

 Ride for Heart

# Fundraise to beat heart disease and stroke.

Ride for Heart fundraising toolkit



[rideforheart.ca](http://rideforheart.ca)

# Why we ride

## to beat heart disease and stroke

It has never been more critical to accelerate lifesaving research breakthroughs. Your donations and fundraising efforts will continue to drive advances in four key areas:

### 1. Funding research breakthroughs

For more than 70 years, Heart & Stroke has been at the forefront of tackling the most pressing issues related to heart disease and stroke – investing nearly **\$1.7 billion in world-class research** since our inception. Currently, we are funding 753 best-in-class researchers whose work will advance science and inform action that will prevent disease, save lives, and enhance diagnosis and recovery.



### 2. Preventing disease

We are empowering everyone in Canada to reduce their risk of heart disease and stroke. From driving public policy to creating healthy environments - like protecting youth from the harms of vaping - and enabling access to affordable medication, we're making progress.



### 3. Saving lives

We are committed to saving more lives of people across Canada by improving out-of-hospital cardiac arrest survival rates, training more people in lifesaving CPR and improving AED accessibility, raising awareness of stroke signs and advancing heart failure resources and care.



### 4. Promoting recovery

We are enhancing the quality of life of more than **3.5 million people in Canada living with heart disease, stroke or vascular cognitive impairment** by partnering with them and their caregivers and providing support, resources and information they need throughout their health journey and recovery.

Learn more about the latest research breakthroughs funded by Heart & Stroke by visiting [heartandstroke.ca/research](https://heartandstroke.ca/research).



# Thank you for joining the fight to beat heart disease and stroke.

Since 1988, thousands of Heart & Stroke supporters like you, have rallied together to raise awareness and funds in support of life-saving heart and brain research through their participation in Ride for Heart. To date, over \$79 million has been raised to make a difference in the lives of people impacted by heart disease and stroke.

Ride for Heart holds a special place in my heart. Like so many others across the country, heart disease and stroke have deeply impacted my friends, family and community. I've seen, first-hand, how devastating these conditions can be to those living with them, as well as their loved ones and caregivers.

That's why for the last 16 years, I have participated in Ride for Heart alongside people like you who are dedicated to making a difference by not only supporting our loved ones, but also by helping to raise crucial funds and awareness for other families facing similar circumstances. Our goal is to keep families together, longer.

Regardless of whether you are a returning Ride participant, or this is your first time taking on the challenge, we are all so grateful to have you on the team! Your support drives tomorrow's breakthroughs and funds raised through Ride support life-saving research, health promotion and advocacy efforts that help in the fight to beat heart disease and stroke.

I encourage you to take a moment to explore this toolkit and learn more about Heart & Stroke's mission and the impact your participation will have in the lives of people living with heart disease and stroke. You will also find helpful tips to make sure your fundraising experience is smooth, fun and successful!

So, whether you choose to ride, run or walk, thank you for being part of Ride for Heart and for helping us make a difference.

Together, we can beat heart disease and stroke.

**Doug Roth, CEO Heart & Stroke**

**Beat heart disease.**

**Beat stroke.**

**Beat as one. Ride as one.**



**“ Like so many others across the country, heart disease and stroke have deeply impacted my friends, family and community. That's why I'm so excited to, once again, be fundraising alongside all the incredible Ride for Heart participants as co-captain of my family team, Moving for More Memories. With your help, I know we can beat heart disease and stroke so families can make more memories with those they love.”**

**Doug Roth**

Heart & Stroke CEO



# How you can take action during Ride for Heart

## Fundraise now

- Go to [rideforheart.ca](https://rideforheart.ca) and log in.
- Customize your fundraising page – make it personal by adding your photo and why you're participating.
- Use our [Social Circle Mapper](#) to find all your potential supporters.

## Promote yourself

- Share your fundraising page and why you're raising money for Heart & Stroke on social media using the hashtag, #HeartAndStrokeRideAsOne.
- Encourage your network to support you with a donation or challenge them to join you by registering for Ride for Heart.
- Use the templated emails and messages on your fundraising page mailing list to reach your family, friends, colleagues, and others in your network, and share why you need their support throughout your fundraiser.

## Thank supporters

- Send a thank you message to everyone who donated or supported your fundraising efforts.
- Use our templated thank you emails (found on your fundraising page mailing list) to thank your entire network for their support and the impact they made.





**Beat as One. Ride as One.** Thank you for supporting Heart & Stroke.



When we beat as one, we can accomplish so much more together. With your passion and energy, plus support from all of us at Heart & Stroke, we can beat heart disease and stroke.

If you have any questions, please contact us at [ride@heartandstroke.ca](mailto:ride@heartandstroke.ca).

Cheering you on,

**Your Heart & Stroke Ride for Heart team**

## Follow Heart & Stroke on social



@HeartandStroke

#HeartAndStrokeRideAsOne

**rideforheart.ca**



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## TIPS

1.

Visit the [Fundraise with Social](#) page to find templated messages that you can easily share on social media, over email or through text message.

2.

Let your donors and potential supporters know when you've made it to 25%, 50% and 75% of your goal.

3.

As you work towards your fundraising goal, you'll not only be supporting lifesaving research but also have a chance to win exciting prizes! Visit our [rewards page](#) for more details and see how your efforts can make a difference.

4.

Download our [fact sheets](#) on heart disease and stroke from our Impact page and start a conversation with your supporters about these conditions.