



# FUNDRAISING GUIDE

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# HEROES OF HEALTH



MENTAL HEALTH EDITION

*DO-IT-YOURSELF*



London Health  
Sciences Foundation

# BE A HERO OF HEALTH YOUR WAY

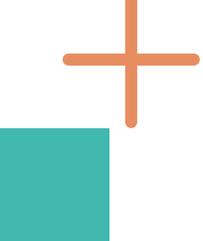
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You've got the willpower, determination and strength to take things into your own hands. You have the courage to fight for youth who are suffering with mental illness and waiting for help. You have the drive to make an impact and stop devastating outcomes. In our books, that makes you a hero: a hero of health.

The Heroes of Health: Do-It-Yourself (DIY) fundraising program was developed for passionate people like you who are looking to make a difference in your own unique way. By using this online program, you will have full control to raise money the way you want for patients and families in need at London Health Sciences Centre (LHSC).

**Let's get started.**





# BEFORE YOU BEGIN A LITTLE INFO ABOUT US

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## LHSC

London Health Sciences Centre (LHSC) provides care for more than one million patient visits per year and, as a regional referral centre, cares for the most medically complex patients in Southwestern Ontario and beyond. With an aging population and having to keep pace with new technologies, there has never been a more pressing time to transform health care. Raising funds for LHSC will allow physicians and researchers to diagnose earlier and with more accuracy, enhance methodologies with less invasive, highly precise treatments, and generate new knowledge to improve the future of care.

## LHSF

As the charitable arm of LHSC, we at London Health Sciences Foundation (LHSF) strive to enhance the standard of care for patients at our hospital. With your generosity, we support the development of critical initiatives such as ground-breaking research, state-of-the-art equipment, specialized care with personalized treatment options and the education of our next generation of clinicians.

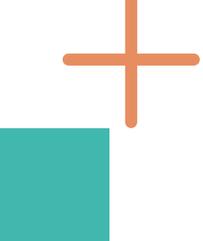
It is through the hope and kindness of our donors that the health and lives of patients at LHSC are impacted, today and tomorrow. We are committed to honouring your compassion with acts of gratitude, stewarding with respect and reporting with honesty, transparency and accountability.



**TIP:** Follow us on Facebook, Instagram, Twitter and LinkedIn. Tag us in your posts so we can share your content.

@LHSFCanada  
@LHSCCanada





# ABOUT THE FIRST EPISODE MOOD & ANXIETY PROGRAM (FEMAP)

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The First Episode Mood & Anxiety Program, known as FEMAP, is the first program of its kind in Canada with a unique model aimed at reversing the “first episodes” of mental illness for youth aged 16 – 25. If left untreated, these illnesses can cause irreparable damage to people’s lives and may lead to chronic depression, social isolation, homelessness, and other tragic outcomes. FEMAP offers a comprehensive range of services such as psychology, psychiatry, social work, addictions counselling, family therapy, and group therapy.

Currently, it can take up to 10 months from the first assessment to start treatment. For a patient who is courageous enough to reach out for help now, the long wait can have a devastating impact.

To help youth suffering with mental illness in our community, the issue of a growing waitlist needs to be addressed now. In order to avoid heartbreaking outcomes, FEMAP needs support to expand its services and double its capacity. The expansion will help reduce wait times and provide new/more services for current and future patients that are reaching out for help when they are most vulnerable.

For more information visit [lhsf.ca/femap](https://lhsf.ca/femap).



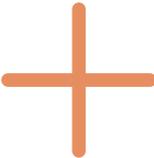
# YOU CAN DO IT BUT YOU DON'T HAVE TO DO IT ALONE

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As your personal sidekick, our team can help you every step of the way. We offer:

- Advice and guidance
- Planning and execution
- Technical support
- Fundraising
- Event planning
- Donation reporting
- Sponsorship recommendations/packages
- Livestreaming

Go ahead, give us a shout: [communityevents@lhsc.on.ca](mailto:communityevents@lhsc.on.ca)



# HERE WE GO

## STEP 1: CHOOSE YOUR PASSION & CREATE A PAGE

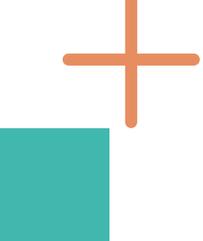
Your passion is your fundraiser. It's how you plan to raise money. It could be anything you want but it should be something that gets you excited so you can have fun and stay motivated.

