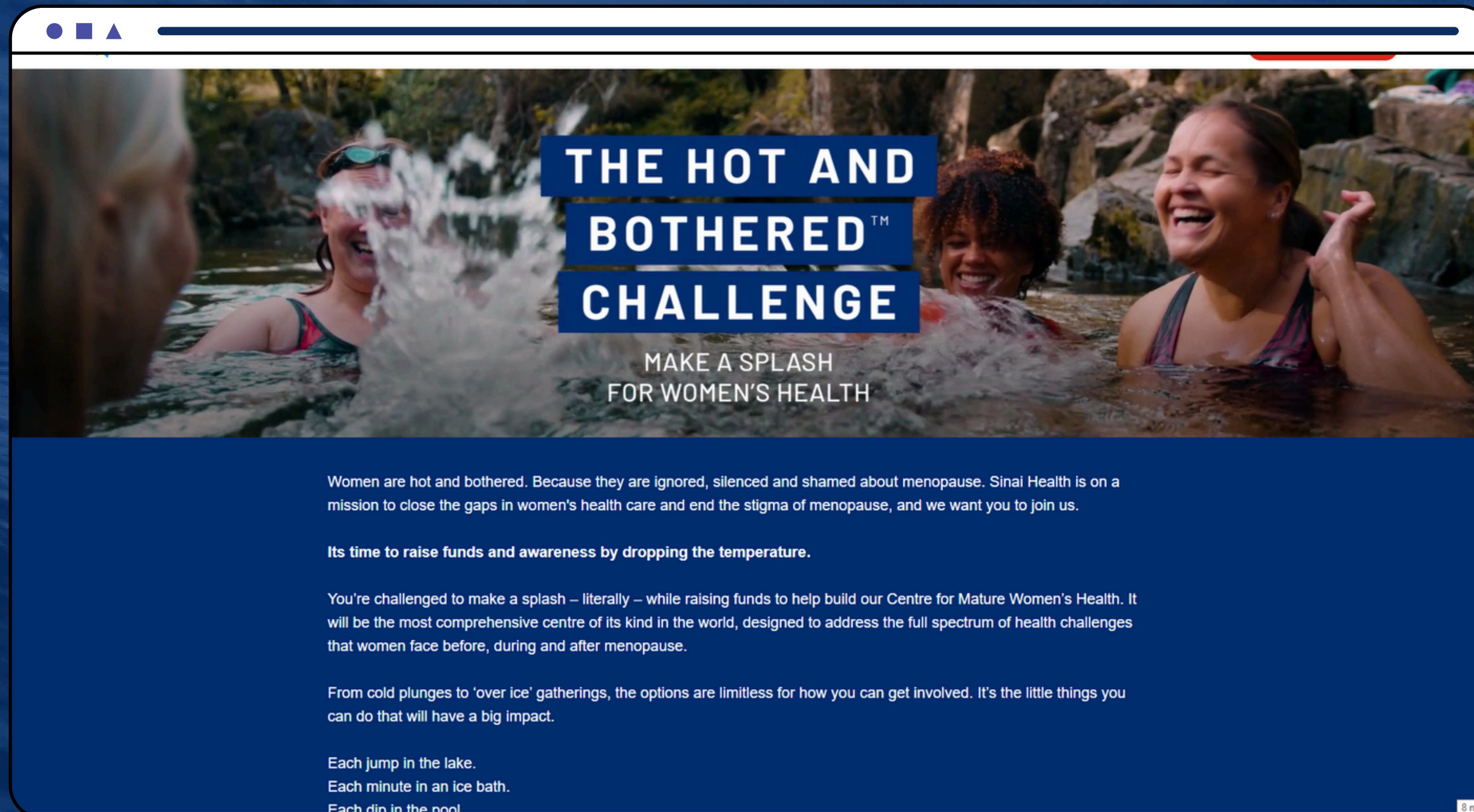


# Fundraising Page Guide

*How to become a fundraiser in 4 easy steps!*



**THE HOT AND  
BOTHERED™  
CHALLENGE**

MAKE A SPLASH  
FOR WOMEN'S HEALTH

Women are hot and bothered. Because they are ignored, silenced and shamed about menopause. Sinai Health is on a mission to close the gaps in women's health care and end the stigma of menopause, and we want you to join us.

**Its time to raise funds and awareness by dropping the temperature.**

You're challenged to make a splash – literally – while raising funds to help build our Centre for Mature Women's Health. It will be the most comprehensive centre of its kind in the world, designed to address the full spectrum of health challenges that women face before, during and after menopause.

