



Heart
&Stroke™

Beat as one.

Making *more possible* as a corporate partner with Heart & Stroke

As the leading national health charity dedicated to beating heart disease and stroke, we want to work with you as a corporate partner towards a future where people in Canada can live **life** to its fullest, **uninterrupted by heart disease and stroke.**

Your help is urgently needed.

- **Every EIGHT minutes** someone dies of either a heart attack or a stroke.
- Together, heart disease and stroke are **the second leading cause of death** in Canada, with 9 out of 10 people having at least one risk factor.
- The **#1 cause of premature death in women** in Canada is heart disease and stroke.
- Women in Canada are nearly **five times more likely to die from heart disease** than breast cancer.
- 80% of all premature heart disease and stroke cases are **preventable.**

A partnership that will create impact.

By becoming a corporate partner with Heart & Stroke, your organization can improve outcomes for people in Canada who are now, and who will be, impacted by heart disease and stroke – including your employees, your customers and your own families.

Your organization will contribute to critical funding and investments that will advance medical discoveries over the next ten years as well as increased communications, education and awareness that will help to immediately reduce these alarming statistics and positively impact peoples' lives.

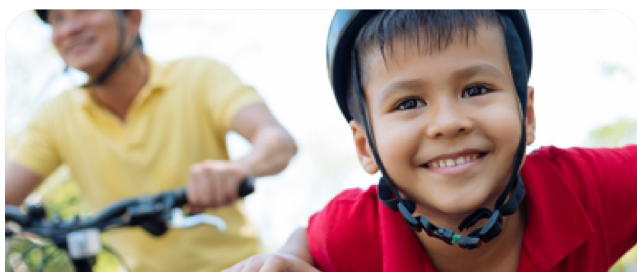
Your organization will make an extraordinary difference in how we approach every priority through:



World-class research



Advocacy and systems change



Public awareness and education



Patient engagement and support

Beat health inequity

Alongside partners like you, Heart & Stroke works to ensure equitable access to early intervention and support for heart disease and stroke throughout Canada. We are addressing the diverse needs of people in Canada, particularly those facing the greatest risks:

- ♥ **For women**, we are closing the gap in sex- and gender-specific research, awareness and clinical practice.
- ♥ **For Indigenous communities**, we are building targeted health promotion, rehabilitation and research scholarship programs.
- ♥ **For Black communities**, we are empowering them with tools to improve health outcomes while funding research opportunities for Black scholars.
- ♥ **For youth**, we are setting them up early for lifelong heart and brain health through education, activity-based events and legislation that safeguards their future.
- ♥ **For patients and people with lived experiences**, we are supporting them as they navigate their healthy recoveries through support groups and other resources.
- ♥ **For newcomers**, we are removing social, cultural and other contextual barriers to accessing vital heart and stroke care and interventions.

Elevating each other with exceptional reach and impact.

We are national.

- Heart & Stroke is one of Canada's largest funders of health research after the federal government.
- We have a powerful network of subject matter experts, speakers, businesses and community groups across the country.

We are regional.

- Our teams in Ontario, Quebec, Western and Atlantic Canada are mobilizing local support, hosting local events and showcasing local narratives, stories and content.
- Health care research, innovation and practice creating targeted impact for every region – large or small, urban or rural – across every Canadian province.

We are personal.

- Heart disease and stroke do not discriminate – we all know someone who has been affected.
- We integrate personal stories from people with lived experience and their families and caregivers into our fundraising to underscore the importance and impact of our cause.
- Heart & Stroke allows every person in Canada to play a role – give, volunteer, fundraise, drive awareness or share your story.



Helping you achieve your goals.

When we beat as one, we accomplish so much more together:



Elevate your brand.

Amplify your reputation and favourability among customers and stakeholders and achieve your corporate ESG objectives.



Engage your employees.

Drive meaningful engagement with your employees around purpose-driven opportunities that are fun, deliver impact and save lives.



Impact your community.

Raise funds and awareness for a cause close to the hearts and minds of people in Canada, while driving health equity across the country.



Learn more about corporate partnerships with Heart & Stroke by visiting our website at heartandstroke.ca/what-we-do/partners or getting in touch with the team today:





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A one-of-a-kind opportunity to engage your employees in our cause.