Here are some examples:

- Organize a yoga event
- Hike a long trail
- Run a long distance
- Perform in a small concert or show
- Change a bad habit
- Get married
- Play in a game-a-thon
- Celebrate your birthday or a milestone
- Or, simply connect with friends to share your story

When you know what you are doing, you'll need to figure out how you plan to do it. Lucky for you, there are a few options to consider:

- Go virtual with a livestream event
- Plan an in-person event (safely)
- Simply direct people to your fundraising page via email or social



## STEP 2: CHOOSE YOUR CAUSE

### MENTAL HEALTH

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From August 15 - 31, our DIY program will be looking to raise funds specifically for FEMAP. When creating your page, all you have to do is select 'Mental Health Program' from the dropdown menu. Then, every dollar you raise will help fund more services and reduce the waitlist for youth suffering with mental illness.

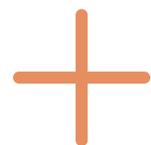
Want to raise money for a different cause? We support that too.

Take a look at the various programs in need of donor funding at [lhsf.ca/diyfundraising](https://lhsf.ca/diyfundraising).



"Imagine a young person is finally willing to tell someone 'I need help and I need it now,' and then hear 'We're going to have to put you on a waitlist for months.' It's not the right answer."

- *Dr. Elizabeth Osuch, FEMAP Founder & Dr. Joseph Rea  
Chair in Mood Disorders*



# STEP 3: BE A HERO

## SETTING UP FOR SUCCESS

### CUSTOMIZE YOUR PAGE

Every hero has a story. Unmask yours with photos and details of your fundraising mission. These important features will let your potential donors know why you are choosing to care for the cause you're raising money for.

Share and connect with your community to stoke interest in your cause. The more people who know, the more likely you are to reach your fundraising goal.

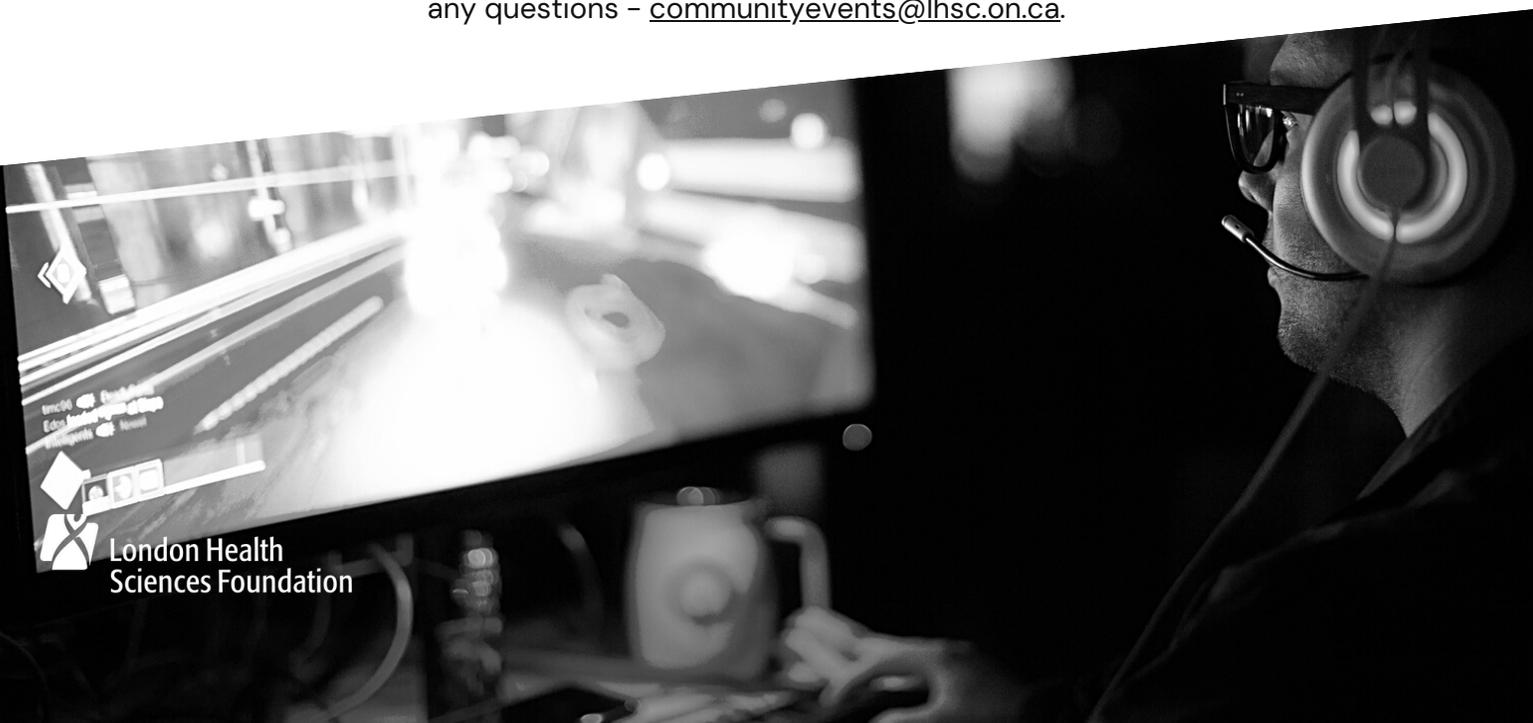
Visit the Toolkit section of the website for video tutorials on how to set up your page.

