UHN Canada's #1 Hospital

Captain's toolkit

The captain's guide to recruiting, motivating, fundraising and having fun. We've got you covered every step of the way!

WE WALK UHNITED

Presented by ROGERS



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O captain! My captain!

Thank you for stepping up as a team captain for We Walk UHNITED presented by Rogers, a 5 km accessible walk for the whole family in support of the life-saving work being done at University Health Network (UHN). A shorter 2 km route is available, so everyone can participate!

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Health care continues to evolve, and it’s happening right here at UHN. By leading a team and raising funds for groundbreaking research and innovation, your impact will reach patients across our city and around the world.

As we begin our second year of We Walk UHNITED, we’re grateful for your leadership and commitment. We’ll be with you every step of the way. Keep reading for tips and ideas to help you gather your team, raise funds and make the most of event day.

Julie Quenneville

CEO, UHN Foundation



Happy walking!

If you have any questions reach out to Kosana at kosana.tharmaratnam@uhnfoundation.ca or check out our Frequently Asked Questions.

When we walk together, we impact the world together.

Why be a team captain?

Team captains are integral We Walk UHNITED supporters. We need you. Captains are chief cheerleaders, ambassadors, change makers and recruiters. Step up, get behind the cause and make an impact.

Need more reasons to captain a team? Here you go!

- **Get Connected** - With UHN, teammates, supporters, and the We Walk community.
- **Stand Out** - Receive bespoke team captain swag - just for you!
- **Get Involved** - Fun incentives and networking opportunities along the way.
- **Get Social** - Tell your story on our socials. Participate in the We Walk Captain Spotlight.
- **Be Supported** - A dedicated We Walk representative will support you every step of the way!

What you will do:

- Register, create and build a team, and have tons of fun along the way
- Recruit team members
- Together with your teammates, you'll raise funds for UHN, taking critical steps to save lives



Who is captain-worthy? YOU!
Anyone can be a team captain.

Register now

The first step

You've decided to join We Walk UHNITED. Now what?

Step 1 Save the date

Mark Saturday, May 29, 2027, in your calendar as a day to step up, have fun, and help save lives.

Step 2 Sign up

If you haven't done so yet, go to WeWalkUHNITED.ca to register and create your personalized fundraising page and team.

Step 3 Set a goal

When you register, you'll be asked to choose a fundraising target. Every amount will make a difference. Don't be afraid to dream big!

Step 4 Start off on the right foot

Give the very first donation on behalf of your team or yourself. This will give others an idea of what they can donate as they cheer you on.

Step 5 Join forces

Ask your friends, colleagues and family members to join your team or create their own. You can choose a fun team name and make a collective fundraising goal.

Stumped for a team name?

Here are a few ideas to get the creative juices flowing:

- The Stride Squad
- The Walkie Talkies
- Sole Purpose: UHN
- Walking Warriors
- The Vital Signs
- Heart & Sole



When we walk together, we impact the world together.

Recruiting your team

Share your why

Learning about your personal story and connection to UHN and the We Walk UHNITED community will inspire others to join you.

Spread the word

Take to socials, don a sandwich board.

Have a recruitment drive

Ask team members to each recruit one person.

High school reunion!

Returning for year three? (thank you!) – invite last year's team members to a kick-off party and do it all again!

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Motivate your team

As team captain, your energy keeps the team moving. Try these simple ways to inspire and connect with your group:

1. Send messages to your team

Use admin notes to track fundraising progress, celebrate milestones and offer encouragement. Congratulate teammates who reach their goals, cheer on those close to the finish line and share tips with anyone just getting started.

2. Lead by example

Kick off your own fundraising early. Your effort and enthusiasm will motivate others to follow your lead.

3. Send a weekly email update

Share highlights and fundraising wins, recognize team members and keep everyone focused on the goal.

4. Party!

Plan a team get-together before and after the walk to celebrate your efforts and enjoy time together.

5. Reward your team

Keep motivation high with fun prizes, shout-outs or friendly challenges. Every bit of recognition counts.

Captain’s corner

Check out these social assets you can use to promote your team and all their accomplishments.

Use the email templates in your participant centre to spread the word!

Check out our full fundraising toolkit.

Get the word out with these posters that you can tailor.

Contact your dedicated We Walk captain’s compadre Kosana Tharmaratnam who is here to support you every step of the way.



Event day

It’s time to walk for the future of health care!

Distance: 5 km or 2 km. Route: The fully accessible route starts and ends outdoors at Toronto General Hospital, followed by a block-party style celebration with great food, family-friendly entertainment and fun.

- 8:00 a.m. **Event site opens at 200 Elizabeth Street**
  Music, coffee and pre-walk fun!
- 9:00 a.m. **Opening ceremonies**
  Special guest speakers!
- 9:30 a.m. **Walk begins!**
- 10:00 a.m. **On-site family activities**
  Entertainment and food
- 10:30 a.m. **Celebration time!**
  Closing ceremonies & live performances
- 12:30 p.m. **Event concludes**

*Schedule subject to change

Tips for a great day

Celebrate! Once you cross the finish line, share your walk photos on social media and remind people they can still donate to world-changing health care. Make sure you tag @uhn.foundation and use the hashtag #wewalkuhnited

Stay engaged. Follow UHN Foundation on social media and keep an eye on your email for more updates and fun opportunities to change the world together.

Show up early with your team to snap photos, tighten shoelaces and join in the energy.

Say thank you. After the walk, give a shout out to your donors on social media and send them a personalized email, letting them know how they contributed to your walk day success.

Find email templates in your fundraiser dashboard.

Team captain checklist

Recruitment:

- Kick things off: register and create my team page
- Send out invites: get my squad on board
- Rally the team: organize and keep spirits high
- Shout it out: post my team on social media
- Ask face-to-face: personally invite friends and colleagues
- Grow my crew: challenge teammates to recruit someone new

Fundraising:

- Set my team goal and shared it with team members
- Personalize my personal and team page
- Familiarize myself with the captain's toolkit and WeWalkUHNITED.ca for updated info
- Ask my company or organization to make a donation to our team.
- Ask my team members and donors if their companies have a matching gift program. If so, I have encouraged them to spread the word about donating and matching funds
- Plan at least one fundraising event for my team (e.g. bake sale, car wash, etc.)
- Lead by example and made a donation to my team before I asked others to donate
- Ask each team member to personalize their fundraising page and send five emails to potential donors.
- Thank everyone who donated to my personal page or the team page.

Thank you!

Thank you for supporting groundbreaking research and innovation. With every step you take, you help UHN reinvent the future of health care.

QUESTIONS?

FAQ
Find answers to your questions here.

Phone
(416) 603-6498

Email
wewalkuhnited@uhnfoundation.ca



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