



McMaster Children's Hospital Foundation Kindness Project FAQ

1. What is the *McMaster Children's Hospital Foundation Kindness Project*?

- a. The *McMaster Children's Hospital Foundation Kindness Project* is an initiative created to encourage kindness and community citizenship. We believe, especially during the unprecedented health crisis of COVID-19, that compassion, connection and kindness are especially important!

We encourage schools and families to have fun, be creative and engage with their network in ways that maintains physical distancing, but inspires closer connections.

2. How do I participate in the *McMaster Children's Hospital Foundation Kindness Project*?

It's easy! Everyone is encourage to participate, fundraise and make a donation. All you need to do is:

- a) Register for free online at mackids.ca/kindness to create your personalized donation page and link.
- b) Create your Kindness Card and:
 - a. Use our template, but be creative! We have provided 30 example acts of kindness, but feel free to come up with your own.
 - i. Print our Kindness Card template and choose to either print off and cut and paste acts of kindness from our action bank, or write them in by hand and come up with more yourself.
 - b. Start your acts of kindness – share with us at masonje@hsc.ca how completing these acts are going – and feel free to send in any pictures or stories you would like us to share on our webpage.
- c) Share your Kindness Card and fundraising goal with your network, keep them up-to-date on your progress and encourage them to join the fun as well! Post your card to social media with the link to your donation page and make your first donation! Then you can challenge five friends or more to make a donation and post their own card! **Remember to include #MacKids in all of your social posts.**

Below is sample text you can include in your social media posts:

I'm participating in the *#MacKids Kindness Project*. You can help to provide vital support for McMaster Children's Hospital Foundation by donating here: <add your personal link to your registration page> or mackids.ca/kindness

I challenge @<tag 5 friends> to donate and make their own Kindness Card!

3. Is there a registration fee?

- a. There is no registration fee for the *Kindness Project*. We encourage you to share your activities of kindness and ask your friends, family and your network to join in the fun and support your efforts with a donation to support McMaster Children's Hospital.

4. Is there a minimum to fundraise in order to participate?

- a. No. There is no minimum to fundraise – we are grateful for every dollar raised!

5. Should I register as a group/team or as an individual?

- a. The majority of our participants register as a group or team. Your team should be your classmates, your family or the group you are planning on fundraising alongside. You will be able to give your team a unique name. Donors have the option to donate to your team as a whole or to an individual team member. You'll be able to personalize a team page and will also be able to view your collective fundraising efforts, as well as individual fundraising success.
- b. If you are starting the *Kindness Project* by yourself, please register as an individual.

6. How do I register my family or group?

- a. Select the group/team registration option. The first person to register becomes the team captain and provides the team name. You can register multiple people to the team at the same time (this is a great function when adding family members).

7. What does it mean if I am the team captain?

- a. The team captain receives the administrative access to update the team's participant centre page with a story and photo. We also hope the team captain will help motivate their team to solicit donations or initiate fundraising activities.

8. Do I need to register all team members at the same time?

- a. No. Anyone can register for your team online. Click the "Join Your Group's Team" button on the homepage to register for a team that has already been created.

9. I do not want my child's name or picture on the Internet, but would still like them to participate – how do I register?

- a. When providing your details on Step 2 of the registration process, you can choose to click '*Keep Me Anonymous*' or '*use my Screen Name.*'
 - i. If you select *Keep Me Anonymous*, your child's name will not be searchable as a participant and the only way people will be able to find their donation page is with their unique link (that you can choose to send out to certain people).
 - ii. If you select *Use My Screen Name*, your child will be searchable by that name only, which you can personally create in the *User Name* box. This way, your child can be identified by only a first name, initials or you can create a 'code name' that is shared by family and friends exclusively.

10. Do I have to register in order to make a Kindness Card?

- a. We appreciate if participants can register online. This gives you access to your participant centre where you can solicit donations via a unique link and can track your individual and team progress.

11. I've registered, but how do I use my participant centre?

- a. Once registered, you will have a personal page within the *McMaster Children's Hospital Foundation Kindness Project* participant centre. We encourage you to share your story - why supporting McMaster Children's Hospital Foundation is important to you. Through your participant centre you can email friends and family to request donations. You can also keep track of all online and offline donations.

12. Will donors receive a tax receipt?

- a. Yes! All donations made online will receive a receipt by email. For cash or cheque donations, please record them on the pledge form available in your participant centre to submit once you finish collecting donations. See question 13 for more details on how to hand in cash and cheque donations.

13. What do I do with cheques, cash donations and pledge forms?

- a. While we encourage everyone to donate online when possible, please follow the below instructions if you do receive any cash or cheques. Ensure any donations sent by mail are accompanied by a pledge form, which can be found in your participant centre. If your donor's mailing address and contact information is not included on the pledge form, they will not receive a tax receipt. If you are depositing the funds and making the donation yourself, please call 905-522-3863 and we will process the donation by credit card and instruct you on how to send in the pledge form.
- b. Cheques can be made out to Hamilton Health Sciences Foundation and addressed to Hamilton Health Sciences Foundation at Box 739, LCD 1, Hamilton, ON L8N 3M8.
 - i. Please remember to include the filled-out pledge form
- c. When possible, cash donations should be discouraged due to COVID-19 restrictions. If you do receive cash, it is best to keep a record of the donation on the pledge form available in your participant centre, deposit it into your personal bank account, and either call 905-522-3863 to make a credit card donation, or write a cheque and follow the above instructions for where to mail the cheque and pledge form.
- d. Please contact Jessica Mason at masonje@hpsc.ca with any further questions.

14. Do you have suggestions on how I can maximize my fundraising efforts?

- a. Reach out to family and friends, share your story on social media and ask for support. When completing your acts of kindness, make sure to let those involved know what inspired your kind act, and how they can get contribute (by donation or registering for the *McMaster Children's Hospital Foundation Kindness Project* themselves).

15. How does my fundraising and participation impact McMaster Children's Hospital, including Ron Joyce Children's Health Centre?

- a. We are focused on raising funds in support of the top priority needs of McMaster Children's Hospital, including Ron Joyce Children's Health Centre and their programs. The Foundation provides funding for leading-edge equipment and patient amenities, innovative research initiatives, redevelopment of patient care spaces, and the education and training of health care providers.