

Hockey

KIDS helping kids



This season, everyone wins!



Thank you for signing your team up for **Hockey Kids Helping Kids**, brought to you by Hockey Calgary and the Flames Foundation in support of child and adolescent mental health programs in our community. In celebration of 100 years of hope and healing at the Alberta Children's Hospital and keeping with Hockey Calgary's core values of team work and respect, the Hockey Kids Helping Kids is your team's chance to raise funds to support the growing number of young people who struggle with their mental health.

And thanks to the incredible generosity of the Flames Foundation, every dollar you raise will be matched, up to a total of \$25,000! The top fundraising team will also be invited to watch a real Calgary Flames practice at the Scotiabank Saddledome where young players can meet some Flames, pick up some tips and autographs!

Here are some tips and tricks to fundraising. Incorporate them into your routine and watch your team's fundraising thermometer grow!

Fundraising Tips

Start early

The sooner you start asking for donations, the more money you will raise. As soon as you set up your team fundraising page, get organized and start fundraising!

Take the first step

Start by donating to yourself. It's an easy way to show your support for the kids and inspire family, friends and colleagues to also donate generously.

Customize your emails

Include a personal reason or story about why you are fundraising and why raising money is important to you and your team.

Customize your team fundraising page

Make your team fundraising page unique. Include a story about why you are raising money. Use our provided Fast Facts about mental health if you wish.

Don't be shy

People make a donation when you give them the opportunity. Start connecting with your networks from your email address book, friends, family and word of mouth. Don't be shy about asking more than once – people like to hear about your progress and to be reminded.

Stay focused

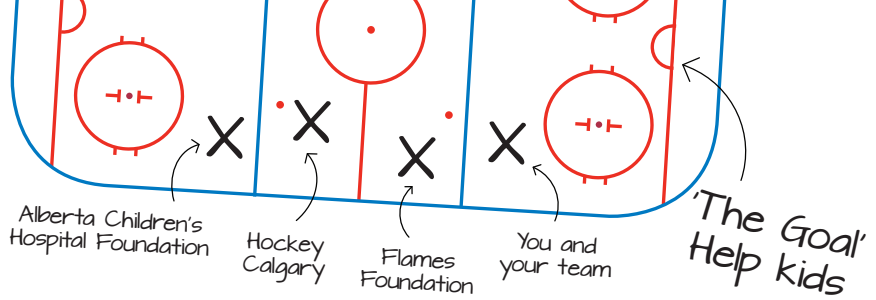
Remind yourself of why you are fundraising and how the money you raise will help kids and families in our community who need it most. Talk to friends, family and other fundraisers for inspiration and ideas.

Get social

Given that more and more donations are happening online these days, use your Facebook, Twitter, LinkedIn, Instagram or TikTok to update your friends on your fundraising. You can provide direct links to your team fundraising page to allow for easy and quick donations.

Send a personal thank you

Once the event is over and you have completed your fundraising, send the results to your donors and thank them for their support so they know where their money went – you might reach out to them for support again next year!



Fundraising Ideas

- **Be a Birthday HERO** - Ask your friends and family to make a donation to your team page instead of bringing gifts for your birthday!
- **Bake sale** - Use your creativity to organize a team bake sale and donate the proceeds!
- **Host a walk/run/swim/dance** - Besides playing hockey, is there another special activity you and your teammates love doing? Host an event where you can ask for donations!
- **Hot chocolate stand** - Help your neighbours warm up this fall and winter season. Donate the money you earn selling hot chocolate towards your team's fundraising.
- **Bottle drive** - Donate the proceeds of bottles and recycling you collect from friends, family and neighbours
- **Garage sale** - Clean out your room and sell any books and toys you don't use anymore!
- **Shovel driveways or sidewalks this winter** - Your neighbours would appreciate a hand and you can raise money for your team while helping them out!
- **Haunted house** - Create a spooky fun house at your school with entry by donation!
- **Mini piggy banks** - Give out mini piggy banks (or mason jars) to family, friends and classmates and ask them to save their spare change for you to donate towards your team's fundraising efforts.

Social Media

To make the most of your Hockey Kids Helping Kids fundraising, level up your social media with ready-to-post graphics, messages and fast facts about child and adolescent mental health that will help your network understand why you're participating, and why they should support you and your team. Copy and paste from this document to your network or make it your own with a personal touch.


Facebook / Instagram message


Hi, friends! I'm participating in Hockey Kids Helping Kids to support children and youth in our community who are struggling with their mental health. I'm making a difference and you can too, with a donation to my team fundraising page. All money raised will help ensure kids have access to vital mental health programs and services they need. Please consider a donation today [insert your own team fundraising page here]. #HockeyKidsHelpingKids

Share and tag

Be sure to tag Hockey Calgary, the Flames Foundation and the Alberta Children's Hospital Foundation.


 @HockeyCalgary
 @FlamesFDN
 @AlbertaChildrensHospitalFoundation


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 @FlamesFDN
 @ACHFKids


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Did you know?

- Seventy percent of mental health issues begin in childhood — the earlier kids receive help, the better the outcomes.
- Mental health issues are the single-largest health problem facing young people in Canada today. One in five children and teenagers struggle with conditions such as anxiety, depression, eating disorders and schizophrenia.
- In 2020/21, about 8,500 youth and adolescents in the Calgary area received care for mental health concerns. Of those, 1,100 were admitted into inpatient programs.