

# We Care, We Can FUNDRAISE

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Bowmanville  
Hospital Foundation  
We Care, We Can.

**50**  
YEARS

# THANK YOU FOR SUPPORTING THE BOWMANVILLE HOSPITAL FOUNDATION

Your commitment to the We Care, We Can campaign through its Awareness Initiative helps fund local health care and makes a meaningful difference in our community.

As the Foundation marks its 50th year supporting the Bowmanville Hospital, we are proud of the community of giving that has shaped care in Clarington and inspired every milestone along the way. With your support, you are helping to bring to life a vision for a brand-new purpose-built hospital that strengthens local care through

expanded services such as ambulatory care clinics, a Haemodialysis Centre, enhanced level 3 critical care, all-private rooms, and other leading-edge services.

This toolkit is a step-by-step guide that will help you plan and organize a successful fundraiser from beginning to end. It is supporters like you who carry forward our 50-year legacy and make the work we do possible. Thank you for your continued support.



*MPetri*

**Maria Petri**  
Chief Executive Officer  
Bowmanville Hospital Foundation



## About Bowmanville Hospital

As the easternmost hospital of Lakeridge Health, Bowmanville Hospital is part of one of the broadest and most comprehensive health systems in Ontario, serving Durham Region. For over a century, the Bowmanville Hospital has been a cornerstone of care in Clarington, but its current facilities were not designed to support today's models of care. As the population of Durham Region is expected to double by 2041, a new hospital that can deliver modern, patient-centered care to our growing community is more evident than ever.

### By the Numbers

**109**

Patient Beds

**43,574**

Patients Served Annually

**525**

Lakeridge Health Employees

**35,752**

Emergency Department Visits

**67**

Lakeridge Health Physicians

**33,161**

Outpatient Visits

# Fundraising Opportunities

One idea, one goal, one community - that's how impact starts! If you need inspiration for your community fundraiser explore the exciting ideas below.



## PORTION OF PROCEEDS

Choose a special day or month and donate a portion of your proceeds to support Bowmanville Hospital Foundation and local patient care.



## COMMUNITY BBQ, DINNER OR POTLUCK

Host a ticketed meal or community gathering with proceeds supporting Bowmanville Hospital Foundation.

*Make it bigger:* Add a raffle or silent auction element



## FITNESS CHALLENGE

Commit to a walk, run, cycle, swim, or fitness challenge over a set time (e.g., 50 km in a month).

*Make it bigger:* Ask supporters to pledge per kilometre or match milestones



## SPORTS TOURNAMENT OR GAME NIGHT

Organize a friendly tournament, trivia night, or board game evening.

*Pro tip:* Offer team registration fees as donations



## COMMUNITY MARKET OR GARAGE SALE

Sell donated goods, crafts, or second-hand items with all proceeds benefiting the hospital.



## WORKPLACE MATCHING CAMPAIGN

Encourage employees to fundraise knowing donations may be matched by their employer.

*Pro tip:* Promote matching deadlines to increase urgency

# Incredible Community Fundraisers

In 2025, the Foundation was chosen as the beneficiary for 58 community fundraising events, raising over \$200,000 towards the We Care, We Can campaign. Looking for inspiration for your own fundraiser? The examples below showcase initiatives that have supported our hospital and continue to inspire giving across our community.



## COURTICE FAMILY DENTISTRY

Donated a portion of proceeds from every cleaning over four months.



## RESTORED AUTO DETAILING

Organized a one-day community car wash with a team of volunteers.



## CANADA RUBBER GROUP

Hosted a staff softball fundraiser for the hospital.



## 222 KING ANCILLARY SERVICES

Held a series of community snack days at the Health Centre.

# Logo Usage

Promotion is key to a successful fundraiser. Featuring the Bowmanville Hospital Foundation logo on your ads, posters, and social media shows your connection to our hospital and helps build trust with the community. Use the provided logo variations to ensure visibility and consistency on light and dark backgrounds.



## Let's Get Started

- 1)** **CHOOSE YOUR FUNDRAISING IDEA**  
Pick an idea that fits your time, interests, and network - big or small, every effort matters.
- 2)** **REGISTER WITH THE FOUNDATION**  
Let us know about your fundraiser so we can provide guidance, resources, and approval where needed.
- 3)** **SET YOUR GOAL AND TIMELINE**  
Decide how much you want to raise and by when. Clear goals help motivate supporters and keep momentum strong.
- 4)** **SPREAD THE WORD**  
Share your fundraiser with your community using social media, email, workplace posters and word of mouth. Promotion assets are available [here](#) to support your outreach.
- 5)** **COLLECT DONATIONS AND CELEBRATE YOUR IMPACT**  
Collect donations, submit funds to BHF, and take pride in the difference you've made for local health care.

# How We Say Thanks

To recognize your efforts in helping advance the new hospital build, the Bowmanville Hospital Foundation team will provide the following:

## TAX RECEIPT

- All fundraisers with a donation greater than \$20 will receive a tax receipt from Bowmanville Hospital Foundation
- See [here](#) for all applicable information regarding tax receipting

## RECOGNITION & ACKNOWLEDGEMENT

- Cheque presentations
- Social media recognition on BHF social channels
- Website or e-newsletter mentions
- Event promotion on the BHF website
- Thank-you communication to fundraisers and donors
- A mention in our Annual Press Release
- A Certificate of Participation in the We Care, We Can Awareness Initiative
- An invitation to the We Care, We Can Awareness Celebration

## FOUNDATION SUPPORT

- A point of contact from BHF to assist you with your fundraiser
- Fundraising toolkit and templates
- Approved logos and brand assets

All benefits, recognition, and support outlined in this toolkit are provided where applicable and at the discretion of Bowmanville Hospital Foundation, based on eligibility, timing, capacity, and alignment with Foundation policies.



# Thank You for Your Support

Bowmanville Hospital Foundation is grateful for your involvement in the We Care, We Can Awareness Initiative.

For 50 years, community support has shaped care at Bowmanville Hospital, and every dollar raised today builds on that transformational progress.

When you fundraise for Bowmanville Hospital, you're helping make the new

hospital build possible - supporting the doctors, nurses, and care teams who look after your friends, family, and neighbours, now and for generations to come.

Thank you for stepping up for local health care. Your leadership, generosity, and community spirit helps carry forward a legacy of impact at Bowmanville Hospital, ensuring exceptional care is within reach for everyone who needs it.

*The Board of Directors of the Bowmanville Hospital Foundation reserves the right to redirect funds designated to a specific equipment purchase or project if that equipment or project has been completed, is no longer required, or cannot proceed as identified by Lakeridge Health. In such cases, funds will be applied to other priority equipment or projects supporting patient care at Bowmanville Hospital.*

## LET'S CONNECT

**Abby Kleins**

Manager of Community Engagement & Events

220 – 71 Mearns Ct., Bowmanville, ON, L1C 4N4

Tel: 905-623-3331 ext 21855

Mobile: 289-404-2320

Email: akleins@lh.ca

**WeCareWeCan.ca**

@bowmanvillehospitalfoundation

