

# Janeway Children's Hospital Foundation

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## Overview

Established in 1985, the Janeway Children's Hospital Foundation is a registered charitable organization created to raise funds to meet the financial needs of the Janeway Children's Health and Rehabilitation Centre. Funds raised go towards the purchase of medical equipment, research, and programs directly related to the health and welfare of Newfoundland and Labrador's children, while promoting awareness of these needs. As the only pediatric facility in the province, Janeway Children's Hospital Foundation plays a crucial role in providing specialized healthcare in a compassionate, supportive environment for sick and injured kids in their community.

First certified by the Mobile Giving Foundation Canada (MGFC) in 2013, the Janeway Children's Hospital Foundation was an early adopter of the mobile giving channel and has continued to integrate text-to-donate into their annual fundraising plans for nearly 10 years. In recent years, Janeway has utilized MGFC's text-to-donate platform for a number of events as a way to give their current and prospective donors the opportunity to give through as many avenues as possible. Of these events, by far the largest held by the Janeway Children's Hospital Foundation is their annual telethon.

## Campaign promotion

To ensure a widely successful event, promotion for the telethon, a 2-day long event, which took place on June 5<sup>th</sup> and 6<sup>th</sup> 2021, began approximately 6 weeks prior. To maximize their reach, the Janeway Children's Hospital Foundation utilized as many media channels as possible in an effort to spread awareness around their campaign, asking supporters to text JANEWAY to 45678 to donate \$20.

Within their community, the foundation displayed posters, banners, and billboards, which could be seen by thousands of locals. They also took to the screens, running television ads featuring their call to action and details about the telethon. In addition to these more traditional media forms, Janeway published numerous organic social media posts and ran ads on sites such as Facebook, Instagram, LinkedIn, and Twitter, of which have a combined following of over 26,000 followers.





**Impact**

Within minutes of kicking off the first day of the telethon, text-donations began to pour in. Viewers watched on as children and families shared their stories, artists entertained, and presenters encouraged to give. In total, the Janeway Children’s Hospital Foundation 2-day telethon raised more than \$34,000 through the mobile giving channel, nearly \$5,000 more than the year previous year.

"We have been doing this for almost ten years; if we decided to not offer text to donate, we believe we would miss out on a group of donors who prefer the ease of donating in this manner."  
 -Phyllis Kinsman, *Manager, Communications & Community Events*

Thanks to the outpouring of generosity from their community, Janeway Children’s Hospital Foundation exceeded their fundraising goal and, the funds raised were a vital contribution to their continued efforts to provide the best health care possible to the children of Newfoundland and Labrador.

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