



# WOUNDED WARRIORS CANADA



## FUNDRAISING TOOLKIT

2026





# HONOUR THE FALLEN, HELP THE LIVING

Every fundraiser, big or small, helps Wounded Warriors Canada provide their life-changing mental health resiliency and recovery programs supporting Veterans, First Responders and their families nationally.

Your efforts remind those who serve that they're not alone and Canadians have their backs. When you choose to support Wounded Warriors Canada, you're helping:

- Deliver life-changing mental health programs to Veterans, First Responders, and families.
- Raising awareness about the impacts and effects of service and traumatic event exposure.
- Honour and remember those who've sacrificed for the safety and security of our country and communities.

This toolkit will help you bring your fundraising idea to life! We thank you for your willingness to support our mission.

Together, we are creating a national network of Canadians who stand beside and behind our Veterans, First Responders and their families.



# TRAUMA-EXPOSED PROFESSIONALS



A Trauma-Exposed Professional is an individual who, through the course of their regular job duties is continually exposed to traumatic events involving actual or threatened: death, serious injury, and/or sexual violence (PTSD Criterion A, DSM-5, APA, 2013). Trauma-Exposed Professionals include but are not limited to the following professions:

- Canadian Armed Forces
- Veteran
- Police Officer
- Fire Fighter
- Paramedic
- Public Safety Communicators
- Corrections Officer
- Security Officer
- Search and Rescue Personnel



# HOW ARE YOUR DONATIONS USED?

Each dollar raised on behalf of Wounded Warriors Canada supports the delivery of culturally specific, group-facilitated programming, which uses a combination of education, counseling, and training approaches for Trauma-Exposed Organizations (TExO), Trauma-Exposed Professionals (TExP), and their Trauma-Exposed Families (TExF). Programs delivered include:

- Couples Overcoming PTSD Everyday
- Spousal Resiliency Program
- Peer Support Fundamentals
- Trauma Resiliency Program 1
- Trauma Resiliency Program 2
- PTSD Service Dog
- Operational Stress Intervention Dogs

Wounded Warriors Canada is a registered charity.

**CRA# 82808-2727-RR0001**





# FUNDRAISING IDEAS TO GET YOU STARTED

Across Canada, our supporters are turning their ideas into impact. Here are some examples to spark your creativity.



## ALLOK 22 PUSH-UP CHALLENGE

They completed 22 pushups every hour for 12 hours to raise awareness for PTSD.



## GARRY MCCRACKEN: THE ROAD TO VALOUR

At 75 years old, Garry is cycling 2,500 km from Vancouver to Winnipeg to raise \$50,000 in support of Wounded Warriors Canada programs.



## ANDREW & JAKE POIRIER

These brothers built and sold birdhouses made from recycled license plates.







# ADDITIONAL FUNDRAISING IDEAS TO GET YOU STARTED:

## 01 / FITNESS CHALLENGES

Run, walk, cycle, or try a push-up challenge with friends, family, or coworkers.

## 02 / COMMUNITY EVENTS

Host a trivia night, bake sale, car wash, or charity concert.

## 03 / CREATIVE PROJECTS

Craft or sell items like jewelry, artwork, or upcycled creations, and donate proceeds.

## 04 / MILESTONE FUNDRAISERS

Dedicate your birthday, anniversary, or retirement to raising funds for Wounded Warriors Canada.

## 05 / TEAM FUNDRAISERS

Rally your workplace, school, or sports team to raise money together.

## 06 / VIRTUAL FUNDRAISERS

Online auctions, live-streamed challenges, or donation drives can engage your network from anywhere.





# HOW TO START YOUR FUNDRAISER

Whether you're honouring someone you love, challenging yourself, or bringing your community together, your fundraiser can help change lives. Getting started with your own fundraiser is easy, and every effort makes a difference.

Here's how to join the mission:



## 01 / PICK YOUR FUNDRAISER

Host a run, plan a trivia night, dedicate your birthday, or create something entirely your own. Whether big or small, every idea can make a difference.

## 02 / REGISTER ONLINE VIA JUST GIVING

Register through our partner platform, Just Giving [HERE](#), and create your own fundraising page in minutes. It's easy to personalize and even easier to share with friends, family, and your community.

## 03 / ACCESS YOUR FUNDRAISING TOOLKIT

Once registered, you'll get access to helpful materials, like event planning guides, logos, social media templates, donation tips, and more.

## 04 / SPREAD THE WORD

Invite friends, family, coworkers, and your network to get involved. Share your story and use your voice to raise awareness and support.

## 05 / MAKE AN IMPACT

Every dollar raised helps fund life-changing mental health programs for Veterans, First Responders, and their families.



# TIPS & TRICKS TO AMPLIFY YOUR FUNDRAISER

Every great fundraiser starts with an idea and grows with connection. Here are a few ways to amplify your efforts:



## SHARE YOUR STORY

People connect with people.  
Tell them why this cause matters to you.



## USE SOCIAL MEDIA

Share photos, updates, and milestones  
to keep supporters engaged.



## ENGAGE YOUR COMMUNITY

Reach out to local businesses, community  
boards, and Legions for support or  
sponsorship.



## FRIENDS AND FAMILY NETWORKS

Personal messages go a long way. Invite  
your network to support your cause.







# READY-TO-GO RESOURCES

We've made it easy for you to share your story and promote your fundraiser. In your DIY Fundraising Toolkit, you'll find:

- **FUNDRAISING POSTER**
- **SOCIAL MEDIA CREATIVE**
- **SAMPLE SOCIAL MEDIA COPY**

Use these assets to tell your story, rally your community, and spread the message!

**DOWNLOAD NOW**





# A NOTE FROM OUR CHIEF EXECUTIVE OFFICER

*On behalf of Wounded Warriors Canada, I want to personally thank you for your support. DIY fundraising is such an innovative way to raise funds and, above all, start important and often life-changing conversations around mental health.*

*Canadians from coast-to-coast use this platform to connect their passions, personal goals, and interests that translates directly into mental health support for our ill and injured Veterans, First Responders and their families.*

*We couldn't do this work without you and I want to sincerely thank you for joining our mission to Honour the Fallen and Help the Living.*

*- Scott Maxwell*



# THANK YOU FOR ALL YOUR SUPPORT

Wounded Warriors Canada | [info@woundedwarriors.ca](mailto:info@woundedwarriors.ca) | [www.woundedwarriors.ca](http://www.woundedwarriors.ca)

