



A TREE FOR EVERY HERO

HIGHWAY OF HEROES TRIBUTE



COMMUNITY
FUNDRAISER
TOOLKIT



WE HAVE A VISION FOR THE HIGHWAY OF HEROES THAT PROVIDES A LIVING LEGACY FOR EVERY CANADIAN SOLDIER THAT HAS FALLEN SINCE CONFEDERATION.

THANK YOU for choosing to raise funds for The Highway of Heroes Living Tribute. It's our intention to make your fundraising efforts easier for you by providing this tool kit.

By choosing to support this campaign, you have chosen to help make an impact that will live for generations, providing a myriad of environmental benefits and a much more memorable experience for all those who travel along North America's busiest corridor.

We will plant **117,000 trees**. One for each soldier who has died serving Canada, from CFB Trenton to Toronto, over five years. We are transforming this barren stretch of highway into a living, breathing memorial to honour Canada's fallen Heroes.

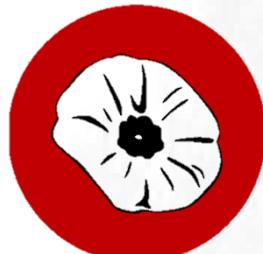
Whether it's to honour those who have served in your community, or your way of ensuring the long-term viability of the environment, we thank you for choosing to support the Highway of Heroes Living Tribute.



WHAT WE'RE ALL ABOUT

REMEMBRANCE

When a member of the Canadian Armed Forces falls in service to this country, their final journey is along a stretch of the 401 called the Highway of Heroes. This length of road is special and unique – ordinary Canadians lining the highway and bridge overpasses to pay their respects. This is why we chose this location to create a living tribute to those who have given the ultimate sacrifice to defend and shape our country.



ENVIRONMENT

We are greening North America's busiest transportation corridor, helping to mitigate the impacts of climate change, store carbon and renaturalize the native forest. The use of trees as a carbon sequestration method is very powerful – the trees become more effective as time passes. We can each make an immediate contribution today, and watch the legacy of our efforts literally grow over time.



COMMUNITY

This is a bi-partisan project. When different, very passionate groups come together in remembrance to help the environment, a true sense of community is created. And just as the transcontinental railroad and TransCanada Highway linked us together as a nation, The Highway of Heroes connects our hearts and our towns. Supporting the Living Tribute is a meaningful way to make a lasting impact within our local communities.



IMPORTANT NUMBERS & STATISTICS



100%

Of every dollar donated goes towards the purchase, planting and maintenance of trees! We also leverage existing partnerships with Landscape Ontario for in-kind support and work cooperatively with municipalities to leverage existing budgeted dollars – ensuring maximum impact for your valued contribution.

117,000

Trees will be planted along and near the Highway of Heroes.

5

Years to complete the project

80%

Of Canadians believe we should show more national pride

83%

Of Canadians believe nature is key to Canadian identity

#1

Highway 401 is the most heavily trafficked roadway in North America

THINGS TO CONSIDER WHEN PLANNING YOUR FUNDRAISER

MAKE A DECISION

Have you decided what kind of fundraiser you intend to organize? There are so many ways that you can mobilize in your community to raise funds for the Highway of Heroes Living Tribute. Here are just a few suggestions to help you decide which would work best in your community:

Toonie Drive – mobilize your volunteer team to collect “toonies for trees!”

Concert/Event Proceeds – Donate the profits or a portion of ticket sales from your local community event.

Bottle Drive – solicit the donation of empty wine and beer bottles and convert the empties into a cash donation!

Bake Sale – show off the talents of your local cooks by selling home-made goods and treats!

Community Dinner – Whether it’s surf and turf or a chili cook-off, bring the community together for a great meal while donating the profits to a cause that will have an impact right in their own backyard.

Auctions – Do you have connections with local businesses willing to donate products or services? Collect those donations and have a silent, secret or live auction at your next event!

Sport Tournament – Softball, a bonspiel, even euchre tournaments are all great way of bringing the community together to have some fun for a great cause.

SET A GOAL AND GET PEOPLE EXCITED

It is important to set a goal and to be realistic. Consider not just how many people you hope to engage through your fundraising activities, but also the kinds of people you wish to engage. When you get your audience excited to support the Highway of Heroes Living Tribute, you will find it much easier to reach and even surpass your goal!





FROM CONCEPT TO EXECUTION MAKE YOUR PLANS COME TO LIFE

FORM A TEAM AND A PLAN

Find those in your community that are as passionate about fundraising as you are! Once you have made your decision on the kind of fundraiser you wish to organize, it is imperative to create a critical path or action plan that clearly outlines each task that needs to be completed, by when and who is responsible for each task.

CHECK YOUR NUMBERS

Make a budget and stick to it! All fundraising expenses are to be covered by the organizer. And as such, all potential costs should be taken into consideration. Please consider the following:

- Equipment, decor and/or venue rental fees for events
- Food & Drink
- Supplies/Materials
- Printing Costs

Once you feel confident that your fundraising goal is attainable and that it sufficiently exceeds your projected expenses, you are ready to start promoting your community fundraiser!

PROMOTE YOUR EVENT

Tell everyone you know! It's important to tap into the local networks you have in order to promote your fundraiser. You may want to consider the following:

- Local newspapers
- Newsletters
- Posters
- E-mail lists
- Local TV and Radio stations
- Tap into social media – i.e. Facebook groups & hashtags and don't forget to tag us on Facebook and Twitter! **@HOHtribute**

PROMOTE THE CAUSE

When planning and executing your fundraiser, it is important to remind your audience of the cause throughout. The Highway of Heroes Living Tribute is happy to provide you with the materials you need to strengthen this messaging. These materials include, but aren't limited to the following:

- Logo file for original marketing material production
- Fact sheet and FAQ's
- Informational postcards
- Posters
- Brochures
- Banners
- Sample donation request letter
- Social Media post templates & images
- Highway of Heroes Living Tribute merchandise **depending on available stock*

Be sure to make use of social media, not just in the lead up to promote your fundraiser, but also during and after your fundraiser. We want to hear how things are going and we want to celebrate successful events with you!

Engage us on Facebook and Twitter. **[@HOHtribute](#)**

OFFICIALLY REGISTER YOUR FUNDRAISER

To officially register your fundraiser with the Highway of Heroes Living Tribute, please fill out the attached fundraiser registration form, or you can submit the form online at www.HOHTribute.ca. Hard copies can be sent by traditional mail, or by sending a scanned copy via email to volunteer@HOHTribute.ca.

NEXT STEPS

Once registered, a Highway of Heroes Living Tribute representative will be in touch with you shortly. We will work with you to determine how we can best help with your fundraiser and together we will help to raise the funds needed to get all 117,000 trees in the ground!



KEEPING IN TOUCH

We want to stay connected long after your fundraiser has been completed and we want you to see the results of your work! Encourage your team and other fundraiser participants to do so by doing the following:

- Signing up for our monthly newsletter
- Following us on social media
- Volunteering for upcoming tree planting events in your community

Should you have any additional questions please don't hesitate to get in touch.

MIKE HURLEY
Manager, Fundraising & Communications
Highway of Heroes Living Tribute

7856 Fifth Line South
Milton, ON
L9T 2X8

Cell: 647.292.7794
Tel: 905.875.0021
Toll Free: 1.800.844.277.HERO (4376)
mike@HOHTribute.ca



**THANK YOU AGAIN FOR CHOOSING TO RAISE FUNDS FOR
THE HIGHWAY OF HEROES LIVING TRIBUTE.**

