



University Hospital Foundation

# CORPORATE PARTNERSHIP PROGRAM

## Make an Impact with the University Hospital Foundation

When you partner with the University Hospital Foundation, you contribute to cutting-edge research, diagnosis and treatment for 1 million patients every year while strengthening your brand image and employee engagement.

*85% of consumers think it is important to buy from companies that support causes in which they believe<sup>1</sup>*

*55% of job-seekers say it's important the company participates in charitable and philanthropic initiatives<sup>2</sup>*

## Your Impact, Multiplied

We know every business wants to make a difference in a unique way. Our goal is to develop a meaningful and well aligned relationship that will be evident to your employees, stakeholders and community. Our team will work closely to understand your key drivers and objectives so we can build a tailored partnership and measure impact.

We categorize partnership offerings into four main areas:

- 1. Corporate Gifts**  
Financial or in-kind donations provided directly to the University Hospital Foundation for a charitable tax-receipt.
- 2. Brand Building**  
Showcasing your commitment to health by aligning your brand to our world renowned academic health center.
- 3. Employee Engagement**  
Promote health by engaging your employees and fostering champions of the University Hospital Foundation through team building, campaigns, or volunteer activities. Tour behind-the-scenes to see your contributions at work.
- 4. Expand Your Network**  
Make those important connections by building strategic relationships, aligning with the right people in other organizations and getting in front of your ideal clients.

<sup>1</sup> Kantar Millward Brown's 'Global Monitor' Survey

<sup>2</sup> Source: Randstad - Canadian Employee Survey



Corporate Gifts	Brand Building	Employee Engagement	Expand Your Network
<p><b>Charitable Donations</b> Provide a financial donation to make a direct impact</p>	<p><b>Tailored Experiences</b> Showcase your involvement with the UHF to improve visibility, by sponsoring an event such as Festival of Trees, Heart Month, or Virtual Expeditions throughout the year</p>	<p><b>Employee Opportunities</b> Provide unique experiences for employees, like volunteering at Festival of Trees or Heart Pledge Day, and behind the scenes tours at the hospital</p>	<p><b>Ambassador Program</b> Receive a toolkit of resources that will help formalize and share your advocacy efforts, and widen our impact</p>
<p><b>Employee Matching</b> Engage your team and grow your impact by matching employee gifts to the UHF</p>	<p><b>Cause Marketing</b> Support the UHF by donating a portion of proceeds from your chosen product or service</p>	<p><b>Employee Giving</b> Engage your workforce in employee giving through internal campaigns, automatic paycheck deductions and more</p>	<p><b>Reach Ideal Clients</b> We can work with you to create a customized experience to reach ideal clients with a shared interest in innovating healthcare</p>
<p><b>In-Kind Contributions</b> Leveraging your business' strengths to provide goods or services that support our events or operations</p>	<p><b>Partner-Hosted Initiatives</b> Host a fundraising event or activity where the UHF becomes the recipient organization</p>	<p><b>Employee Champions</b> Provide meaningful opportunities for employees that spearhead internal campaigns</p>	<p><b>Invite-Only Events</b> Meet and connect with health, community or business leaders through exclusive events</p>
<p><b>Full House Lottery</b> Contribute goods in-kind as prizes for the UHF's (and Royal Alex's) Full House Lottery</p>	<p><b>Full House Lottery</b> Co-marketing opportunities for organizations who contribute a prize</p>		

Did you know through the University Hospital Foundation, you can support:



Over 1 million patient visits a year



Canada's most extensive organ transplant program



Breakthrough Alzheimer's research



Minimally invasive cardiac and brain surgery



The world's fastest stroke care

Sean McLaughlin, Corporate Partnerships Officer  
University Hospital Foundation  
sean.mclaughlin@givetouhf.ca | 825.901.0094