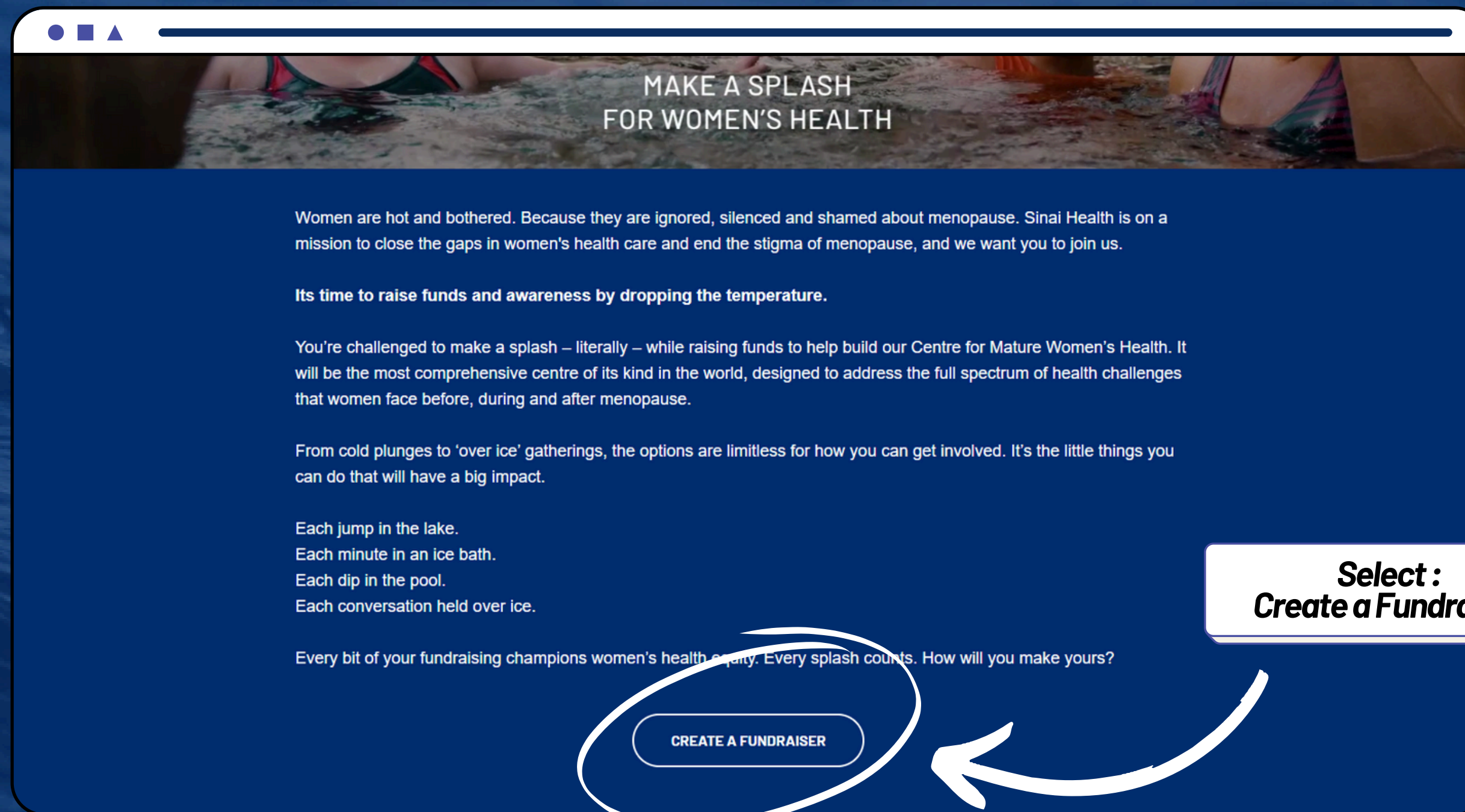
From cold plunges to 'over ice' gatherings, the options are limitless for how you can get involved. It's the little things you can do that will have a big impact.

Each jump in the lake.  
Each minute in an ice bath.  
Each dip in the pool.

8/21

# Step 1

Go to: <https://give.supportsinai.ca/fundraiseforwomenshealth>



MAKE A SPLASH  
FOR WOMEN'S HEALTH

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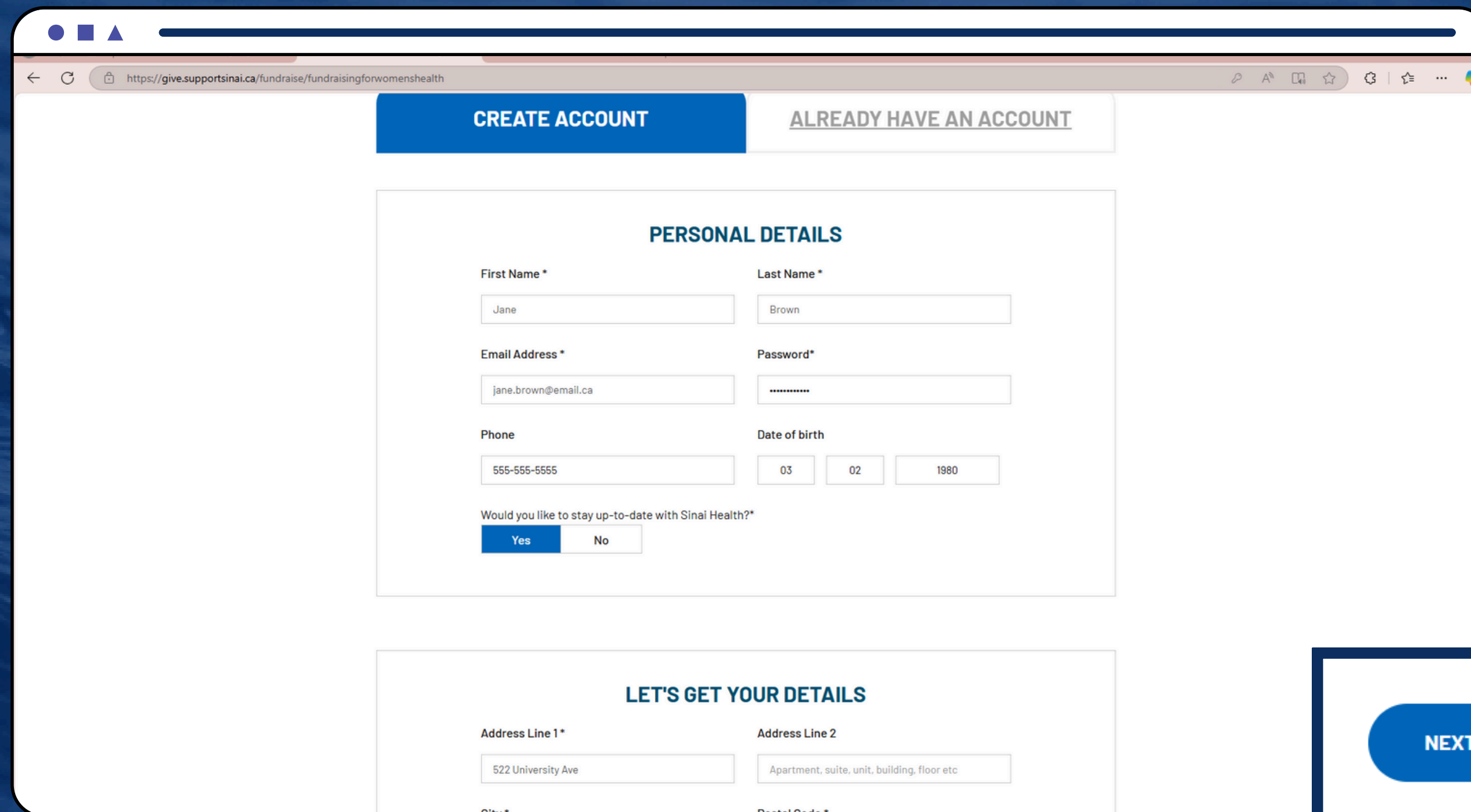
Every bit of your fundraising champions women's health equity. Every splash counts. How will you make yours?