Through a corporate partnership with Heart & Stroke, your organization has the opportunity to engage and retain employees, create unique leadership opportunities, boost morale and team building, and attract top-tier talent while supporting amazing fundraising initiatives nationally or right in your community.

Ways your employees can get involved:



Team fundraising activities

Take advantage of **turnkey fundraising events and programs**, such as our [Ride for Heart](#) or [Fundraise Your Way programs](#), to encourage corporate team fundraising while driving participation and bonding.



Volunteerism

Provide **opportunities to volunteer** as a Ride Captain or Fundraise Your Way lead, cultivating higher levels of engagement and advocacy that directly translate to stronger fundraising results for the cause.



Employee payroll giving

Enable **easy and convenient giving solutions** for your employees while encouraging participation through corporate matches or fundraising campaigns that promote healthy competition.



FAST

Teach your employees, family and community to recognize, understand and quickly act upon FAST, our acronym for **the three major signs of stroke**, through internal and external communications.



CPR training

Participate in Heart & Stroke's **award-winning CardiacCrash™ program** and create an impactful, interactive team-building and learning opportunity for your employees where they can gain lifesaving CPR and AED skills.



Health and wellness content

Benefit from Heart & Stroke's **comprehensive catalogue of health and wellness content**, including valuable resources on healthy living, recipes, risk factors, preventative measures and more.

60%

of Generation Z employees want their place of work to make a difference

75%

of millennials want to work for a company that demonstrates social responsibility

74%

of employees say their job is more fulfilling when they can make a positive impact

SOURCE: Imagine Canada, 2018

Did you know?

Executive sponsorship and friendly competition

are great ways to drive commitment to the cause and motivate your employees to join in!

Through our regional teams across Canada, Heart & Stroke is happy to host kick-off events and provide extra inspiration for your employee fundraising activities.

Learn more about how to engage your employees through a corporate partnership with Heart & Stroke by visiting our website at heartandstroke.ca/what-we-do/partners or getting in touch with the team today:



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Saving lives is simpler than ever before through employee payroll deductions

As a corporate partner with Heart & Stroke, giving back to our cause – and to our historic efforts to beat heart disease and stroke once and for all – doesn't have to be difficult.

Payroll giving is an easy and convenient way for your employees to make contributions directly from their paycheque, allowing them to have a huge impact on the lives of people in Canada with minimal effort.

At the same time, payroll giving provides you with the opportunity to match your employees' donations, *doubling the overall impact*.

Participate in a way that makes sense for you:



Employee payroll deductions via Benevity

- **Turn social impact into business impact.** Power your CSR, workplace giving, volunteering and granting programs with the software solution trusted by 900+ leading brands.
- **Reduce administrative costs.** Automate everything from donation matching to granting workflows.
- **Move funds quickly and securely.** Activate campaigns and get funds to Heart & Stroke when it is needed most.
- **Measure and track your impact.** Get accurate, real-time insights about the impact of your programs.



One-time or monthly donations

Give your employees the flexibility to give back on their terms, supporting Heart & Stroke with a one-time or recurring donation in the amount of their choosing by visiting heartandstroke.ca/how-you-can-help or via CanadaHelps.org, Canada's best destination for donating and fundraising online.



Electronic money transfer (EFT)

Your employees can donate directly to our cause by simply filling out Heart & Stroke's electronic money transfer form to make a one-time, monthly or annual donation (a tax receipt will be provided for donations of over \$20).



Heart & Stroke is grateful to everyone who contributes to the fight against heart disease, stroke, and related conditions. Thanks to your generosity, we continue to lead advances in heart and brain health by championing critical research, closing knowledge gaps to drive impact, and funding innovations. Transforming our healthcare system is a massive collaborative effort, and we are so grateful for your support! Together, we will promote health, save lives, and enhance recovery.



– Dr. Anthony Graham, CM
Clinical Cardiologist

Let's save lives together!

All of our corporate partners will be recognized for their contributions to Heart & Stroke and the critical work we are doing to improve prevention, save lives and enhance recovery.

Learn more about employee payroll giving through a corporate partnership with Heart & Stroke by visiting our website at heartandstroke.ca/what-we-do/partners or getting in touch with the team today:



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