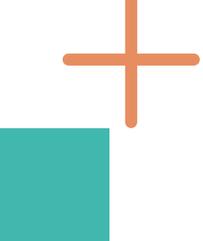
### SETTING A GOAL

One of the most important things you can do is set a goal for yourself. It will help to keep you aiming in the right direction.

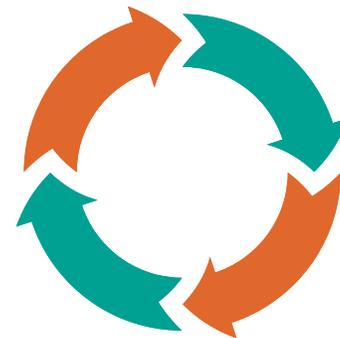
We recommend \$500 for an individual. Don't worry, you can always change this later!

Don't forget we are here to help. Please reach out to us if you have any questions - [communityevents@lhsc.on.ca](mailto:communityevents@lhsc.on.ca).





## STEP 4: FUNDRAISE THE CYCLE OF GIVING



You're almost there! This may seem like the hard part but by using the online fundraising platform and this cycle of giving, you will reach your goals in no time.

Using the program's participant centre, you can:

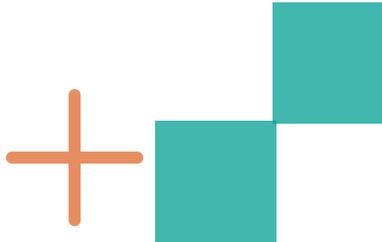
- **ACQUIRE:** Upload and manage your email contacts.
- **ASK:** Send an emotional email using the program's email system and include a photo. Share on social media using a similar message and photo from your email. Tag friends so they are notified. Don't forget to ask your network to share the link with their friends and family.
- **THANK:** Follow up with a thank you to those who donated.
- **STEWARDSHIP:** Keep your donors updated on your journey by sharing images and milestones often.
- **REPEAT:** Send a reminder to those who haven't yet donated.

Submit any donations you receive offline to the Foundation. You can mail them to: London Health Sciences Foundation, 747 Base Line Rd. E., London, ON, N6C 2R6.



**TIP:** Check out the website's Toolkit section for how-to videos, downloadable images and writing examples.

Donate to yourself – this shows people you are serious.



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