**CREATE A FUNDRAISER**

**Select :  
Create a Fundraiser**

# Step 2

*Fill in your information to create your personal account*



Browser address bar: <https://give.supportsinai.ca/fundraise/fundraisingforomenshealth>

**CREATE ACCOUNT** | ALREADY HAVE AN ACCOUNT

### PERSONAL DETAILS

First Name \*  Last Name \*

Email Address \*  Password\*

Phone  Date of birth

Would you like to stay up-to-date with Sinai Health?\*

Yes  No

### LET'S GET YOUR DETAILS

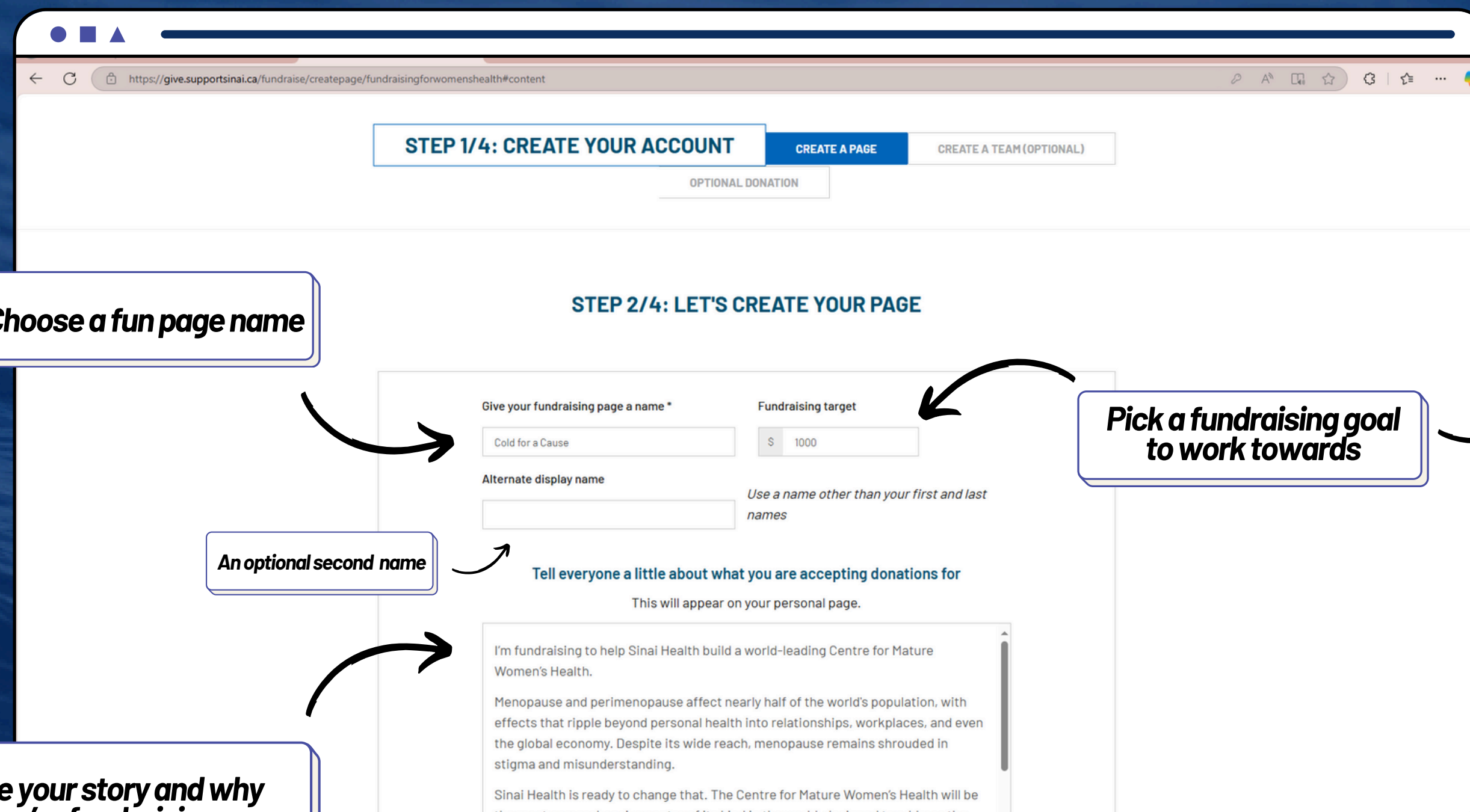
Address Line 1\*  Address Line 2

City\*  Postal Code\*

**NEXT STEP**

# Step 3

## Create your Fundraising Page



The screenshot shows a web browser window with the URL <https://give.supportsinai.ca/fundraise/createpage/fundraisingforwomenshealth#content>. The page has a progress bar at the top with three steps: "STEP 1/4: CREATE YOUR ACCOUNT" (highlighted in blue), "CREATE A PAGE" (highlighted in blue), and "CREATE A TEAM (OPTIONAL)". Below the progress bar is a button for "OPTIONAL DONATION". The main content area is titled "STEP 2/4: LET'S CREATE YOUR PAGE". It contains a form with the following