PAPER HEARTS CAMPAIGN

This February, please consider championing the #GIVEWITHHEART Paper Hearts Campaign supporting the University of Ottawa Heart Institute Foundation (UOHIF).

We've started a movement with heart. As a community, you are the pulse, the beat that makes things happen.

The Nitty Gritty

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

♥ Participants will sell the ***Paper Hearts*** throughout the month. Suggested sale prices are $2, $5 or $10. Consider adding these amounts to your Point-of-Sale system.

♥ Display the hearts proudly in your windows, on your walls, and via your social media channels.

♥ The UOHIF will include mention of your business or organization as a ***Paper Hearts*** supporter in our email correspondence outreach to well over 45,000+ subscribers.

♥ We will also highlight your business's participation in this initiative on our social media channels with a combined organic reach of 20,000+ users.

Next steps to become a #GIVEWITHHEART champion:

1. Confirm your participation as a ***Paper Heart*** campaign supporter by emailing your high-resolution logo to VMadison Tackaberry at **mtackaberry@ottawaheart.ca**.

2. We will send you a customized Heart Month social media package that you can use all month to showcase your support.

3. We will also deliver paper hearts and posters to you by the end of January. Digital copies of both are also available if you choose to go paperless.

4. **SHARE** your participation and support across your social media channels.

Facebook: @HeartInstituteFoundation
Instagram: @HeartInstituteFoundation
Twitter: @HeartFDN
#GIVEWITHHEART

POST-EVENT: Please remit all funds raised or total donation monies received throughout the campaign (whether through cash, cheque or credit card). We are also happy to help pick up funds when Heart Month wraps up. We will make it easy for you. **Please remit all funds before **March 13, 2025.***

One hundred per cent of funds raised by the Paper Heart campaign will go directly to the Ottawa Heart Institute Foundation.

Contact: Madison Tackaberry | Special Events and Donor Engagement
T: 613-696-7000 ext.15340 | mtackaberry@ottawaheart.ca | Heart Institute Foundation