

Fundraising Toolkit

To support



In celebration of Flemingdon Health Centre's 50th Anniversary in 2025, we're raising \$50,000 to enhance and support our primary care and community health services for residents in our east Toronto neighborhoods.

This Toolkit will help you to participate in our 50 for 50 fundraising campaign with tools and resources for you to host your own fundraisers, talk about FHC with your family/friends and help FHC meet our goals!

Key Messages

Who is FHC?

We are a community-based, non-profit that has been providing free health care services and community programs to residents living within our catchment area for over 50 years!

We primarily serve equity deserving communities who face barriers in access to healthcare. We work to break down those barriers by providing culturally specific programming based on the needs of the community.

What is Primary Health Care?

Primary care is the first-stop in the healthcare system. It is where you go for care that is easy to access, ongoing, and covers a wide range of health care needs.

Its all about building a long-term relationship with your provider and making sure your care is well-coordinated and focused on your well-being.



Our Goal for the Future!

We want to see every resident in our neighborhoods have easy access to primary care. With your support FHC can provide responsive programming, strong community spaces and be an example for primary health care in Ontario.

It has never been more important to invest local. Help us ensure care is here for the next newcomer, for the next 50 years!

When we invest in the health of our communities, our communities thrive.

Quick Points & Sharables

One visit to the Emergency Department costs the same as it does for FHC to take care of someone for an ENTIRE YEAR!

In Ontario, the cost of an ED visit is about \$600*, a one time donation of that amount can support an FHC client for a year!

Sign up 10 people at \$20/month and you can support a family of 4 for a year!

*including diagnostics, Reference: [Alliance for Healthier Communities](#)

30% of Canadian seniors are at risk of becoming socially isolated.

Not only do our providers do home visits, but we provide seniors creative, fitness and health education programming in our centres and in the apartment buildings of seniors in our community.

Reference: [Government of Canada](#)

FHC's 50 Years of Impact

- FHC has been a teaching site for Residency programs through UofT for over 50 years
- FHC has been providing Seniors drop-ins and health fairs dating back to 1982.
- FHC has been partnering with local schools on disease prevention and creative programs since 1981.
- FHC expanded by opening the Fairview site in 2009 and HATP in 2015
- FHC launches the East Effort initiative in 2021 in response to the COVID-19 pandemic

To learn more about our 50 years of impact visit our [50th Anniversary page](#) and follow #FHC50

FHC's Impact By the numbers:

- Cancer screening rates average 10% higher than provincial targets
- 95% of clients state they always feel comfortable and welcomed at FHC
- 81% of clients say they are involved as much as they want to be on decisions about their care and treatment
- Last year, FHC ran 644 Health and Wellness group sessions

Elevator Pitches

Here are a few examples of our board member's making their own FHC elevator pitches!



"Flemingdon CHC is your one-stop-shop – for all your healthcare needs. We are your ER for a lower cost."

"Did you know that for the same cost as one ER visit, FHC can take care of one client for an entire year? How? FHC provides comprehensive health services, programs and support to improve the wellbeing of the community. We focus on keeping them healthy and not just taking care of them once they are sick. Through programs like diabetes prevention, community health ambassadors and Flemingdon Farms, we are the neighbor of choice for 26,000 people."

"Flemingdon Health is a community health centre in East Toronto. For more than 50 years, we have been delivering comprehensive primary care services focused on preventative care and health and wellbeing. We are the most cost-effective solution to the healthcare system."

"Did you know that Flemingdon Community Health Centre has been providing community-based primary care for 50 years? We would like to invite you and your family at Costco to be involved in the next 50...Please invite us to your lunch so that we can talk about the ways in which you can join us for breakfast with other businesses in late April."

Tips and Tricks

Share a personal story

Fundraising is about building a connection between you, the individual and the cause. It can be really impactful to share your personal story and connection to FHC.

See Noel's story on our website for reference!



The "Would you Consider" Ask

When talking about an issue you care about, it can be easy to forget to ask for a donation at the end! A great way to ask someone to get involved is the "Would you consider ask", it goes like this...

"Would you consider becoming an FHC supporter?"

Asking for a specific \$\$ can help guide donors who don't know how much to give. Here are some quick examples.



One-time Ask:

\$50 for 50 more years of care ?
\$250 to help run an FHC workshop ?

Monthly Ask:

\$30/ month = \$1/day
\$50/ month can care for 1 patient for an entire year at FHC

DIY Fundraising Event



Step 1 - Come up with a Fundraising Idea

Here are some ideas to get you started:

- Get active - organize a run, walk or ride
- Host a yard / clothing sale
- Plan a games night with friends
- Fundraise in honor of a loved one
- Celebrate a milestone with donations
- Have a bake sale at work/school



Step 2 - Set a Goal!

I want to raise \$ _____00 by _____(date).



Step 3 - Create a Page

Create a Canada Helps page and track your progress!

Use [this link](#) to set up a Canada Helps landing page for your fundraiser. From here, you can share your fundraiser online and through social media platforms. You can direct friends, family and colleagues to this page where they can easily participate in your fundraiser and show their support.

Pro Tip: When sharing your story, be sure to make it personal. Share the impact FHC has had on your life and how getting involved can make a meaningful difference for others.



Step 4 - Spread the Word!

Promote your event using social media and don't forget to tag us! Take pictures/videos along the way and share them with your community. If you are fundraising at work or with a team, consider using mailing lists and posting flyers on your office bulletin board.



Step 5 - Submit your proceeds

Once all the hard work is done, it's time to donate the proceeds! This is made super simple with Canada Helps. Simply close your fundraiser and donate the proceeds there.

If you have collected gifts another way, simply reach out to us at giving@fhc-chc.ca and we will help you find the best way to get those to us.

Monthly Giving

**It might be easier to donate \$10/month
for a year than \$120 right now.**

This is where monthly giving can be a great option!

Why Monthly?

Monthly givers are our IMPACT champions!

Here are some reasons why monthly giving can not only spread out your impact, but has a lot of perks!

Monthly giving helps us...

- Have less stress, and more IMPACT
- Budget and PLAN for the year
- Be RESPONSIVE to community needs

Monthly giving helps YOU...

Giving smaller amounts over time is easier on your wallet than a big one-time gift, and adds up to make a meaningful impact.

Its like a Netflix Subscription - set it up and walk away confident in the difference you're making every single day!

See your impact change and grow throughout the year. As needs change, your support helps us respond.