fields: "Give your fundraising page a name \*" with the text "Cold for a Cause"; "Fundraising target" with a dropdown menu set to "\$ 1000"; "Alternate display name" with a note "Use a name other than your first and last names"; and a text area titled "Tell everyone a little about what you are accepting donations for" with the text "I'm fundraising to help Sinai Health build a world-leading Centre for Mature Women's Health. Menopause and perimenopause affect nearly half of the world's population, with effects that ripple beyond personal health into relationships, workplaces, and even the global economy. Despite its wide reach, menopause remains shrouded in stigma and misunderstanding. Sinai Health is ready to change that. The Centre for Mature Women's Health will be the most comprehensive centre of its kind in the world, designed to address the".

Choose a fun page name

An optional second name

Share your story and why you're fundraising

Pick a fundraising goal to work towards

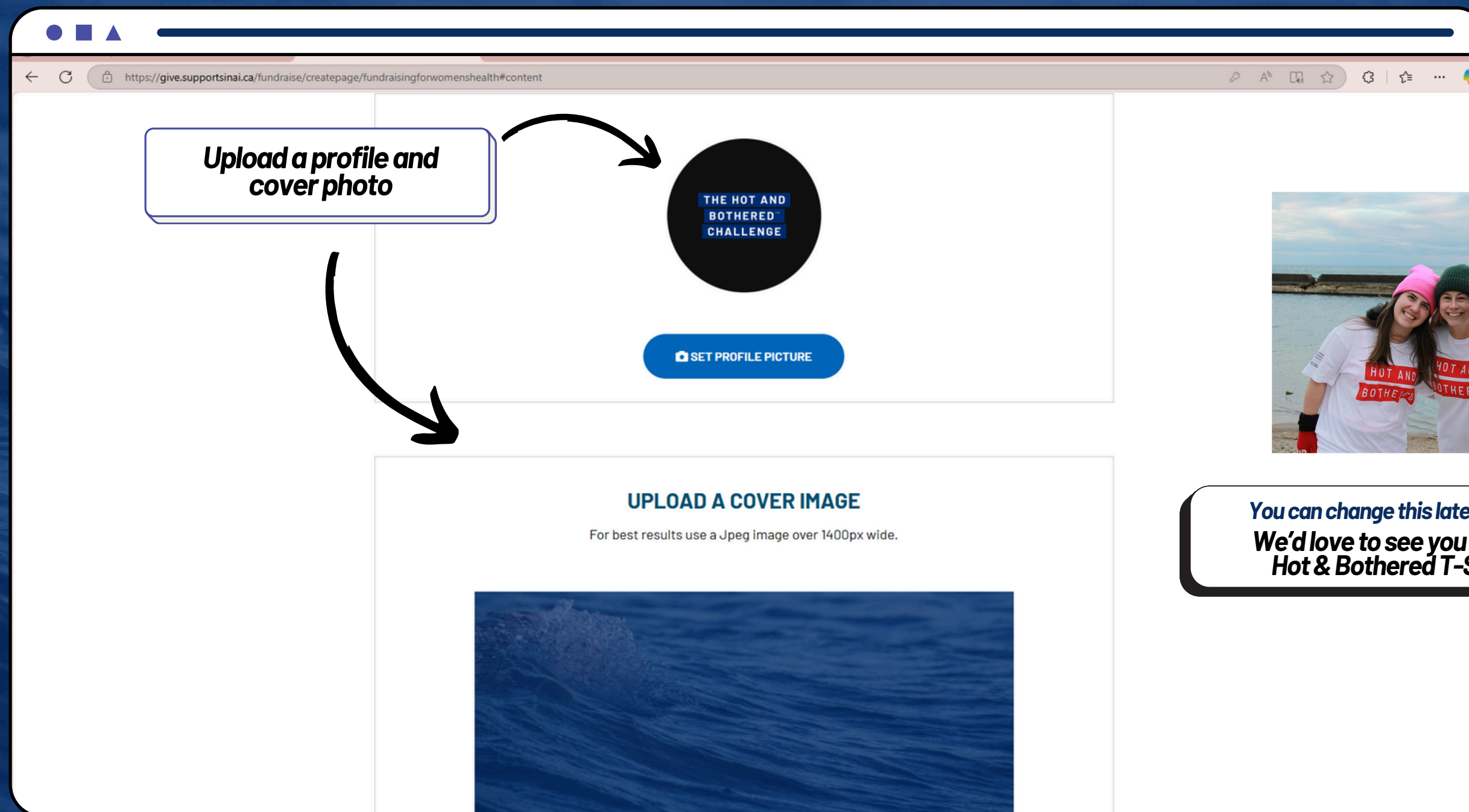
You'll receive a full Hot & Bothered kit when you reach \$1000



DON'T FORGET!

