

steps *for* care



PRESENTED BY

ONTARIOPOWER
GENERATION

The
Power
for
Change
Project

SEPTEMBER 27, 2026
9:00 AM - 1:00 PM
DARLINGTON WATERFRONT



Bowmanville
Hospital Foundation
We Care, We Can.

50
YEARS

THANK YOU FOR SUPPORTING STEPS FOR CARE

Dear Friend,

For 50 years, the Bowmanville Hospital Foundation has worked alongside our community to strengthen health care close to home. Families, businesses, and volunteers have consistently stepped forward to support Lakeridge Health Bowmanville Hospital, helping it grow to meet the needs of our community at every stage of life.

As we look ahead to the redevelopment of Bowmanville Hospital, community support through the We Care, We Can Campaign is more important than ever. That's why we are proud to introduce Steps for Care presented by Ontario Power Generation – a family-friendly

5KM community walk that brings residents, families, and local businesses together to take an active role in shaping the future of health care in Clarington.

By registering to walk and inviting friends, family, and colleagues to support you, Steps for Care gives everyone a chance to make a meaningful impact. Together, we can celebrate 50 years of community-powered care while taking the next step toward a redeveloped, purpose-built Bowmanville Hospital.

Thank you for stepping forward and supporting care close to home.

We Care, We Can: Take the Next Step.



MPetri

Maria Petri
Chief Executive Officer
Bowmanville Hospital Foundation

Kick off your Fundraising Journey

Fundraising for Steps for Care might feel overwhelming at first, but once you get moving, you'll be surprised how quickly the support adds up.

1)

PERSONALIZE YOUR PAGE

Build a page that reflects you. When people recognize who you are and what matters to you, they are more likely to connect with your story and support your efforts.

- Add a photo to your personal fundraising page if you wish.
- Share why you're walking - is it for a loved one, your family, or simply to support local care?
- Set a goal that feels meaningful and achievable.

2)

MAKE THE FIRST DONATION

Consider making the first donation to your page. It doesn't have to be large, it shows your commitment and inspires others to join you.

Think of it as lacing up your shoes before the walk begins.

3)

INVITE YOUR COMMUNITY

Start by reaching out to the people in your closest circle to support your Steps for Care fundraising page, including close friends, family members, co-workers, and neighbours.

Tip: Keep it simple. For example, "I'm walking in Steps for Care to support Bowmanville Hospital. Would you consider donating \$25?" If 10 people give \$25, you've raised \$250.

4)

CELEBRATE YOUR IMPACT

Join us on **September 27, 2026** (9:00 AM – 1:00 PM) at the **Darlington Waterfront Trail** to celebrate your fundraising and the impact you've made for the new Bowmanville Hospital.

Grow Your Fundraising Outreach

Before you begin your outreach, take a moment to pause and think intentionally about the people in your life and the wider circles you're connected to. Each person can play a meaningful role in helping you build momentum for your fundraising efforts.

Start with:
Family members
Friends
Current co-workers
Neighbours
Social media connections

Then expand your reach to:
Sports teams
Fitness groups
School parent groups
Book clubs
Community groups
Former colleagues

Tip: Fundraising success often comes from reaching beyond your "inner circle." A few thoughtful messages to extended contacts can help you reach your goals!



Fundraising Opportunities

Here are some great ideas to help kick start your fundraising efforts for this 5KM peer-to-peer fundraising initiative.



BACKYARD BBQ OR POTLUCK

Host a dinner or get-together and ask guests to make a donation in support of your Steps for Care goal.



CELEBRATE WITH PURPOSE

Mark a birthday or milestone by asking friends and family to donate instead of giving gifts.



BAKE SALE

Sell treats at work, school, or in your neighbourhood and donate the proceeds to your fundraiser.



SPONSOR MY STEPS CHALLENGE

Invite supporters to pledge a small amount for every kilometre you walk leading up to the event.



SHARE WEEKLY ONLINE UPDATES

Post regular updates on your progress, thank supporters, and remind your network why you're fundraising to keep momentum going.




EMPLOYER MATCH

Check if your workplace offers donation matching to double your impact with every gift.

Outreach Templates

Make your fundraising journey a success! Download ready-to-use templates and graphics to help you spread the word and maximize your impact [here](#).

Sample Outreach Email



Hi [Name],

I'm taking part in Steps for Care, a community 5KM walk supporting the redevelopment of Bowmanville Hospital. I've set a goal of raising \$[X], and I would be so grateful for your support.

Every donation helps strengthen care close to home.


You can support me here: [Insert link]

Thank you for helping make a difference!

[Your Name]

A [link icon] [smiley icon] [infinity icon] [image icon] [trash icon] [menu icon] **Send**

Sample Thank You Email



Hi [Name],

I just wanted to personally thank you for your generous donation to my Steps for Care fundraiser in support of the redevelopment of Bowmanville Hospital.

Your support means so much – not just to me, but to the families in our community who rely on local hospital care. Because of you, we're helping to strengthen care close to home.


I'm so grateful you chose to be part of this with me. I'll be thinking of you on walk day!

Thank you again for making a difference.

[Your Name]

A [link icon] [smiley icon] [infinity icon] [image icon] [trash icon] [menu icon] **Send**

Sample Social Post



I'm stepping up for local health care! Join me or support my walk in Steps for Care. Every dollar raised supports the redevelopment of Bowmanville Hospital.

[Insert Link]

♥ [comment icon] [share icon] [bookmark icon]

Fundraising Incentives

Every dollar you raise helps strengthen care close to home and we want to celebrate your impact along the way! Check out all the cool merchandise and prizes up for grabs.

\$20

REGISTRATION

- Steps for Care Water Bottle

\$150

FIRST STEPS FUNDRAISER

- Steps for Care T-Shirt
- *All rewards from previous levels*

\$300

MAKING STRIDES FUNDRAISER

- Steps for Care Socks
- *All rewards from previous levels*

\$750

PACE SETTER FUNDRAISER

- Bowmanville Hospital Foundation Hat
- *All rewards from previous levels*

\$1500

COMMUNITY IMPACT FUNDRAISER

- Opportunity to win a Family Fun Package
- Recognition on our Digital Donor Wall
- *All rewards from previous levels*

\$3000+

CARE CHAMPION FUNDRAISER

- 2 Tickets to Harvest Ball Annual Gala
- *All rewards from previous levels*

Your Impact

Because of you, care stays close to home.

Every step taken and every dollar raised through Steps for Care supports the future of Lakeridge Health Bowmanville Hospital – a once-in-a-generation redevelopment that will transform health care in our community.

Your fundraising helps to:

- Continue a 50-year legacy of community generosity, ensuring families can access high-quality care close to home and reducing the need to travel outside of the community for treatment.
- Create modern, patient-centred hospital spaces designed for comfort, safety, and innovation.
- Expand access to high-quality care in Durham Region by doubling capacity, modernizing services, and improving clinical flow.
- Equip the hospital with advanced technology to improve diagnoses, treatments, and outcomes.

You are not just participating in a walk. You are helping build the next chapter of local health care - one that will benefit your family, neighbours, and friends for years to come.

On behalf of everyone at Bowmanville Hospital Foundation, and every patient who will benefit, thank you for stepping forward and making a difference.

We look forward to celebrating your impact on September 27th, 2026.



East Wing Expansion, 1988



Current Bowmanville Hospital



New Build of Bowmanville Hospital

LET'S CONNECT

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