

#PeeForFree

Fundraising Toolkit

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

This toolkit provides everything you need to successfully host a #PeeForFree Challenge and make a tangible difference in the lives of Ontarians with spinal cord injuries. You'll find step-by-step instructions for choosing your activation, setting your rules, promoting your event, and collecting donations.

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.



Fundraising Instructions

How to Host a Pee for Free Challenge



Step 1: Pick Your Activation

- **Host a Pay to Pee Day**
→ Ask employees/customers to give a symbolic \$2, \$5, or \$10 donation to use the washroom.
- **Launch a Team Fundraising Challenge**
→ Set up company or team pages; encourage fun internal competition.
- **Offer Donation Matching**
→ Double employee or customer donations to boost impact.
- **Sponsor a Milestone**
→ Example: \$5,000 = public thank-you + corporate spotlight on [PeeForFree.ca](https://www.peeforfree.ca)



Step 2: Set Your Rules

- Decide your donation, ask: \$2, \$5, or \$10 per washroom visit.
- Make it fun: add raffles, leaderboards, or prizes if you like.



Step 3: Promote Your Event

- Use posters, emails, internal comms, Slack/Teams, and social media.
- Display a QR code that links to your custom fundraising page.
- Announce the challenge during team meetings or customer moments



Step 4: Collect Donations

- Direct people to your online fundraising page (SCIO will help set this up).
- Accept cash or card donations on-site if appropriate.
- Track progress with our printable Fundraising Thermometer poster.



Step 5: Celebrate Impact

- Post photos + videos of your event.
- Share updates internally and on social media.
- Tag us to amplify your impact:

Facebook → facebook.com/sciontario.org

Instagram → instagram.com/sci_ontario

LinkedIn → [Spinal Cord Injury Ontario](https://www.linkedin.com/company/spinal-cord-injury-ontario)

Threads → threads.com/@sci_ontario

Hashtags → [#PeeForFree](https://www.instagram.com/hashtag/peeforfree)

[peeforfree.ca](https://www.peeforfree.ca)

SCIO Will Help You

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

Contact Us

communications@sciontario.org

sciontario.org/contact-us

416-422-5644

1-877-422-1112

Social Media Sample Posts

We have sample social posts and images you can use that are located on the following webpage:

sciontario.org/peeforfree/assets/#social-posts

Email Templates

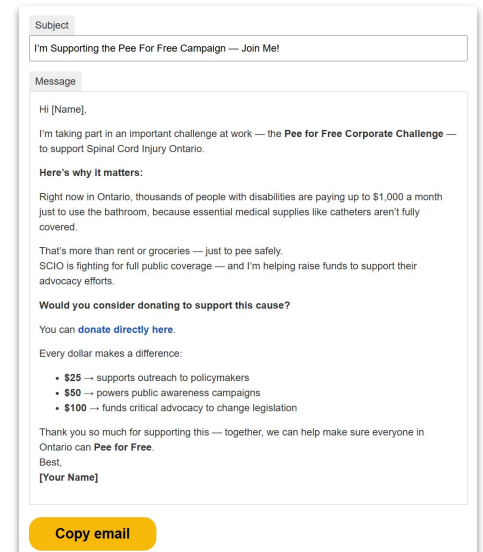
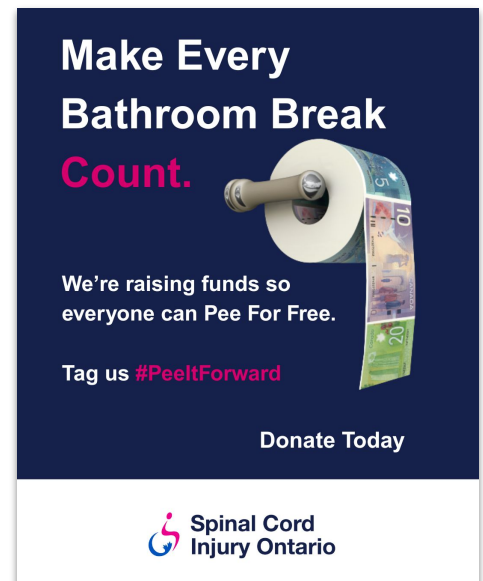
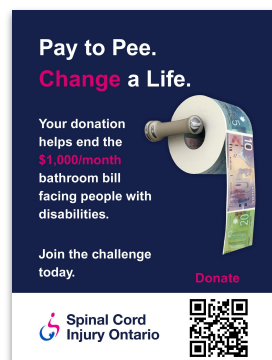
We have two email templates you can edit and use that are located on the following webpage:

sciontario.org/peeforfree/assets/#email-templates

Posters

We have three poster PDF templates you can use that are located on the following webpage:

sciontario.org/peeforfree/assets/#posters



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
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

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.

Support a Team

Want to donate to a team effort?

1. On the [PeeForFree campaign page](#), scroll to “Teams.”
2. Click the team name to go to their page.
3. Hit **GIVE NOW** on the right side.
4. Follow the prompts to donate.

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.

Need help?

Email us at communications@sciontario.org or call 1-877-422-1112

peeeforfree.ca

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**

peeeforfree.ca