

**Raising funds**  
for the Montreal  
Heart Institute  
is easy!

# Why get involved?



The Montreal Heart Institute **treats over 68,000 patients** a year from all across Quebec.



We are stronger together, and our **participation is essential to the pursuit of excellence** in research, training, ultra-specialized care and prevention.

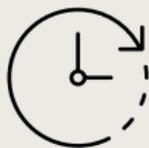


Heart disease is still **the leading cause of death** worldwide.

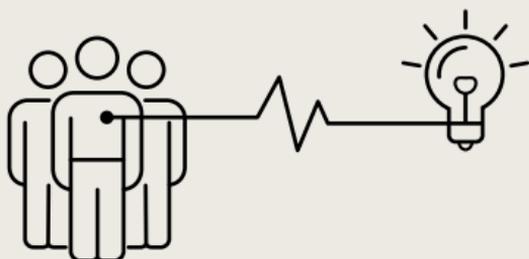


**Getting involved is good for the soul.** It's at the core of who we are: **giving, receiving, living.**

Generosity has many faces, and your **time and energy are as valuable as your donations.**



The Montreal Heart Institute has been a pioneer in the field of cardiology since 1954 and embodies the **future of cardiovascular medicine.**



# Create an online fundraiser.

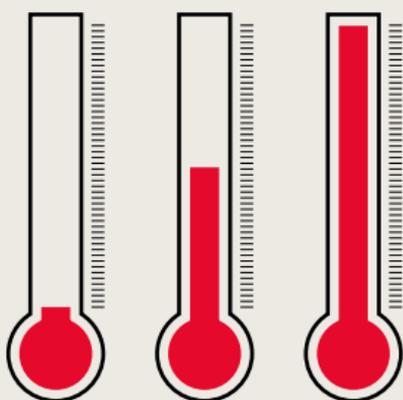
## Want to organize a fundraiser for the Montreal Heart Institute Foundation?

The *Active-toi avec cœur* platform allows you to reach out to your network to ask for online donations in support of a cause close to your heart. Here's how to get started:

Go to  
[active-toi.com](http://active-toi.com)



- Create your fundraising page in just a few clicks;
- Solicit your contacts by sharing a link to your fundraising page by email or through social media;
- Your donors will automatically receive a tax receipt;
- Watch your fundraiser grow and the thermometer rise.



# A few tips for a successful campaign:

## 1 Decide on a concept

There are so many reasons to create a fundraiser: a birthday, wedding, baptism, to pay tribute to a loved one, to say thank-you to the Institute and its staff, etc.

## 2 Have a clear, attainable goal

Decide how much you want to raise. Aim high!

## 3 Have an online presence

When you use the [Active-toi avec cœur](#) platform, your campaign is linked to the Foundation. Your friends and family can give directly through the site, making it far easier for you to manage the funds you raise.

## 4 Mobilize your contacts

Whether it's family, friends or colleagues, anyone can contribute. By sharing your initiative regularly on social media, you increase your reach and your opportunities for raising funds.

Visit the *Active-toi avec cœur* platform at [active-toi.com](https://active-toi.com) to learn more.

# Organize an event or fundraising project

Do you have big ideas  
and an even bigger heart?  
Get creative, there are no  
bad ideas!

Be inspired!

## Sales activities:

Garage sale, jewelry or  
clothing sale, book sale,  
half-and-half tickets.

**Corporate activities:** Theme day (jeans,  
casual Friday, etc.), coffee sale, bakesale, golf  
tournament, theme party. Rally your co-workers  
for the cause and show your social involvement.

## Arts activities:

Show, play, concert, exhibition,  
vernissage, art sale, fashion show.

## Sports activities:

Golf tournament, bowling  
tournament, Zumbathon,  
sporting event, dance  
event, yoga class.

## Social activities:

Casino night, gala,  
spaghetti dinner.

Contact us to tell us about your project, we'd love  
to help make your initiative an even greater success!



**To reach us:**

Montreal Heart Institute Foundation  
5000, rue Bélanger, Montréal (Québec) H1T 1C8  
514 376-3330 | [evenements@icm-mhi.org](mailto:evenements@icm-mhi.org)

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