

# Community Giving



**Your guide to running your own Community Giving Event & Fundraiser in support of Orillia Soldiers' Memorial Hospital**

# ABOUT ORILLIA SOLDIERS' MEMORIAL HOSPITAL



## 2023-2024 HOSPITAL STATISTICS

68,370	OUTPATIENT VISITS
7,277	SURGICAL PROCEDURES
50,565	EMERGENCY ROOM VISITS
10,128	INPATIENT VISITS
1,062	BABIES BORN



Our region's population has grown twice as fast as the rest of Ontario.



Our Hospital has been running at over 100% capacity for the last two years.



We have the oldest hospital infrastructure in the region, with areas of OSMH over 100 years old.

Orillia Soldiers' Memorial Hospital provides the highest standard of care possible in our aging facility to the North Simcoe and Muskoka region.

To maintain our high standard of excellence, we need to invest in our future today by enhancing our regional programs, technology, and services.

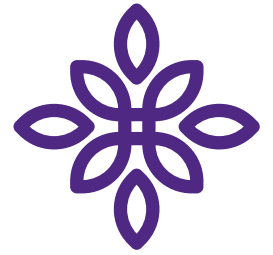
We need your help to keep advanced, critical care close to home and deliver the best outcome for our patients and their families.

*"We have to support our hospital, it's vital for everybody. If we can get our surgeries and treatments done in Orillia, that's life-changing."*

-Kim, Grateful Patient and Soldiers' Supporter



# Impact of your Fundraising



Your fundraising support ensures that patients at Orillia Soldiers' Memorial Hospital will receive continuous advanced care when and where they need it, close to home.

Our Hospital has many critical, competing priorities and it constantly adapts to meet the needs of our communities.

Your contributions affect all areas of care at Orillia Soldiers' Memorial Hospital, including numerous programs such as: Supporting Seniors, Cancer Care, Women & Children, and the Future of OSMH.

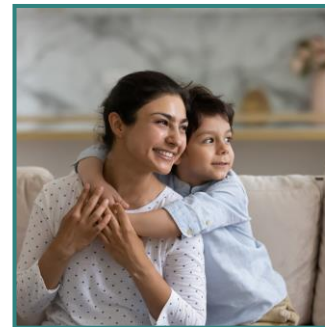
## Supporting Seniors



## Cancer Care



## Women & Children

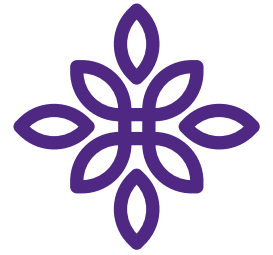


## Future Hospital





# Creative Community Giving Fundraising Ideas



Donations in lieu of birthday gifts



Organize a sale and donate the proceeds



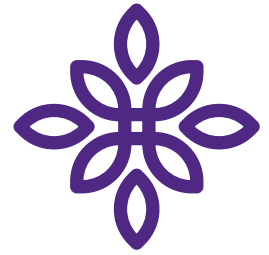
Host an event



Workplace giving

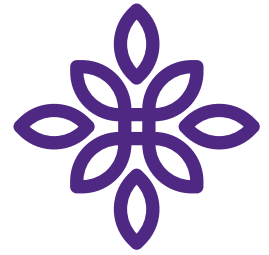


# 8 Steps to Get Started



1. Brainstorm your event and set goals
2. Pull together a team who will help you plan your event.
3. Plan your Event using the “W’s”
  - What is your event?
  - Who will attend your event?
  - Where will your event take place?
  - When will your event take place?
4. Set a fundraising goal and how you plan to achieve it?
5. Create a fundraising page for your event – [click here](#) (link to raise FR page)
6. Promote and publicize your event using various communication channels.
7. Post event - Celebrate the success and Thank everyone who has supported your event.
8. Reach out to the OSMH Foundation Team as we would love to hear about your event.

# Promote your Community Giving Event



Promotion is essential for any Community Giving event. Identify the target audience of your fundraiser and identify the best way to reach and engage them.

## Consider the following:

**Social Media:** Promote your event on social media. Ask your friends to reshare and don't forget to tag us so we can share your posts. Facebook –@Orillia Soldiers' Memorial Hospital (OSMH) Foundation, Instagram-@soldiersfoundation

**Email:** Send emails to your network with event details, where, when and what is the fundraiser supporting and why. Add the link of your fundraising page if you have one in your email signature.

**Posters:** Put posters in high traffic areas in the local community. Contact [events@osmh.on.ca](mailto:events@osmh.on.ca) for an OSMH Foundation poster that you can edit and print.

**Local Media:** Contact your local media and ask to share and help promote your event.

# Contact Us

We want to hear from you!



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Still have questions? Please go to our FAQ [click here](#)

Follow us online

- [osmhfoundation.ca](http://osmhfoundation.ca)
- Facebook –@Orillia Soldiers' Memorial Hospital (OSMH) Foundation
- Instagram-@soldiersfoundation

