



This season, everyone wins!

Hockey Kids Helping Kids is back, brought to you by Hockey Calgary, CPKC, the Flames Foundation, and the Calgary Hitmen in support of the Alberta Children's Hospital Foundation.

In keeping with Hockey Calgary's core values of teamwork and respect, Hockey Kids Helping Kids is your team's chance to support the 100,000 kids and families who rely on the Alberta Children's Hospital for world class care each year. By taking part in this organization-wide fundraising campaign, you support the most state-of-the-art equipment, family-centred care programs and innovative research – ensuring kids at the Alberta Children's Hospital receive the best care possible when they need it most.

And thanks to the incredible generosity of CPKC, through the CPKC Has Heart initiative, every dollar you raise will be matched up to \$50,000! What's more, the top fundraising team will get to watch the Calgary Flames in action during a private practice at the Dome, and the runners-up will win Hitmen game tickets for the entire team (25 tickets total)!

Want to get your team involved? Here are some tips and tricks to fundraising. Incorporate them into your routine and watch your team's 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

Lead by example. Start by donating to your team page. It's a great way to show your support for the kids and inspire family, friends and colleagues to also donate generously.

Customize your emails

Include a personal story about why this is important to you. It can be about your own experience with the hospital – or maybe you have a friend who was helped.

Customize your team fundraising page

Personalize your page. Include a story about why you and your team are raising money. Use our provided 'Did You Know' facts about the hospital if you wish.

Don't be shy

People can only make a donation if you give them the opportunity. Start connecting with your contacts from your email address book, friends, family and by 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

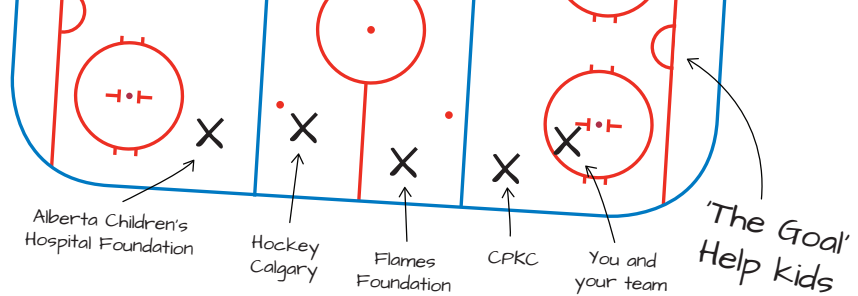
Remind yourself of why you are fundraising and how the money you raise will help kids and families in our community who need it most. Talk to friends, family and other fundraisers for inspiration and ideas.

Get social

Given that more and more donations are happening online, use status updates on your Facebook, X, LinkedIn, or Instagram to update your friends on your fundraising. You can provide direct links to your 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.
- **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!
- **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 the Alberta Children's Hospital 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 the 100,000 kids and families who need the Alberta Children's Hospital each year. I'm making a difference and you can too, with a donation to my team fundraising page. All money raised will help ensure kids receive the best life-saving, life-changing care possible when they need it most. Please consider a donation today [insert your own team fundraising page here]. #HockeyKidsHelpingKids

Share and tag

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

 @HockeyCalgary
@CPKCRail
@FlamesFDN
@AlbertaChildrensHospitalFoundation

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Fast Facts

- 1 in 4 kids will need the Alberta Children's Hospital.
- There are more than 10,000 operations at the Alberta Children's Hospital in a typical year.
- There are more than 75,000 visits a year to the Emergency Department.
- The hospital is home to a lab of experts who are using Brain Computer Interface technology to help kids who are nonverbal and immobile but still highly intelligent use the power of their brainwaves to do things they never could before — like play video games, create artwork or race remote-control cars with their siblings!
- Ours is the only pediatric hospital in Canada to offer certain cancer treatments to kids in the comfort of their own homes so kids can spend more time away from the hospital.
- Kids can make crafts, play instruments, and plant flowers as part of their care through the hospital's therapeutic arts program.