

# steps *for* care

PRESENTED BY

ONTARIO **POWER**  
GENERATION

*The*  
**Power**  
*for*  
**Change**  
Project

September 27, 2026  
9:00 AM - 1:00 PM  
Darlington Waterfront Trail



Bowmanville  
Hospital Foundation  
We Care, We Can.

**50**  
YEARS

# POWERING COMMUNITY. SUPPORTING LOCAL HEALTH CARE.

Dear Friends,

For more than 50 years, our community has come together to support health care close to home. What began in 1976 as a shared belief in the importance of local care has grown into a powerful network of generosity, advocacy, and partnership that continues to shape care for families across Clarington and Durham Region.

Our newest signature event, Steps for Care presented by Ontario Power Generation, reflects that same spirit of community at a pivotal moment in the history of Lakeridge Health's Bowmanville Hospital. As we work toward the largest redevelopment in the facility's history, this family-friendly 5KM walk and community celebration brings people of all ages and abilities together in support of the care our hospital provides today, and the care it must be ready to support tomorrow.

Through peer-to-peer fundraising and community participation, Steps for Care helps advance the We Care, We Can campaign, supporting the critical redevelopment and medical equipment required to meet the needs of a growing community. As Clarington continues to grow, so too must our hospital. This event is about more than fundraising – it's about visibility, engagement, and demonstrating the shared responsibility required to make this future possible.

We are deeply grateful to our sponsors who make this event possible. Your partnership represents a meaningful investment in local care, community connection, and collective well-being. We invite you to step out into the community alongside neighbours, families, local businesses, and leaders to stand visibly behind the hospital that cares for us all.

With appreciation,



*MPetri*

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



# About Steps for Care

**Date: September 27, 2026**

**Time: 9:00 a.m. to 1:00 p.m.**

**Location: Darlington Waterfront Trail**

Steps For Care is a family-friendly 5KM community walk and celebration that brings neighbours, families, and local businesses together in support of the redevelopment of Bowmanville Hospital.

Designed to be inclusive and accessible, the event encourages participants of all ages to come together around a shared cause: stepping up for local health care through community action.

## Event highlights include:

- 250+ anticipated participants
- Engaging peer-to-peer fundraising model
- Community BBQ and celebration
- Family-friendly and accessible for all ages

Steps for Care creates multiple ways for the community to get involved: walking, fundraising, sponsoring, or cheering from the sidelines.

Leading up to the event, participants register as individuals or teams and invite friends, family members, and colleagues to sponsor their walk.

Supporters can donate in honour of an individual or team, building momentum leading up to walk day.



**We Care,  
We Can**  
**Take the Next Step**



# Sponsorship Benefits

By sponsoring Steps for Care, your organization will:

- Align with a trusted health-care foundation with a 50-year legacy of community philanthropy
- Demonstrate visible leadership and commitment to local health care
- Engage directly with families, residents, and local businesses in Clarington
- Gain meaningful brand presence in a positive, active community setting
- Support one of the region's largest health-care infrastructure projects

## Impact at a Glance

Your sponsorship places your brand in front of an engaged local audience both at the event and online through social media, web, and email communications. With a growing online presence and strong engagement rates, your business will be seen, recognized, and aligned with a cause that unites the community.

**250+**

Event Participants

**1,000+**

Community Members Engaged

**1M+**

Social Media Reach\*

**4,200+**

Social Media Followers

**11%**

Engagement Rate\*

**40,000+**

Website Visits\*

**1,750+**

Newsletter Subscribers

**50**

Years of Trusted Community Support

\*Based on 2025

# Sponsorship Opportunities

We invite you to join us as a valued partner in Steps for Care. Explore the sponsorship opportunities below to see how your organization can make a tangible difference in the health and well-being of our community, while demonstrating your commitment to accessible, high-quality care close to home.

## Exclusive Diamond Sponsor | \$20,000 | SOLD

- *Secured for 2026*

## Platinum Sponsor | \$10,000

- On-site activation opportunity at celebration
- Employee engagement opportunity with 10 registrations included
- Verbal recognition during start-line and celebration remarks
- Logo placement on participant t-shirts as a secondary-tier sponsor
- Logo placement at water stations and along the walk route
- High-visibility logo placement on the event and fundraising website and signage
- Opportunity to provide a promotional item or giveaway for participants
- Recognition in pre- and post-event communications
- Opportunity to promote your support of Steps for Care through your own channels
- Recognition in post-event impact report

## Gold Sponsor | \$5,000

- Opportunity for exhibitor booth space for staff to attend and engage with participants on event day
- Verbal recognition during celebration
- Logo placement at water stations and along the walk route
- Logo placement on event website and select event signage
- Opportunity to provide a promotional item or giveaway for participants
- Recognition in pre- and post-event communications
- Opportunity to promote your support of Steps for Care through your own channels
- Recognition in post-event impact report

## Silver Sponsor | \$2,500

- Logo placement on event website and route signage
- Opportunity to provide a promotional item or giveaway for participants
- Recognition in post-event communications
- Opportunity to promote your support of Steps for Care through your own channels
- Recognition in post-event impact report

# 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](mailto:akleins@lh.ca)

---

**WeCareWeCan.ca**

@bowmanvillehospitalfoundation

