UHN Canada's #1 Hospital

Corporate fundraising toolkit

Your step-by-step guide to teaming up with your colleagues and fundraising for University Health Network (UHN).



WE WALK UHNITED

Presented by ROGERS

Table of contents

03 Welcome

04 Getting started

05 Fundraising as a team

06 Event day

07 Why Walk UHNITED?

08 Contact

Good things happen when Toronto walks together.

Thank you for bringing your team together to participate in We Walk UHNITED presented by Rogers, a 5 km accessible walk in support of the lifesaving work at University Health Network (UHN). A shorter 2 km route is available, so everyone can participate!

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By walking as a team, you’re fostering teamwork, building connections and demonstrating your organization’s commitment to transforming health care and showing your commitment to your organization’s wellness goals!

Julie Quenneville

CEO, UHN Foundation



The funds your team raises will help advance groundbreaking research, innovation and care that impacts lives across the GTA and around the world.

This toolkit will provide you with tips and resources to get your team registered, raise funds and make the most of event day. No one ever changed the world on their own, but when We Walk UHNITED, we can.

Thank you for leading the way!

If you have any questions, our team is here to support you. Once you register, a dedicated We Walk UHNITED rep will be assigned to you.

For general inquiries, reach out to the We Walk UHNITED team 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

Register your We Walk UHNITED team

Step 1 Save the date

Mark Saturday, May 29, 2027, on your corporate calendar as the day your team steps up to save lives.

Step 2 Sign up

Register your corporate team at WeWalkUHNITED.ca Once registered, a We Walk UHNITED representative will be assigned to you and your team – and will be with you every step of the way.

Step 3 Make it personal

Create a personalized fundraising page for your company by adding company logo and your messaging.

Step 4 Set your goals

Choose an ambitious team fundraising target to inspire your colleagues.

Step 5 Rally your team

Engage your staff and colleagues through company newsletters, town halls or social media. Get company leadership to step in and support participation and team goals. Highlight the event's impact and encourage everyone to join, including friends and family members. The We Walk UHNITED team is available to help you build excitement and create engaging activations.

Step 6 Lead by example

Start your team's fundraising journey by making the first donation. This sets the tone and inspires others to contribute.

Step 7 Spread the word

Call on your competitors, vendors and other businesses on social media to join you. Who doesn't love a little friendly competition in the name of doing good?

Being part of We Walk UHNITED comes with many benefits:

- Turnkey engagement opportunities for staff
- Bespoke fundraising incentives and swag
- A team captain spotlight on UHN Foundation social channels (optional)
- Volunteer opportunities

Amplify your impact

Strategies for successful team fundraising

1. Engage leadership

Ask company leaders to champion the cause by joining the walk, making donations or matching funds raised by employees.

2. Leverage your network

Encourage employees to share their personal fundraising pages with friends, family and professional connections.

3. Host internal events

Organize bake sales, trivia nights or wellness challenges to raise funds and build excitement leading up to the walk.

4. Spread the word

Use your company's communication channels – social media, newsletters and email – to promote your team's efforts and encourage donations. Follow and tag @UHNFoundation (@UHN.Foundation on Instagram) and use #WeWalkUHNITED to amplify your reach.

Find social media inspiration and downloads here.

5. Celebrate milestones

Share fundraising progress and recognize top fundraisers within your team to keep momentum high.



Engagement ideas for your team:

- Company-branded t-shirts or swag
- Extra vacation day for top fundraisers
- Lunch with the CEO for top fundraisers

When we walk together, we impact the world together.

Event day

Grab your walking to work shoes

Distance: 5 km or 2 km. Route: The walk 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 successful day

- Assign a meeting spot for your team, arrive early to gather together, take photos and soak in the energy!
- Represent your organization with custom team shirts or signs.
- After the walk, share photos on social media, tag @uhn.foundation on Instagram and thank your supporters.

Find email templates in your fundraiser dashboard.

Why walk?

To unite with us to make more tomorrows possible.

When your company supports UHN, you're helping shape the future of health care. Every dollar raised helps care for patients, train tomorrow's health care heroes, and fuel breakthroughs that give people more time with the ones they love. Across Toronto General Hospital, Toronto Western Hospital, Toronto Rehab, The Michener Institute, and West Park Healthcare Centre, world-renowned teams are delivering life-saving care, pioneering research, and redefining what's possible in health care.

None of this happens without champions like you.

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

What will you help accomplish next?

- 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.

Thank you!

Your company's participation in We Walk UHNITED demonstrates a commitment to making the world a better place and to promoting the health and wellness of your employees.

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

Interested in sponsorship?

Contact Azza Taha at azza.taha@uhn.ca.

For more information:

Website
WeWalkUHNITED.ca

Email
wewalkuhnited@uhnfoundation.ca

Phone
(416) 603-6498



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