UHN Canada's #1 Hospital

Fundraising toolkit

Your step-by-step guide to raising funds and walking UHNITED to support University Health Network (UHN).

WE WALK UHNITED

Presented by ROGERS

Table of contents

03 Welcome

04 Getting started

05 Raising funds

06 Event day

07 Why Walk UHNITED?

08 Contact

Good things happen when Toronto walks together.

Thank you for stepping up and joining us for We Walk UHNITED, a 5 km accessible walk for the whole family in support of the lifesaving work being done at University Health Network (UHN). A shorter 2 km route is available, so everyone can participate!

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The world of health care is changing, and it’s starting right here at UHN. By raising funds for groundbreaking research and innovation, your impact will be felt across the city and around the world.

As you get ready to join with other passionate supporters, we’ll be with you every step of the way. Keep reading to discover helpful tips and ideas on how to get started, gather a team, raise funds and make the most of event day.

Julie Quenneville

CEO, UHN Foundation

See you there!

If you have any questions, we’re here to help. Reach out at wewalkuhnited@uhnfoundation.ca, call (416) 603-6498 or check out our Frequently Asked Questions.

When we walk together, we impact the world together.

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.

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. Prefer to go sole-o? No sweat – every step counts!

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.

Spread the word

How to raise funds that will change the world

UHN relies on donations from people in our community to keep pushing the boundaries of health care. The funds you raise through We Walk UHNITED will help lead to the next big breakthrough!

1. Tell everyone

Don't be shy! Let your friends, family members, colleagues and social media contacts know you've signed up to save lives. Send them the link to your fundraising page and ask them to support life-changing research, patient care and education at UHN

2. Post about it

Social media is your best friend when it comes to raising awareness – and donations. You can post fundraising updates, fascinating facts about UHN research, photos of your pre-walk prep work, grateful shout-outs to your supporters and more. Don't forget to put the link to your fundraising page in your Instagram or TikTok bio!
Find social media inspiration and downloads here.

3. Get personal

Use your fundraising page and social media to tell people why you are walking in support of UHN. Maybe you dream of a disease being cured. Maybe you or someone you love received above-and-beyond care at UHN. Or maybe you believe in a world where everyone can live their best, healthiest lives. Sharing a personal reason helps other connect with the cause.

We're so grateful for you!

As our way of saying thanks, you'll be eligible to earn rewards based on your fundraising total.

Rewards include:

- Free We Walk UHNITED t-shirt with registration
- Awesome prizes for fundraising milestones
- Entry into exclusive promotional draws for sporting events and concert tickets
- Team prizes for working together
- And much more!

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.

11:00 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.

Why walk UHNITED?

Because never been done is what we do

When you support UHN, you're driving the breakthroughs that transform lives. Funds raised through this event will reimagine the future of health care at Toronto General Hospital, Toronto Western Hospital, Toronto Rehab, the Michener Institute of Education and West Park Healthcare Centre. Every day, our world-renowned staff save lives, pioneer revolutionary research and shape the next generation of health care heroes.

None of this happens without people like you.

Together, we're making the impossible possible – one discovery, one innovation and one step at a time.

Together, we can:

- Transform surgery using artificial intelligence
- Build innovative housing solutions for vulnerable populations
- Revolutionize seniors' emergency medicine
- Transform organ transplantation to save more lives
- Change the game with robot-assisted surgery

UHN is the #1

UHN is Canada's #1 hospital and the top universally accessible hospital in the world.

25,000+

surgical procedures a year makes UHN home to the largest surgical program in Canada.

44,000

TeamUHN members call UHN home across 10 sites.

What will you help accomplish next?

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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