# Step 3

## Create your Fundraising Page



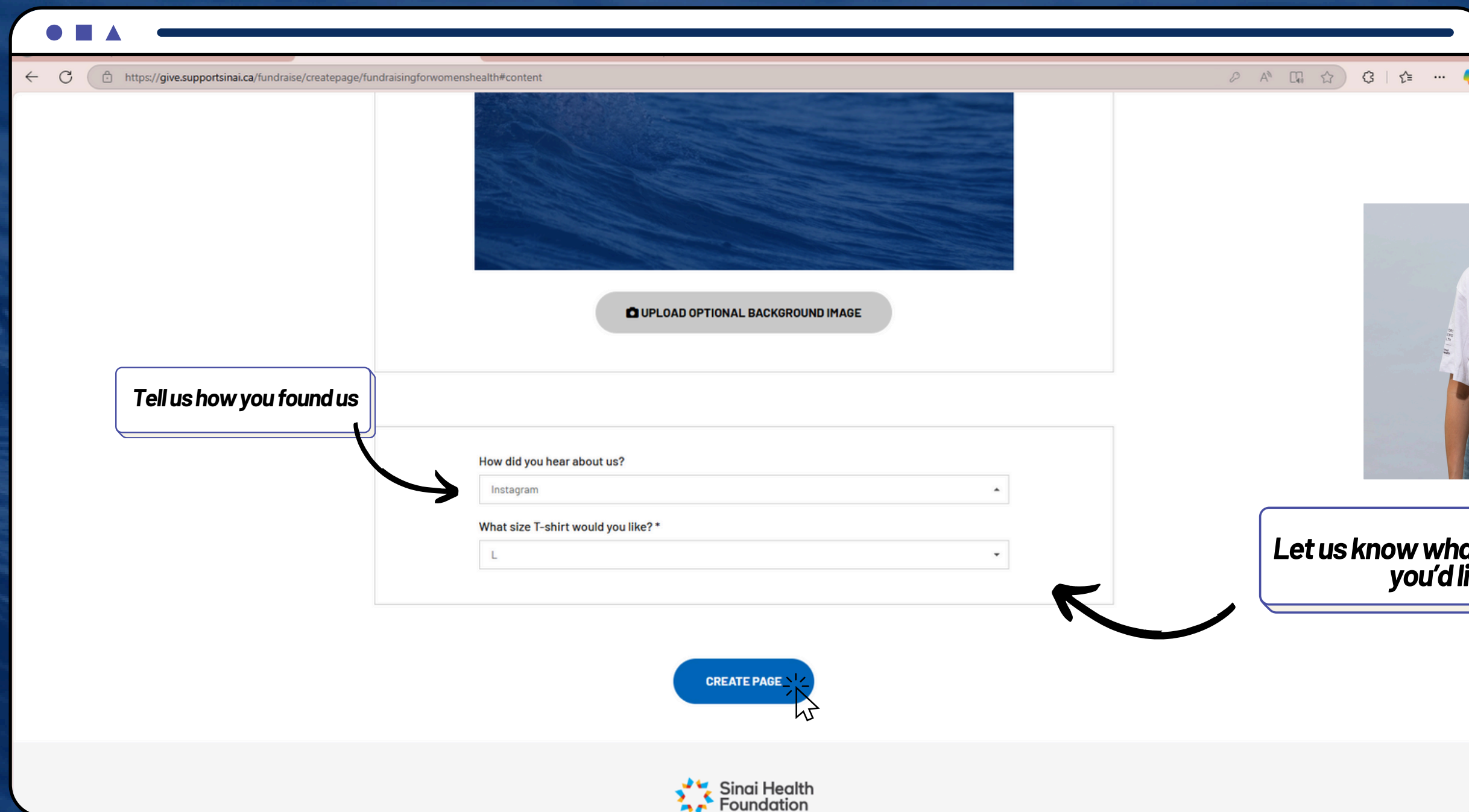
The screenshot shows a web browser window with the URL <https://give.supportsinai.ca/fundraise/createpage/fundraisingforomenshealth#content>. The page is titled "THE HOT AND BOTHERED CHALLENGE". It features a profile picture section with a "SET PROFILE PICTURE" button and a cover image section with the heading "UPLOAD A COVER IMAGE" and a note: "For best results use a Jpeg image over 1400px wide." A blue image of ocean waves is currently displayed in the cover image area. A callout box on the left says "Upload a profile and cover photo" with arrows pointing to the profile picture and cover image sections.



**You can change this later on!**  
**We'd love to see you in your  
Hot & Bothered T-Shirt!**

# Step 3

## Create your Fundraising Page



The screenshot shows a web browser window with the URL <https://give.supportsinai.ca/fundraise/createpage/fundraisingforwomenshealth#content>. The page features a large blue header image placeholder with the text "UPLOAD OPTIONAL BACKGROUND IMAGE" below it. Below the header is a form with two dropdown menus: "How did you hear about us?" (set to "Instagram") and "What size T-shirt would you like?\*" (set to "L"). A blue "CREATE PAGE" button is at the bottom of the form. The Sinai Health Foundation logo is in the footer.

