

Your business can make a big difference for St. Joe's patients!

When you raise funds for St. Joe's, you're supporting the care our Hospital has been honoured to provide since 1890! Our team of event planners and fundraisers have lots of ideas – just ask us.

Whether you're creating printed promotional materials or wondering how to raise awareness online, let's work together to make the campaign a success!

Please contact **Adam Tillich**
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St. Joseph's
Healthcare  Hamilton
FOUNDATION
HOPE HEALING **DISCOVERY**



A Cause-Related Marketing program in support of St. Joe's

Same great cause, a brand new look!

St. Joseph's Healthcare Foundation is proud to launch our new cause-related marketing program. Now you can invite your customers to Shop Here & Support St. Joe's. Or if you're a restaurant partner, Eat Here & Support St. Joe's. We have new ways to share the branding for this program, so now it's easier than ever to let people know you're a local business that believes in giving back to the community.

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1

Donate a Percentage or a Portion of Sales from a Product

You choose a menu item, product or service and determine what percentage or amount of each purchase you would like to donate.

Donut Monster – Gay Bar Donut

Donut Monster created a special rainbow donut for Pride month and donated 100% of their sales to support St. Joseph's Youth Wellness Centre and NGen. Over \$4,000 was raised to support accessible programs and mental health supports for LGBTQ2S+ and trans youth in our community.



2

Donations at the Checkout

Customers are invited to make a nominal donation while paying for their purchase. We'll provide you with branded donation celebration cards that can be signed by customers and displayed in your business.



3

Host a Fundraising Event

An event is perfect for inviting your network to have fun while doing good. Surprise us with your own great idea or host a tried-and-true themed event like trivia nights, karaoke contests, fashion shows, yoga classes or customer appreciation events. Invite your friends, family, neighbours and colleagues to join in the festivities while supporting St. Joe's.

Fibre Friends Yoga – Yoga Class

Brooke Luke was happy to host a fundraiser and raise awareness in the community about her yoga classes. Yoga is good for the body and the mind—so Brooke understands better than most why donating to mental health programming at St. Joe's is so important.



Re/MAX Escarpment Realty Brokerage – Golf Tournament

Our Youth Wellness Centre is a very important place for real estate professionals, Jerry and Shelley Romano. To help the many young people who use this safe and accessible centre, the Romanos have hosted three golf tournaments and raised over \$25,000.



4

Jeans for St. Joe's

Your casual dress days can easily become Hospital fundraisers. Just have your staff purchase this special button for a small donation and they can make a supportive fashion statement for St. Joe's!



Four ways local businesses are giving back to St. Joe's!

