



Thunder Bay Regional
Health Sciences
Foundation

COMMUNITY EVENTS TOOL KIT



Lakehead University Jersey Auction Raised
\$2,881.75 for the Our Hearts at Home Campaign
in 2026

FUN FACT!

In 2025, 34 Community Events raised an incredible
\$208,125.48!

Thank You

For making a difference with the Foundation

Thank you for choosing to support the Thunder Bay Regional Health Sciences Foundation. We're honoured to be part of your fundraising efforts and are here to help make the process as smooth as possible.

This fundraising toolkit is designed as a step-by-step guide to help you plan and organize your event, ensuring its success from start to finish.

By supporting the Foundation, you are joining a passionate community dedicated to building a healthier future for Northwestern Ontario. Your contributions help fund essential equipment at Thunder Bay's Hospital, improving healthcare for you, your loved ones, and the entire community.

On behalf of everyone at the Foundation, thank you for your commitment and support in advancing healthcare in Northwestern Ontario.



Glenn Craig

President and CEO
Thunder Bay Regional Health Sciences Foundation

ABOUT US

The Thunder Bay Regional Health Sciences Foundation is a not-for-profit organization dedicated to improving healthcare in Northwestern Ontario. Guided by the principle "Together, for better," all contributions stay local within the region, enhancing patient care and outcomes. Through community support, the Foundation continues to advance healthcare for the people of Northwestern Ontario.

WHO WE ARE

Our Foundation raises money for advanced healthcare in Thunder Bay and across Northwestern Ontario, which includes places like Kenora, Red Lake, Fort Frances, and beyond.

The best part is that all the money raised stays local; it goes towards medical equipment, programs, and better care for patient's right here.

We have three main funds:



**Northern
Cancer Fund**



**Northern
Cardiac Fund**



**General
Health Fund**

FUN FACT!

You can actually raise money for any hospital department; mental health, NICU, urology, paediatrics, you name it!

*Dancing With The Docs
Raised \$180,000 for Laboratory
Services in 2024*



Our Hearts at Home

Cardiovascular Campaign

OUR HEARTS AT HOME

With your help, we will provide the equipment and funding needed to establish Ontario's newest Cardiovascular Surgery Program in Northwestern Ontario.

As construction is underway, we are actively raising funds for the specialized equipment that will support this life-saving program. Your fundraising efforts will ensure our teams have the tools to deliver exceptional cardiac care.

Choose Our Hearts at Home as the focus of your fundraising event and make a direct impact on heart care in our region.

70,000 square foot construction build at the Hospital to house the new surgical program

Learn more about the Our Hearts at Home campaign ourheartsathome.ca.



FUNDRAISING IDEAS

Community events and fundraising are a fun way to give back while doing something you love! Whether it's baking, crafting, or dancing, any activity can become a fundraiser to support better healthcare in Northwestern Ontario. These events bring people together, spark joy, and make a real difference. Join in, share your passion, and help create a healthier, stronger community!

COMMUNITY EVENTS

- BBQ
- Car Wash
- Bake Sales
- Lemonade Stand

A-THONS

- Skate-A-Thon
- Dance-A-Thon

TOURNAMENTS

- Baseball
- Dodgeball
- Golf
- Pickleball

SCHOOL EVENTS

- Battle of the Bands
- Dances
- Talent Show
- Dress Down Days

WORKPLACE ACTIVITIES

- Dress Down Friday
- Monthly Giving
- Payroll Deductions

Don't see an event you like?
Ask us for more ideas or
create your own event!



IT'S EASY TO FUNDRAISE ONLINE

Take your Community Event to the next level with an online fundraising page! In just minutes you can set up your page, set a goal, share your story - then collect donations from friends and family no matter where they live! Your impact on local healthcare starts with one simple click. Ask Selena for more information!

GETTING STARTED:

7 STEPS TO A SUCCESSFUL FUNDRAISER

1

SET YOUR VISION

Define your event's purpose, fundraising goal, and target audience. A clear plan from the start sets you up for success!

2

BUILD YOUR EVENT TEAM

Recruit a reliable team to help with planning, logistics, and promotions. A strong team makes everything run smoother and more enjoyable!

3

CHOOSE THE RIGHT TIME & PLACE

Select a date and venue that works for your audience. Check for conflicts with other events, ensure accessibility, and secure any required permits.

4

PLAN YOUR BUDGET & FUNDRAISING STRATEGY

Estimate expenses, set a realistic fundraising goal, and explore sponsorships or donations to maximize your impact while keeping costs low.

5

PROMOTE & BUILD EXCITEMENT

Spread the word through social media, local media, and community networks. Engage potential donors early and encourage both online and in-person fundraising.

6

HOST A MEMORABLE EVENT

Execute your plan, keep things running smoothly, and most importantly—enjoy the event! Engaging attendees creates a lasting impact.

7

SUBMIT FUNDS & SHOW APPRECIATION

Donate proceeds via cheque, cash, e-transfer, or machine by contacting the Foundation office. Thank your donors, volunteers, and attendees, and share the impact their support has made!

FUN FACT!

Donations of \$5,000+ receive recognition, including a spot on our donor wall. Higher giving levels unlock additional benefits!

Lakehead Thunderwolves Basketball,
Raised \$77,251 for Breast Cancer since 2009





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CONTACT US

HAVE QUESTIONS?
CONTACT OUR TEAM!

Ready to make a difference in your community by hosting an event? Connect with Jenelle Dawson today to learn how you can get started!

Jenelle Dawson

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← I'm Jenelle!

