

# Board Fundraising Toolkit

**Nobody should have to empty their wallet just to empty their bladder.**

We are thrilled to announce the launch of SCIO's Pee For Free campaign — a public effort to end the costs Ontarians with disabilities face just to use the bathroom.

Your voice is critical to help launch this campaign with maximum impact.

We've also included ready-to-use resources like customizable posters, email templates, and social media samples to make your fundraising efforts seamless. Together, we can help ensure that no one has to pay exorbitant amounts just to pee, advocating for a more equitable and accessible Ontario.



# Fund the Fight:

We are running a month-long Pee For Free campaign to raise donations, awareness, and momentum — and we need the Board's help to lead from the front.



## Step 1: Pick Your Activation

- **Share the campaign with your community**
  - Promote and share the campaign with your network! From social to emails to personal asks to professional networks, you decide how to engage with the Board campaign.
- **Launch a Team Fundraising Challenge**
  - Set up company or team pages; encourage fun internal competition.
- **Sponsor a Milestone**
  - Example: \$5,000 = public thank-you + corporate spotlight on [PeeForFree.ca](https://peeeforfree.ca)



## Step 2: Post on Social Media

- Share campaign posts on Facebook, Instagram, LinkedIn, and Threads.
  - Facebook** → [facebook.com/sciontario.org](https://facebook.com/sciontario.org)
  - Instagram** → [instagram.com/sci\\_ontario](https://instagram.com/sci_ontario)
  - LinkedIn** → [Spinal Cord Injury Ontario](https://www.linkedin.com/company/spinal-cord-injury-ontario)
  - Threads** → [threads.com/@sci\\_ontario](https://threads.com/@sci_ontario)



## Step 3: Email Your Personal Network

- We've included an email template to send to friends, family, or colleagues asking for support. A personal note from you can open doors and donations.



## Step 4: Reach Out to Corporate Contacts

- We've prepared a corporate letter you can forward to business contacts.
- As well as a Pee for Free corporate toolkit to help them join the campaign.

# SCIO Will Help You

Connect with us and we'll help you set up a custom online fundraising page.

## Board Toolkit

All the assets on the previous page can be found here:

<https://sciontario.org/peeeforfree/board-toolkit>

## Social Media Sample Posts

We have sample social posts and images you can use that are located on the following webpage: <https://sciontario.org/peeeforfree/board-toolkit/#social-posts>

## Email Templates

We have two email templates you can edit and use that are located on the following webpage: <https://sciontario.org/peeeforfree/board-toolkit/#email-templates>

## Posters

We have three poster PDF templates you can use that are located on the following webpage: <https://sciontario.org/peeeforfree/board-toolkit/#posters>

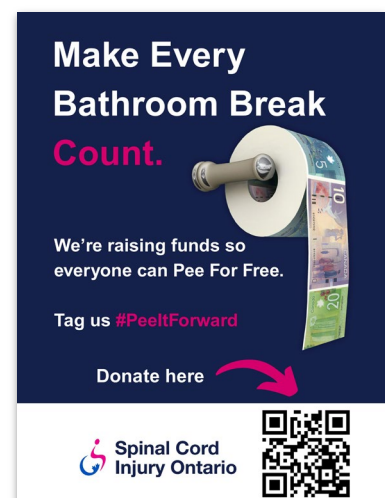
## Contact Us

[communications@sciontario.org](mailto:communications@sciontario.org)

[sciontario.org/contact-us](https://sciontario.org/contact-us)

416-422-5644

1-877-422-1112



[peeeforfree.ca](https://peeeforfree.ca)

# Online Fundraising

## Instructions for how to setup your fundraising page

Follow this guide to get your PeeForFree fundraising page rolling on [JustGiving.com/campaign/peeeforfree](https://JustGiving.com/campaign/peeeforfree).



### Set Up Your Fundraising Page

1. **Go to the PeeForFree campaign page** - [justgiving.com/campaign/peeeforfree](https://justgiving.com/campaign/peeeforfree)

Click the big orange “Start Fundraising” button.

2. **Choose your fundraising style**

You'll be prompted to pick one of these three options:

- “I'm taking part in an event” → Great for corporate or group challenges.
- “I'm doing my own activity” → For personal or DIY fundraisers.
- “I'm just fundraising” → Nothing specific, you just want to support the cause.

3. **Customize your page**

- Pick a **page name** and **fundraising goal**
- Add a **team name** (be bold, be funny, be you)
- Personalize your story: use PeeForFree campaign copy or write your own
- Upload a photo and set your target

**Need help?** SCIO will help set up your page — just reach out at [communications@sciontario.org](mailto:communications@sciontario.org)

### Support a Fundraiser

Cheering on a friend?

1. Scroll through the “Fundraisers” section on the [campaign page](#).
2. Click their name to visit their page.
3. Click **GIVE NOW**.
4. Follow the prompts.

### Join a Team

Already part of a crew or company challenge?

1. Set up your own page first (see above).
2. Ask your **Team Captain** to send you an invite to their team.

# Would you pay **\$30** a day to pee?

Thousands of  
Ontarians do.

Join us in helping to  
ensure everyone can  
**#PeeForFree**



**Spinal Cord  
Injury Ontario**

**Lésions Médullaires  
Ontario**

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