**Tell us how you found us**

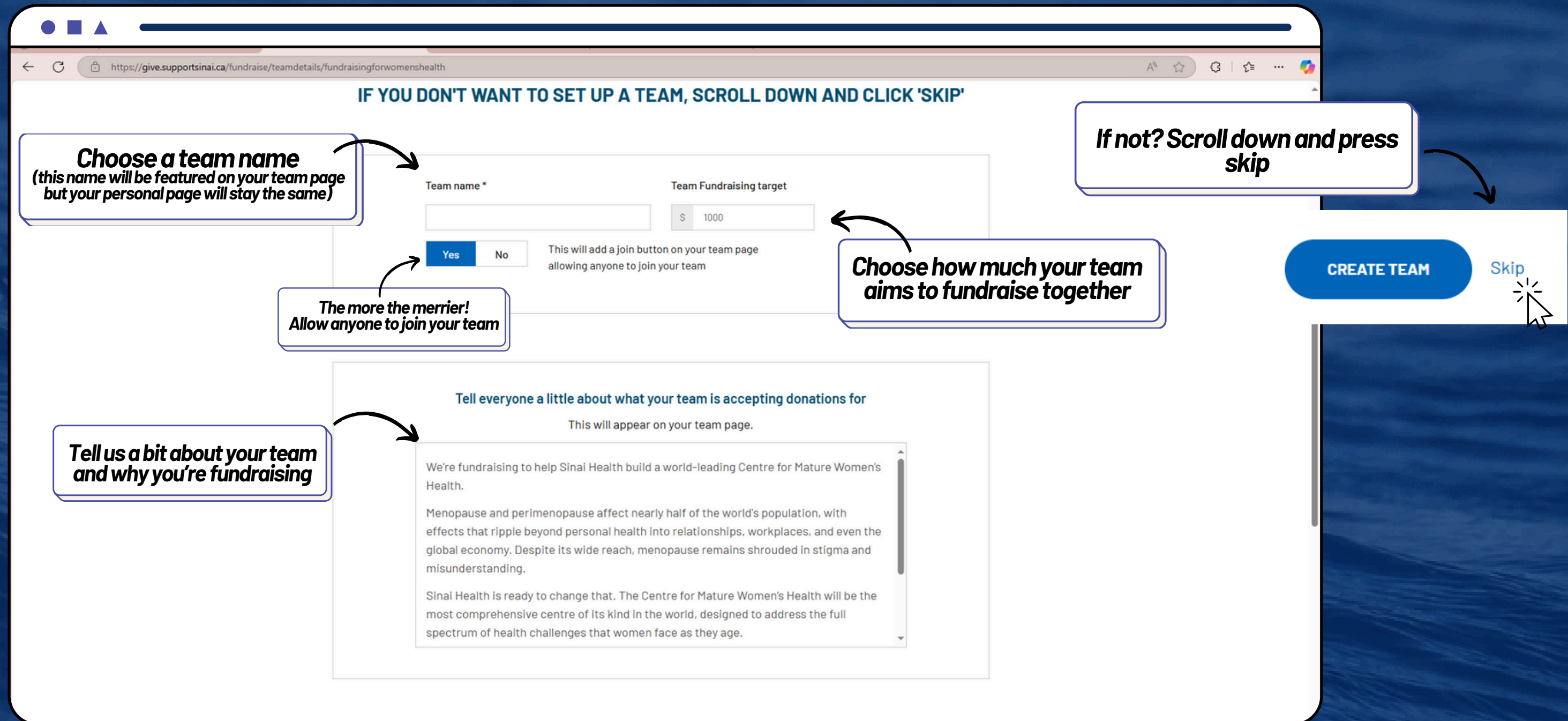


**Let us know what size T-Shirt you'd like!**



# Step 3

**Taking on the challenge as a group? Make a Team Page!**



IF YOU DON'T WANT TO SET UP A TEAM, SCROLL DOWN AND CLICK 'SKIP'

**Choose a team name**  
(this name will be featured on your team page but your personal page will stay the same)

Team name \*

Team Fundraising target

Yes  No This will add a join button on your team page allowing anyone to join your team

**The more the merrier!**  
Allow anyone to join your team

**Choose how much your team aims to fundraise together**

**Tell us a bit about your team and why you're fundraising**

Tell everyone a little about what your team is accepting donations for  
This will appear on your team page.

We're fundraising to help Sinai Health build a world-leading Centre for Mature Women's Health.

Menopause and perimenopause affect nearly half of the world's population, with effects that ripple beyond personal health into relationships, workplaces, and even the global economy. Despite its wide reach, menopause remains shrouded in stigma and misunderstanding.

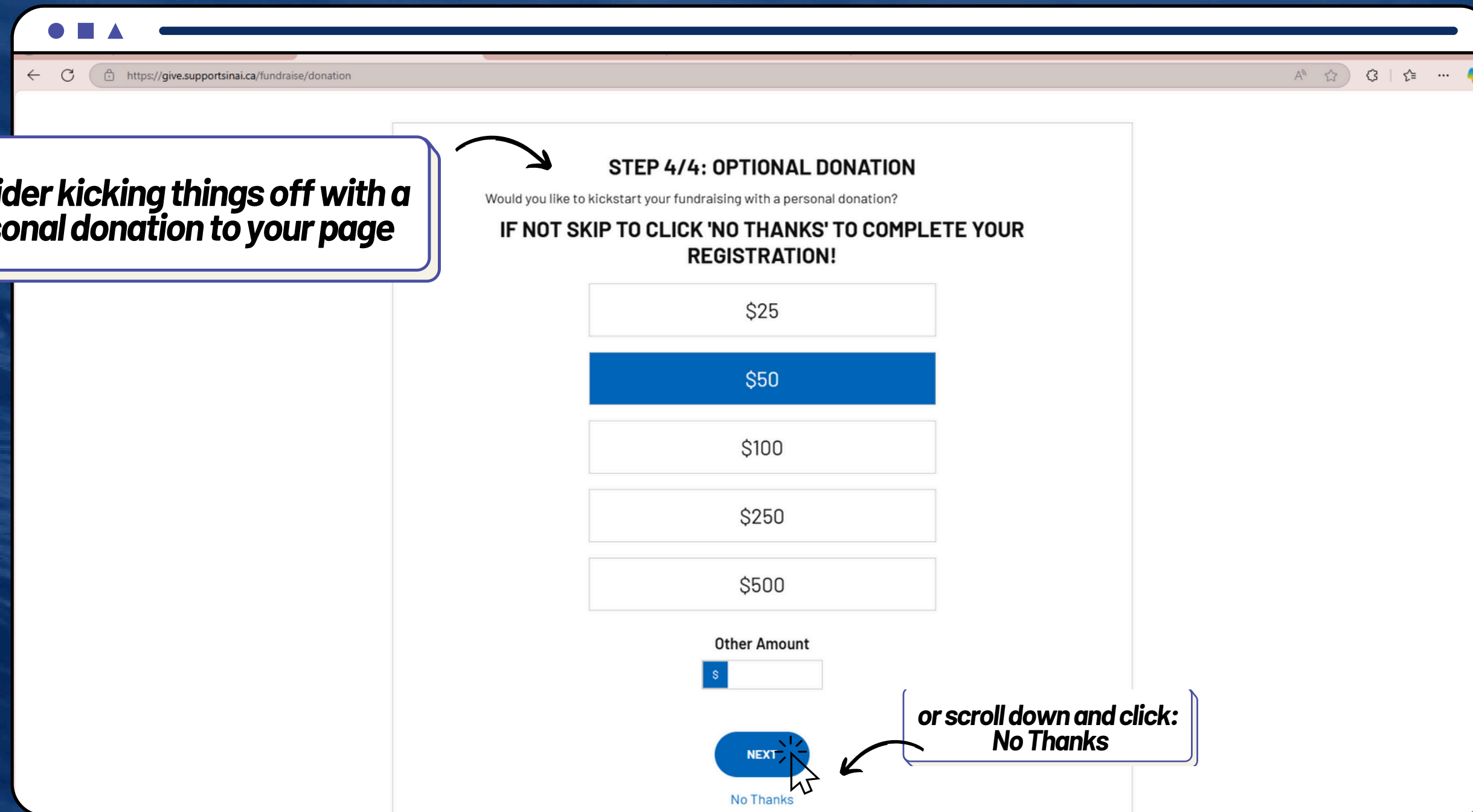
Sinai Health is ready to change that. The Centre for Mature Women's Health will be the most comprehensive centre of its kind in the world, designed to address the full spectrum of health challenges that women face as they age.

