

**TOGETHER** WE TURN  
TODAY'S RESEARCH INTO  
TOMORROW'S TREATMENT.



## PAPER HEARTS CAMPAIGN HOW IT WORKS?

We are delighted that your organization is considering supporting the University of Ottawa Heart Institute Foundation (UOHIF) this February by selling and displaying Paper Hearts in support of **February Is Heart Month**.

### The Nitty Gritty

February is Heart Month is an opportunity for individuals, groups, and businesses to take the lead in raising funds and awareness for the University of Ottawa Heart Institute. It's giving that goes straight to the heart of care in your community.

The University of Ottawa Heart Institute was built on the steadfast support of an exceptional donor community. Join us on the next exciting journey as our innovative heart teams tackle the most serious heart diseases.

Your support will have a lasting impact on people in our community - changing and saving lives.

♥ We will provide Paper Hearts, posters, and all required collateral for a successful Paper Heart campaign.

♥ One hundred percent of funds raised by the Paper Heart campaign will go directly to the University of Ottawa Heart Institute Foundation.

♥ The participant will sell the Paper Hearts throughout the month of February. Suggested selling prices are \$2, \$5 or \$10 - This can easily be added to your Point of Sale system.

♥ Display the hearts proudly on your window, wall, social media channels etc.

♥ The UOHIF will include your business as a Paper Hearts supporter in our email correspondence and social media outreach. This means great promotional opportunities for you including online articles, email correspondence to 2,000 donors, social media mentions and positive partnership branding with our world-renowned organization.



**Dr. Vincent Chan,**  
**MD, MPH, FRCSC**

Dr. Vincent Chan is a Cardiac Surgeon at the University of Ottawa Heart Institute and an Assistant Professor in the Department of Surgery at the University of Ottawa

**Contact us to get set up:**  
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**FEBRUARYISHEARTMONTH.CA**

