
Corporate Challenge Fundraising Toolkit

Your step-by-step guide to teaming up with your colleagues and fundraising for University Health Network (UHN).



**WE WALK
UHNITED**

Presented by



Corporate Challenge

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When we walk UHNITED, we save lives – together

Thank you for joining the corporate challenge and bringing your team together to participate in We Walk UHNITED presented by Rogers, a 5 km accessible walk in support of the lifesaving work at University Health Network (UHN). A shorter 2 km route is available, so everyone can participate!

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By walking as a company team, you're fostering teamwork, building connections and demonstrating your organization's commitment to transforming health care.

The funds your team raises will help advance groundbreaking research, innovation and care that impacts lives across the GTA and around the world.

This toolkit will provide you with tips and resources to get your team registered, raise funds and make the most of event day. No one ever changed the world on their own, but when We Walk UHNITED, we can.

Julie Quenneville

CEO, UHN Foundation



Thank you for leading the way!

If you have any questions, our team is here to support you. Once you register, a dedicated We Walk UHNITED rep will be assigned to you.

For general inquiries, reach out to the We Walk UHNITED team at wewalkuhnited@uhnfoundation.ca, call (416) 603-6498 or check out our [Frequently Asked Questions](#).

The first step

Join the We Walk UHNITED Corporate Challenge

Step 1 Save the date

Mark **Saturday, May 31, 2025**, on your corporate calendar as the day your team steps up to save lives.

Step 2 Sign up

Contact wewalkuhnited@uhnfoundation.ca to register for the Corporate Challenge. A dedicated We Walk UHNITED team member will be assigned to you and your team – and will be with you every step of the way.

Step 3 Make it personal

Create a personalized fundraising page for your company.

Step 4 Set your goals

Choose an ambitious team fundraising target to inspire your colleagues.

Step 5 Spread the word

Call on your competitors, vendors and other businesses on social media to join you in the Corporate Challenge. Who doesn't love a little friendly competition in the name of doing good?

Step 6 Rally your team

Engage your staff and colleagues through company newsletters, town halls or social media. Highlight the event's impact and encourage everyone to join, including friends and family members.

Step 7 Lead by example

Start your team's fundraising journey by making the first donation. This sets the tone and inspires others to contribute

The \$2,500 registration fee comes with many benefits:

- Unlimited team members
- Turnkey engagement opportunities for staff
- Bespoke fundraising incentives and swag
- Exposure on wewalkUHNITED.ca, linking to your corporate site
- A team captain spotlight on UHN Foundation social channels (optional)
- Volunteer opportunities

Amplify your impact

Strategies for successful team fundraising

1. Engage leadership

Ask company leaders to champion the cause by joining the walk, making donations or matching funds raised by employees.

2. Leverage your network

Encourage employees to share their personal fundraising pages with friends, family and professional connections.

3. Host internal events

Organize bake sales, trivia nights or wellness challenges to raise funds and build excitement leading up to the walk.

4. Spread the word

Use your company's communication channels – social media, newsletters and email – to promote your team's efforts and encourage donations. Follow and tag @uhnfoundation (@uhn.foundation on Instagram) and use #WeWalkUHNITED to amplify your reach.

[Find social media inspiration and downloads here.](#)

5. Celebrate milestones

Share fundraising progress and recognize top fundraisers within your team to keep momentum high.

Engagement ideas for your team:

- Company-branded t-shirts or swag
- Extra vacation day for top fundraisers
- Lunch with the CEO for top fundraisers



Event day

Walking UHNITED as a corporate team

Distance: 5 km or 2 km. **Route:** The walk starts and ends outdoors at Toronto General Hospital and will pass four of UHN's downtown sites, followed by a block-party style celebration with great food, family-friendly entertainment and fun.



Saturday, May 31, 2025

- 8:00 a.m. **Event site opens**
- 8:30 a.m. **Opening ceremonies**
- 9:00 a.m. **Walk begins!**
- 10:00 a.m. **Activities, entertainment, food and refreshments available for all ages**
- 11:00 a.m. **Closing ceremonies**
- 12:30 p.m. **Event concludes**

Schedule subject to change

Tips for a successful day

- Arrive early to gather your team, take photos and soak in the energy.
- Represent your organization with custom team shirts or signs.
- After the walk, share photos on social media, tag [@uhn.foundation](#) and thank your supporters.

[Find email templates in your fundraiser dashboard.](#)



Why walk UHNITED?

Because never been done is what we do

When your company supports UHN, you're driving the breakthroughs that transform lives. Funds raised through this event will reimagine the future of health care at Toronto General Hospital, Toronto Western Hospital, Toronto Rehab and the Michener Institute of Education. Every day, our world-renowned staff save lives, pioneer revolutionary research and shape the next generation of health care heroes.

None of this happens without partners like you.

Together, we're making the impossible possible – one discovery, one innovation and one step at a time.

Together, we can:

- Transform surgery using artificial intelligence
- Build innovative housing solutions for vulnerable populations
- Revolutionize seniors' emergency medicine
- Transform organ transplantation to save more lives
- Change the game with robot-assisted surgery



What will you help accomplish next?



#1 publicly funded
hospital in the world



Toronto General is the #3
hospital in the world



1.2M
patient visits per year

Thank you!

Your company's participation in We Walk UHNITED's Corporate Challenge demonstrates a commitment to making the world a better place. **We are so grateful for you and your team!**

Thank you for supporting groundbreaking research and innovation. With every step you take, you help UHN reinvent the future of health care.

Interested in sponsorship?

Contact Azza Taha at azza.taha@uhn.ca.

For more information:



Website
wewalkUHNITED.ca



Email
wewalkuhnited@uhnfoundation.ca



Phone
(416) 603-6498



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