**CREATE TEAM** Skip

# Step 4

## Start Fundraising!

**Consider kicking things off with a personal donation to your page**



**STEP 4/4: OPTIONAL DONATION**

Would you like to kickstart your fundraising with a personal donation?

**IF NOT SKIP TO CLICK 'NO THANKS' TO COMPLETE YOUR REGISTRATION!**

\$25

**\$50**

\$100

\$250

\$500

Other Amount

\$

**NEXT**

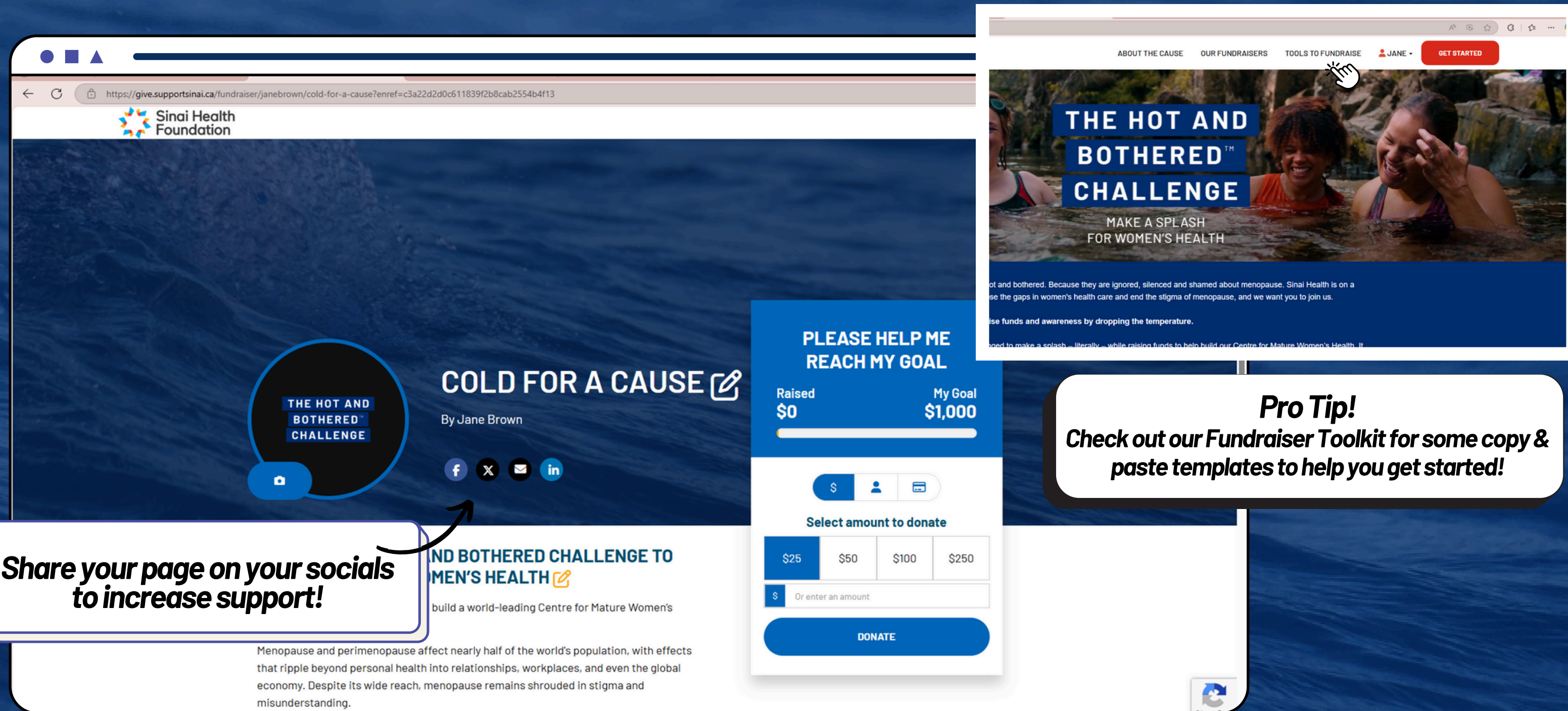
No Thanks

or scroll down and click:  
**No Thanks**



# Step 4

## Start Fundraising!



The screenshot shows a fundraising page for the Sinai Health Foundation. The main heading is "COLD FOR A CAUSE" by Jane Brown. A callout bubble points to a social media share icon with the text "THE HOT AND BOTHERED CHALLENGE". A progress bar shows \$0 raised towards a \$1,000 goal. A donation form allows users to select an amount to donate (\$25, \$50, \$100, \$250) or enter a custom amount, with a "DONATE" button.

