



## Sponsorship Overview

### 2023 Run, Ride or Roll Fundraiser

In support of Camp Health, Hope & Happiness

Set a goal. Make a plan. Achieve your sponsorship goals.





# RUN, RIDE OR ROLL FUNDRAISER

The purpose of this peer-to-peer fundraising campaign is to raise money for Camp He Ho Ha and inclusive summer camps for people with disabilities.

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## WELCOME TO THE CAMP HE HO HA FAMILY!

To help make your sponsorship journey easier, we have created this Fundraiser Overview and the accompanying [Toolkit](#). Inside you will find instructions, messaging templates, graphics, and more. Everything you need to achieve your sponsorship goals and *make summer camp dreams come true!*

View the “Sponsorship Matrix” in the [Toolkit](#) for full details and an up-to-date listing of available sponsorships.



## 2023 RUN, RIDE OR ROLL FUNDRAISER

### Important Event Details:

**Date:** Sunday, September 17, 2023

**Time:** 10:00am Registration

**Location:** Rundle Park Edmonton

### What to Expect at the 2023 Run, Ride or Roll Fundraiser:

Fundraiser participants have a fun day with friends, coworkers and camp supporters who have fundraised for this campaign.

Sponsors can come out and volunteer on the course and make sure participants are following the course and are safe or by setting up a mini station for participants (no outside food or drink allowed). All interactive activities must be cleared prior to event day.

The campaigned event includes:

- 3 km course to Run, Ride or Roll
- Fun on the course activities
- BBQ Lunch
- Prizes
- 50/50
- Fun & friendship



### Schedule

- 10:00am – Registration + Check in (Outside ACT Building)
- 11:00am – Event Kick off
  - On course activities
- 12:30pm – BBQ Lunch
  - Prizes
  - 50/50

*\*Sponsors/Vendors – please arrive at 9:45am and check in at the Registration table with Lindsey for location and role details. You will be assigned to an area for the duration of the event.*



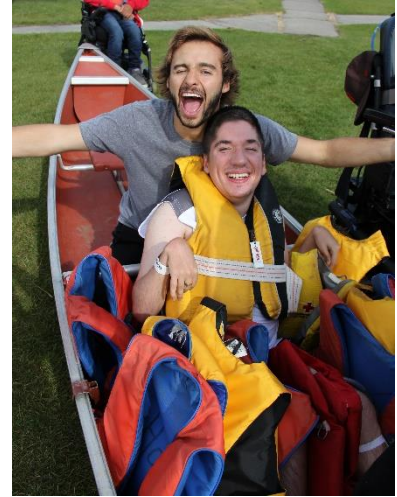


## ABOUT CAMP HE HO HA

Camp Health, Hope & Happiness provides week-long adapted summer camps to people of all ages living with all types and degrees of disability. The facility, located 90 kilometres west of Edmonton on Lake Isle, is fully modern and barrier-free. All programs and activities are designed with the needs of people living with disabilities in mind. Activities include a climbing wall and low ropes course, swimming pool, arts and crafts, barge rides, archery, canoeing, mini golf, performing arts, and more.

Opened in 1960, Camp He Ho Ha is Alberta's first summer camp for people with disabilities and the only facility of its kind that does not discriminate on the basis or type of disability. We are uniquely set up to serve participants with profound disabilities and complex medical conditions – many of whom would be denied a camping experience elsewhere. Our fully equipped, 24/7 staffed, onsite Medical Centre allows us to welcome individuals who require regular, specific, and detailed medical care. Our Kitchen staff address a variety of special diets and food allergies and prepare healthy, nutritious meals and snacks. Our 4:1 Camper/Counsellor ratio ensures that all campers have a safe, rewarding, and memorable summer camp experience.

Camp Health, Hope & Happiness Camp He Ho Ha knows the power of inclusion, self-satisfaction, and growth from new experiences. Yet 12% of Albertans (those living with disabilities) face daily barriers to access accessible programs and services and are at an increased risk of experiencing emotional loneliness and social isolation.



**Together we can challenge this reality and create a brighter future for Alberta.**

We offer inclusive services and programs to serve Albertans living with disabilities. At Camp, the reality of the rest of the world melts away and individuals with every type of physical and mental disability can just enjoy life and be themselves. Each summer, more than 700 children, youth, adults, and seniors with disabilities come from communities across Alberta to experience our overnight camps. Year-round, our free biweekly virtual Zoom camps serve 500 of these individuals and their families. Because of their experiences at Camp, many individuals discover new ways to overcome challenges, increase their independence, develop confidence, and enjoy very fulfilling lives.

## HOW FUNDS ARE USED

Every dollar raised directly provides an opportunity to over 700 individuals with mental and/or physical disabilities each summer to experience 6-days in an all-inclusive summer overnight camp, completely barrier-free.

All the care and adaptations that may be required for a person with a disability are provided by Camp He Ho Ha. This includes all personal care, activity adaptations, an accessible environment, and most importantly, unconditional love and acceptance. Our overnight programs also give much-needed respite to families and caregivers who can relax from the demands of caring for a family member with a disability, knowing their loved one is safe.



? **Did you know** that it costs Camp He Ho Ha over \$700 to send a child or adult with a disability to Camp for the week? How many campers' dreams will you support with your fundraising efforts?



## Camp He Ho Ha Social Media

As a thank you for participating in our event and sponsoring us with your time, resources, and materials; we would like to thank you on our [social platforms](#) and in our [electronic quarterly newsletter](#).

Follow Camp He Ho Ha on social media so you can be sure to get all the latest details about our programs, services, and fundraising events. During the campaign, we regularly share **Run, Ride or Roll Fundraiser** post on Facebook and Instagram that you can forward/share to your followers to get them involved. You can find us using these handles on the following websites:

Facebook: [@hehoha1960](#)  
Instagram: [@camphehoha](#)  
YouTube: [Camp He Ho Ha](#)  
Twitter: [@camphehoha](#)  
LinkedIn: [@Camp Health Hope Happiness](#)

## Hashtags

When you post on social media, use our hashtags so we can like your post, and other attendees can cheer you on. Try to use the following hashtags when posting about the **Run, Ride or Roll Fundraiser**

#RunRideRoll  
#CampHeHoHa



Check out the **Run, Ride or Roll Fundraiser [Toolkit](#)** for email and social media post templates.

## SPONSORSHIP MATRIX

View the “Sponsorship Matrix” in the [Toolkit](#) for full details and an up-to-date listing of available sponsorships.

*\*Not all sponsorship benefits are available at all sponsorship levels. See the “Sponsorship Matrix” for full details.*

The Run, Ride or Roll Fundraiser has various sponsorship opportunities available to promote your business and brand.

Sponsorship Benefits Include\*:

- Logo on campaign website
- Company logo featured at the event
- Opportunity to include promotional materials/ swag
- Sponsorship recognition on Camp He Ho Ha social media (3,000+ reach/impressions)
- Recognition in the Camp He Ho Ha electronic newsletter (3,000+ person mailing list)



**Camp He Ho Ha is grateful for the support of all our sponsors!**

## **CONTACT**

We want your sponsorship to be successful! If you have any questions about the 2023 Run, Ride or Roll Fundraiser, please contact:

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