

FUNDRAISING TOOLKIT

To help you reach your
Run For Women goals

EVERY STEP +
EVERY GIFT
COUNTS!



SUPPORTING WOMEN'S MENTAL HEALTH SERVICES AT
BC WOMEN'S HOSPITAL + HEALTH CENTRE

BC WOMEN'S
HEALTH
FOUNDATION



SHOPPERS
DRUG MART



run for
women

ABOUT BC WOMEN'S HEALTH FOUNDATION

BC Women's Health Foundation (BCWHF), British Columbia's largest non-profit organization dedicated to advancing women's and newborn health, drives impactful care and research through partnerships with BC Women's Hospital + Health Centre, the only women's hospital in Western Canada, and the Women's Health Research Institute. BCWHF ensures women have equitable access to high-quality healthcare whenever and wherever they need it.

Together with our partners and supporters, we are creating better futures for women and newborns across British Columbia.



Every Step You Take Brings Better Care to Women in BC

At BC Women's Health Foundation, we believe that every woman deserves compassionate, specialized support for her mental health. Too many women in British Columbia face challenges that can feel overwhelming.

Did you know that:

- Nearly one in four new mothers in BC experience postpartum depression or anxiety
- Women are twice as likely than men to experience depression in BC
- Suicide is the 4th leading cause of maternal death in Canada

Your Support Changes Lives

BC Women's Hospital + Health Centre is at the heart of mental health care for women in BC and the Yukon. Across 60+ programs and clinics, we are ensuring women receive care tailored to their unique needs, including:

- Reproductive Mental Health Services
- Endometriosis and Pelvic Pain Program
- Menopause & Midlife Women's Health

SOCIAL MEDIA

#BCWHF  @bcwomensfdn  bcwomenshealthfoundation  bcwomensfoundation

BE SURE TO TAG US IN YOUR POSTS!

SAMPLE POSTS

Did you know?

- 1 in 4 new mothers in BC experience postpartum depression or anxiety
- Women are twice as likely as men to experience depression

I'm fundraising through the Shoppers Drug Mart Run for Women to support mental health services at BC Women's Hospital—programs that provide specialized care women can't access elsewhere.

If you're able to contribute visit my page: [link]
Help close the gap in women's health!

Update!

I've raised \$[amount] of my \$[goal] goal for the Shoppers Drug Mart Run for Women—thank you so much to everyone who has supported me so far.

I'm getting closer, but still have a way to go. Every donation supports BC Women's Health Foundation in advancing mental health care for women at BC Women's Hospital.

If you've been thinking about giving, now is a great time: [link]
Grateful for all of you.

This one is personal

I'm participating in the Shoppers Drug Mart Run for Women because [share your reason—your story, someone you love, or why this matters to you].

Women's mental health is often overlooked, and too many go without the care they need. That's why I'm raising funds for BC Women's Health Foundation and BC Women's Hospital, where specialized programs are changing lives every day. If you'd like to support: [link]

I've officially signed up for the Shoppers Drug Mart Run for Women in support of BC Women's Health Foundation

I'm raising \$[goal] to support mental health care for women at BC Women's Hospital + Health Centre—where specialized programs support women through pregnancy, postpartum, menopause, and more.

I've made a donation of \$XX, I challenge you to match it!

Every donation makes a real difference. Thank you for being part of this with me.

Training is underway!

Every step I'm taking is part of my Shoppers Drug Mart Run for Women journey in support of women's mental health with BC Women's Health Foundation.

It's motivating to know that this isn't just about race day—it's about raising funds for programs at BC Women's Hospital that support women through some of the most challenging moments in their lives.

If you'd like to support my run: [link]

EMAIL TEMPLATES

An Ask is as easy as copy paste!

Hi [Name],

This year, I'm participating in Shopper's Drug Mart Run for Women to support BC Women's Health Foundation in advancing women's mental health care at BC Women's Hospital + Health Centre.

Every dollar raised helps fund specialized mental health services designed for women, integrated into over 60 clinics and programs at BC Women's for everything from postpartum depression and anxiety to menopause and chronic pain. These are essential services that thousands of women across BC and the Yukon rely on each year.

The need is real, and too many women face these challenges without the care they deserve.

I'm working toward my goal of [\$\$], and your support would make a meaningful difference:
[Insert Link]

Thank you for standing with me and helping close the gap in women's health.

Hi [Name],

I'm taking part in the Shoppers Drug Mart Run for Women in support of BC Women's Health Foundation, raising funds for women's mental health care at BC Women's Hospital + Health Centre.

Many women in BC face mental health challenges, especially during pregnancy, postpartum, and major life transitions. In fact, nearly 1 in 4 new mothers in BC experience postpartum depression or anxiety, and women are twice as likely as men to experience depression.

Help exists. Mental health services are integrated into the 60 programs and clinics and BC Women's, including reproductive mental health services, menopause and midlife care, and specialized support for women living with chronic pain.

I would be so grateful for your support: [Insert Link]

Thank you for helping ensure women receive the care they deserve.

Don't forget to send a thank you message to your donors!

You can even thank you donors on social media to encourage more giving!

FUNDRAISING TIPS

SET GOALS

(and let people know) Setting a goal and goal tracker can increase fundraising by 35%

START WITH PERSONAL ASKS

Message your closest friends, your family group chat, and your #social Slack channel at work. If they can't donate, ask them to share your fundraiser!

FOLLOW UP

Reminders lead to success. Let your networks know how your fundraiser is going, share a photo of you training for your run/walk/roll, and tell them there is still time to help you reach your goal.

PUBLICALLY THANK YOUR DONORS

Share your success in a personal note to donors. Or, if ok, generate some philanthropy FOMO! Tag your donors in gratitude messages, Giving is contagious!

FUNDRAISING ACTIVITIES

CREATE A CHALLENGE

Pledge to do something fun (or outrageous!) if you hit a fundraising milestone—like running in a costume, coming to work with a pink mohawk, or posting a ridiculous TikTok dance.

TAG 3 FRIENDS CHALLENGE

Post a video asking for support and challenge three friends to donate \$50 or run with you. Ask them to tag three more people to keep it going!

MOVIE & MINGLE NIGHT

Host a casual movie night with popcorn and snacks and ask for a small donation at the door. Choose an inspiring or feel-good movie!

FRIENDLY DEPARTMENT COMPETITION

Rally your team or department (e.g., nurses vs. doctors; finance vs sales) to see who can raise the most. The losing team treats the winners to coffee!

SPONSOR MY OUTFIT CHALLENGE

Let friends vote on what you wear during the race (e.g., a tutu, superhero cape, or even a costume). Folks must donate to vote. The suggestion with the most donations wins!

GAME NIGHT FOR GOOD

Host a board game or trivia night at home and ask for small donations to participate. Sweeten the deal with a small prize for the winner.

SUNDAY NIGHT FOR DONATIONS

Cook a meal for a group of friends or family, and instead of splitting the bill, ask for a donation toward your fundraiser.

BAKE SALE WITH A TWIST

Instead of a traditional bake sale, offer a “Bake to Order” fundraiser where donors pick an item (cookies, muffins, etc.), and you deliver or bake them fresh.