



DARE

Social Media Guide

Holland Bloorview
Kids Rehabilitation Hospital

TOGETHER WE
DARE

**Holland Bloorview dares to raise
\$100 million to close the profound
gaps in health care, equity and access
that kids with disabilities in Canada
and around the world experience.**

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Tips and Resources

Your support will take our care and research to new heights— with the impact extending far beyond our hospital.

Use this toolkit to spread the #TogetherWeDare message on social media.

DARE TO SHAPE THE FUTURE OF DISABILITY HEALTH CARE FOR KIDS.

Show your support

Follow Holland Bloorview on social media



@hollandbloorview



@HBKRRH



@HBKidsHospital



@Holland Bloorview Kids Rehabilitation Hospital Foundation

Use **#TogetherWeDare** to spread the word about the campaign and tag Holland Bloorview in your posts to introduce your followers to the hospital.

Sample posts

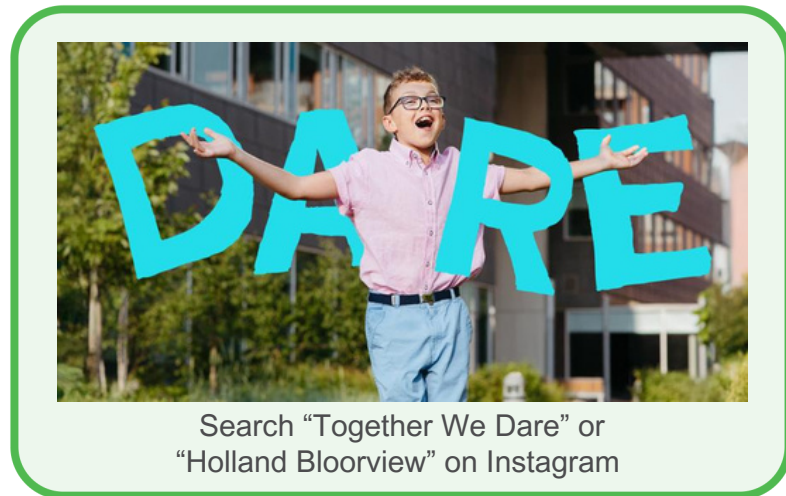
1. An estimated 850,000 Canadian children and youth have a disability. From reducing wait times, to bringing new research discoveries into clinical practice faster than ever before, Holland Bloorview is shaping the future of health care for these kids and their families. And I'm thrilled to lend my support! Learn more about Canada's hospital for kids with disabilities and how you can help at TogetherWeDare.ca
2. Holland Bloorview is on a mission to raise \$100 million for kids with disabilities, and they need our help. Donations provide kids and youth the care they need, when they need it. Want to join me in supporting the campaign? Head to TogetherWeDare.ca.
3. Ready to be a part of something big? Something daring? Join me in supporting #TogetherWeDare, Holland Bloorview's bold new campaign to shape the future of disability health care for kids in Canada and around the world. Bonus! Every donation is matched 3x by generous donors: [\[link directly to donate page\]](#).
4. Programs like Family Support Fund, offering financial support to families of kids with disabilities, are what set Holland Bloorview apart. But this program and many others would not be possible without donors' generosity. With our support, the hospital can close the profound gaps in health care, equity and access that kids with disabilities face. Check out TogetherWeDare.ca to give.

Visual Assets

Campaign Images & Graphics



Custom stickers/ GIFs



Keep the Conversation Going

This campaign is about building momentum. Here's how you can go further:

- Share [this video link](#) directly with friends, family, and colleagues
- Use your own story to spark conversations about excellence, access and innovation in care
- Invite your network to learn more and get involved at [TogetherWeDare.ca](#)



Thank
you!

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