **your** help, we can make a difference!