
Fundraising toolkit

Your step-by-step guide to raising funds and walking UHNITED to support University Health Network (UHN).



WE WALK
UHNITED

Presented by



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When we walk UHNITED we save lives

Thank you for stepping up and joining us for We Walk UHNITED presented by Rogers, a 5 km accessible walk for the whole family in support of the lifesaving work being done at University Health Network (UHN). A shorter 2 km route is available, so everyone can participate!

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The world of health care is changing, and it's starting right here at UHN. By raising funds for groundbreaking research and innovation, your impact will be felt across the city and around the world.

As you get ready to join with other passionate supporters, we'll be with you every step of the way. Keep reading to discover helpful tips and ideas on how to get started, gather a team, raise funds and make the most of event day.

Julie Quenneville

CEO, UHN Foundation



Happy walking!

If you have any questions, we're here to help. Reach out at wewalkuhnited@uhnfoundation.ca, call (416) 603-6498 or check out our [Frequently Asked Questions](#).

The first step

You've decided to join We Walk UHNITED. Now what?

Step 1 Save the date

Mark Saturday, May 31, 2025, in your calendar as a day to step up, have fun, and help save lives.

Step 3 Set a goal

When you register, you'll be asked to choose a fundraising target. Every amount will make a difference. Don't be afraid to dream big!

Step 5 Join forces

Ask your friends, colleagues and family members to join your team or create their own. You can choose a fun team name and make a collective fundraising goal. Prefer to go sole-o? No sweat – every step counts!

Stumped for a team name?

Here are a few ideas to get the creative juices flowing:

- The Health Networkers
- Team Lifesavers
- Walking Wonders
- Sole Mates
- Rhythm & Shoes
- UHNstoppable

Step 2 Sign up

If you haven't done so yet, go to wewalkUHNITED.ca to register and create your personalized fundraising page.

Step 4 Start off on the right foot

Give the very first donation on behalf of your team or yourself. This will give others an idea of what they can donate as they cheer you on.



Spread the word

How to raise funds that will change the world

UHN relies on donations from people in our community to keep pushing the boundaries of health care. The funds you raise through We Walk UHNITED will help lead to the next big breakthrough!

1. Tell everyone

Don't be shy! Let your friends, family members, colleagues and social media contacts know you've signed up to save lives. Send them the link to your fundraising page and ask them to do their part in changing the status quo of health care.

2. Post about it

Social media is your best friend when it comes to raising awareness – and donations. You can post fundraising updates, fascinating facts about UHN research, photos of your pre-walk prep work, grateful shout-outs to your supporters and more. [Find social media inspiration and downloads here.](#)

3. Get personal

Use your fundraising page and social media to tell people why you are walking in support of UHN. Maybe you dream of a disease being eradicated. Maybe you or someone you love received above-and-beyond care at UHN. Or maybe you believe in a world where everyone can live their best, healthiest lives. Sharing a personal reason helps other connect with the cause.

We're so grateful for you!

As our way of saying thanks, you'll be eligible to earn rewards based on your fundraising total.

Rewards include:

- Free We Walk UHNITED t-shirt with registration!
- We Walk UHNITED socks
- We Walk UHNITED beach bag
- We Walk UHNITED 1/4 zip long-sleeve shirt
- Draws and more prizes along the way

Event day

It's time to walk for the future of health care!

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 at 201 Elizabeth St.**
- 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 great day

Celebrate! Once you cross the finish line, share your walk photos on social media and remind people they can still donate to world-changing health care.

Stay engaged. Follow UHN Foundation on social media and keep an eye on your email for more updates and fun opportunities to change the world together.

Show up early with your team to snap photos, tighten shoelaces and join in the energy.

Say thank you. After the walk, give a shout out to your donors on social media and send them a personalized email to your donors, letting them know how they contributed to your walk day success.

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

Why walk UHNITED?

Because never been done is what we do

When you support 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 people 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?



UHN is the #1
hospital in Canada



Toronto General is the #3
hospital in the world



1.2M
patient visits per year

Thank you!

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

QUESTIONS?



FAQ

[Find answers to your questions here.](#)



Phone

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Email

wewalkuhnited@uhnfoundation.ca



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