



Heart  
&Stroke™

# Beat as one.

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

## 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](https://heartandstroke.ca/what-we-do/partners) or getting in touch with the team today:



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