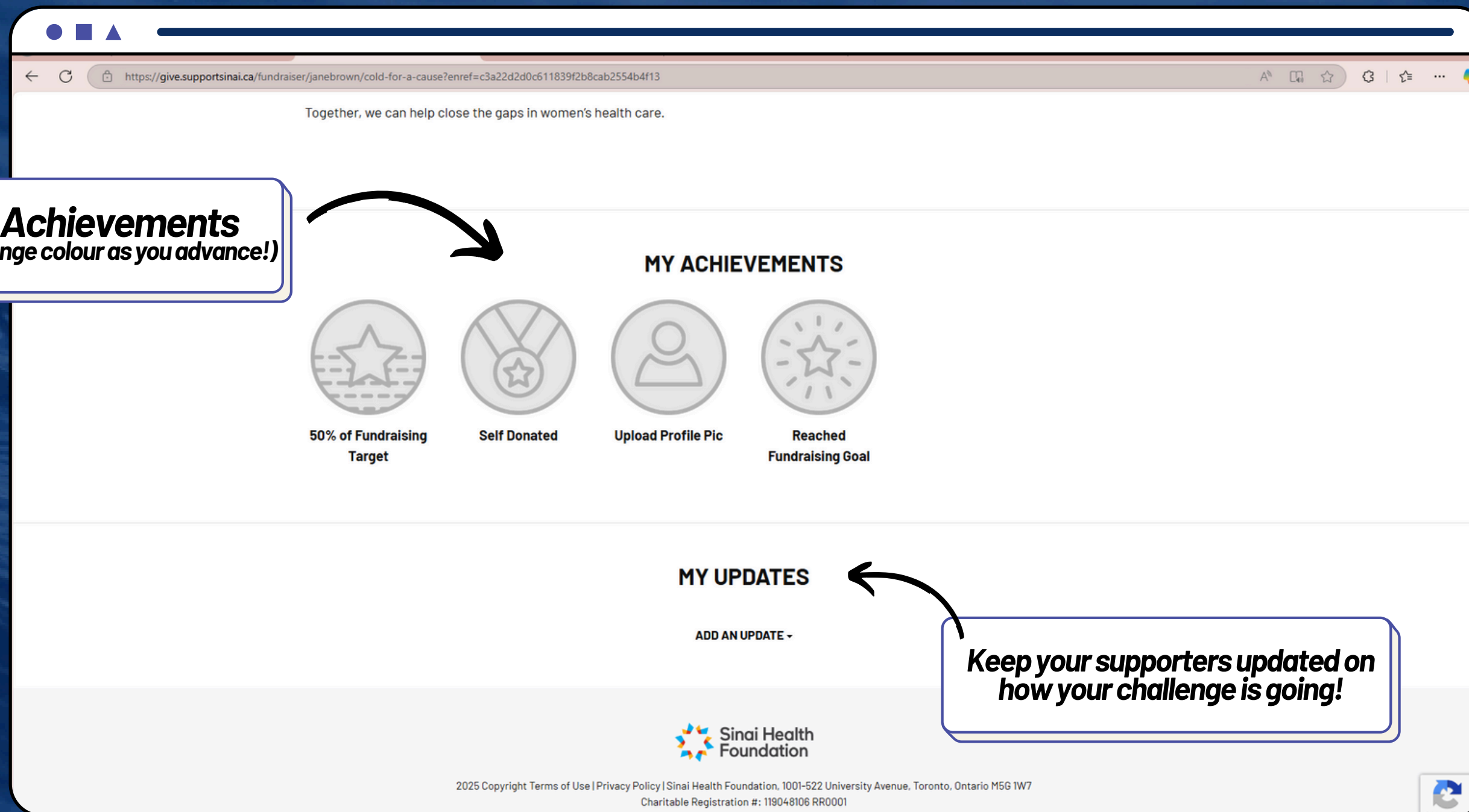
**Share your page on your socials to increase support!**

**Pro Tip!**  
Check out our Fundraiser Toolkit for some copy & paste templates to help you get started!

# Step 4

## Start Fundraising!

**Reach Achievements**  
(These will change colour as you advance!)



The screenshot shows a web browser window with the URL <https://give.supportsinai.ca/fundraiser/janebrown/cold-for-a-cause?enref=c3a22d2d0c611839f2b8cab2554b4f13>. The page content includes:

- A header with the text: "Together, we can help close the gaps in women's health care."
- A section titled "MY ACHIEVEMENTS" containing four icons:
  - 50% of Fundraising Target (star icon)
  - Self Donated (medal icon)
  - Upload Profile Pic (person icon)
  - Reached Fundraising Goal (star with radiating lines icon)
- A section titled "MY UPDATES" with a button labeled "ADD AN UPDATE -".
- The Sinai Health Foundation logo and name at the bottom.
- Footer text: "2025 Copyright Terms of Use | Privacy Policy | Sinai Health Foundation, 1001-522 University Avenue, Toronto, Ontario M5G 1W7 Charitable Registration #: 119048106 RR0001".

**Keep your supporters updated on how your challenge is going!**

# You're all set!

## Thank you for rallying behind this cause!



We're here to help! - [fundraise@sinaihealthfoundation.ca](mailto:fundraise@sinaihealthfoundation.ca)