

EMPOWER PHE Fundraising Ideas

Thank you for your support in championing healthy, active kids and healthy schools!

The following are some ideas to help support your engagement and fundraising efforts to EMPOWER PHE. These ideas are meant to inspire, as we encourage you to build on and/or tailor the ideas to make them your own to best suit your passion, audience, and circumstances.

If you need help organizing an event or campaign, please email jordanburwash@phecanada.ca.

**Remember – whatever you do, you’re doing it to support healthy, active kids!
No effort is too small!**

Start with those you Know

As an EMPOWER PHE Ambassador, you are showing your passion and commitment, and those who know you feel that energy and often have similar passions. Encourage those around to donate and/or become EMPOWER PHE Ambassadors. Use some of the messaging provided in the EMPOWER PHE Toolkit and make it your own.

It's All About Storytelling. Gift giving involves communicating a vision and passion to donors, who in turn will contribute to the cause of healthy, active kids!

Make the funder FEEL!

Giving is Emotional! Build the narrative - Opening > Build Up > Problem > Solution > Impact

Run, Walk, Wheel

Participate in a running/biking/swimming (or all three) race or event. Ask friends and family to donate for every kilometer, mile, etc.! Run on your own or with your family, friends, or colleagues. PHE Canada can set up a campaign page for you to facilitate donations and track your development.



50/50 Raffle

A 50/50 raffle fundraiser involves the sale of raffle tickets with the proceeds being split evenly between the winner and PHE Canada – PHE Empowerment Fund. Many schools and communities include a 50/50 raffle as part of their meetings or events.

Host a Tournament or Social Event

This can range from a fundraising tournament, to a coffee house open mic, to a family fun festival, to a weekly board game social, to ... well, you get the idea. Charge a participation fee, ask local restaurants/shops to donate prizes or food, and use the opportunity to talk about why EMPOWER PHE is important to you. Participants will have fun, will learn something new, and some will walk away with bragging rights!

Information/Donation Booth

Set up a booth at a community event, conference, or wherever, and spread the word of healthy, active kids! Hand out brochures and information packages, answer questions, and take donations in a donation box. This is a great way to teach people about the importance of healthy schools and quality physical and health education and the impact they can have on children and youth ... now and in their future.

Dress Down Day/Jeans Day

Get the school or office involved by organizing a day when students and/or employees are allowed to dress casually to work. Ask employees to contribute one to two dollars to buy “permission” to wear casual clothes. Consider making it a recurring event every Friday to continue giving, and ask your employer if they will consider matching the donations!

Auction / Yard Sale

Clean out the clutter and give back by hosting a personal or community yard sale or auction. Donate all or a percentage of proceeds to PHE Canada – PHE Empowerment Fund. Hand out brochures and information with each purchase.

Charity of the Month

Among your school or organization, make PHE Canada – PHE Empower your selected charity. Throughout the month run special activities or simply have people give what they can (every little bit helps). Set a community goal to build camaraderie and celebrate achievements at the end.

There are so many ways to engage your community and build awareness and support for EMPOWER PHE. Let us know what unique and creative ways you are building support for healthy, active kids and healthy school communities... and let us know if we can help in any way.