



Mito 'Toonie at the Till' Campaign (2018)

September Mito Awareness Month

Participate with us!

Contents

- ④ About MitoCanada
- ④ Campaign overview
- ④ Benefits to partner
- ④ Mito facts
- ④ Partner Campaign Kit
- ④ Training employees
- ④ Logistics and transactions
- ④ Contact info

About MitoCanada



The MitoCanada Foundation is Canada's only not-for-profit organization focused on mitochondrial disease.

awareness • support • research



We provide patients, families and caregivers with the knowledge and support they need to improve quality of life while raising public awareness of the disease and advancing Canadian research activities.



MitoCanada relies on the generous support of our volunteers, donors, and partners to help fulfill our mission to transform the outlook for persons facing a diagnosis of mitochondrial disease/dysfunction.

Campaign overview

- September is Mito Awareness Month and Sept 16-23 is Mito Awareness Week
- Planned duration of campaign is for month of September
- Goals:
 - Partner with many retail organizations through a '*Toonie at the till*' campaign to spread awareness and raise funds
 - Raise \$25,000 to enhance MitoCanada's charitable objectives of Support, Awareness, and Research
 - Provide partners the opportunity educate staff and customers on mitochondrial health to inspire healthy living
- Seeking to partner with both brick and mortar and online retail companies to expand partnerships and ability to touch many customers
- MitoCanada will provide a Campaign Kit of all physical and electronic materials with key messages for customers, posters, social media banners, staff training, etc.
- Partner is required to introduce an additional step in their Point of Sale (POS) system either at the till or online

Benefits to Partner

Increased good will and market exposure

1

Add company logo and why they support MitoCanada on website campaign partner list, linking to website

2

Weekly shout-outs of partner via social media channels (Instagram, Twitter and Facebook)

3

Quarterly newsletter mention

4

Photo opportunity with MitoCanada to present cheque at the end of campaign

60% of consumers surveyed claimed to be **looking for brands with a sense of purpose**
- World Federation of Advertisers

20,000+ monthly impressions
5,100 followers combined on Facebook, Twitter & Instagram

Benefits to Partner

Employee engagement, morale and retention

1

Educate staff about mitochondrial disease/dysfunction and the importance of everyday health and wellness

2

Employees organizing and promoting charitable events significantly improves employee engagement

3

Motivate staff to keep fit, resulting in more productive employees

Over 200 diseases are linked to mitochondrial dysfunction.

84% of employees for companies that offer charity events **believe their organization has a clear purpose.**


- O.C. Tanner

Workers who spent 30-60 minutes at lunch exercising reported an average **performance boost of 15%.**

- American College of Sports Medicine

Mito Facts

About Mitochondria



they are the **powerhouses** of our cells

produce 90% of the **energy** needed to **sustain life**

produce **energy** from the **food** we eat and **oxygen** we breathe and **turn it into ATP** that powers our cells

Mito Facts

About Primary Mitochondrial Disease

A **genetically inherited** disease

Can be **caused by genetic mutations** in either mitochondrial DNA (mtDNA) or nuclear DNA (nDNA)

There are **over 1,000 genes** that can **cause mitochondrial disease**

Affects the most **energy intensive organs**: brain, muscles, heart, liver, GI

Primary mitochondrial disease **affects 1 in 4,000**



Mito Facts

Common Diseases impacted by Mitochondrial Dysfunction

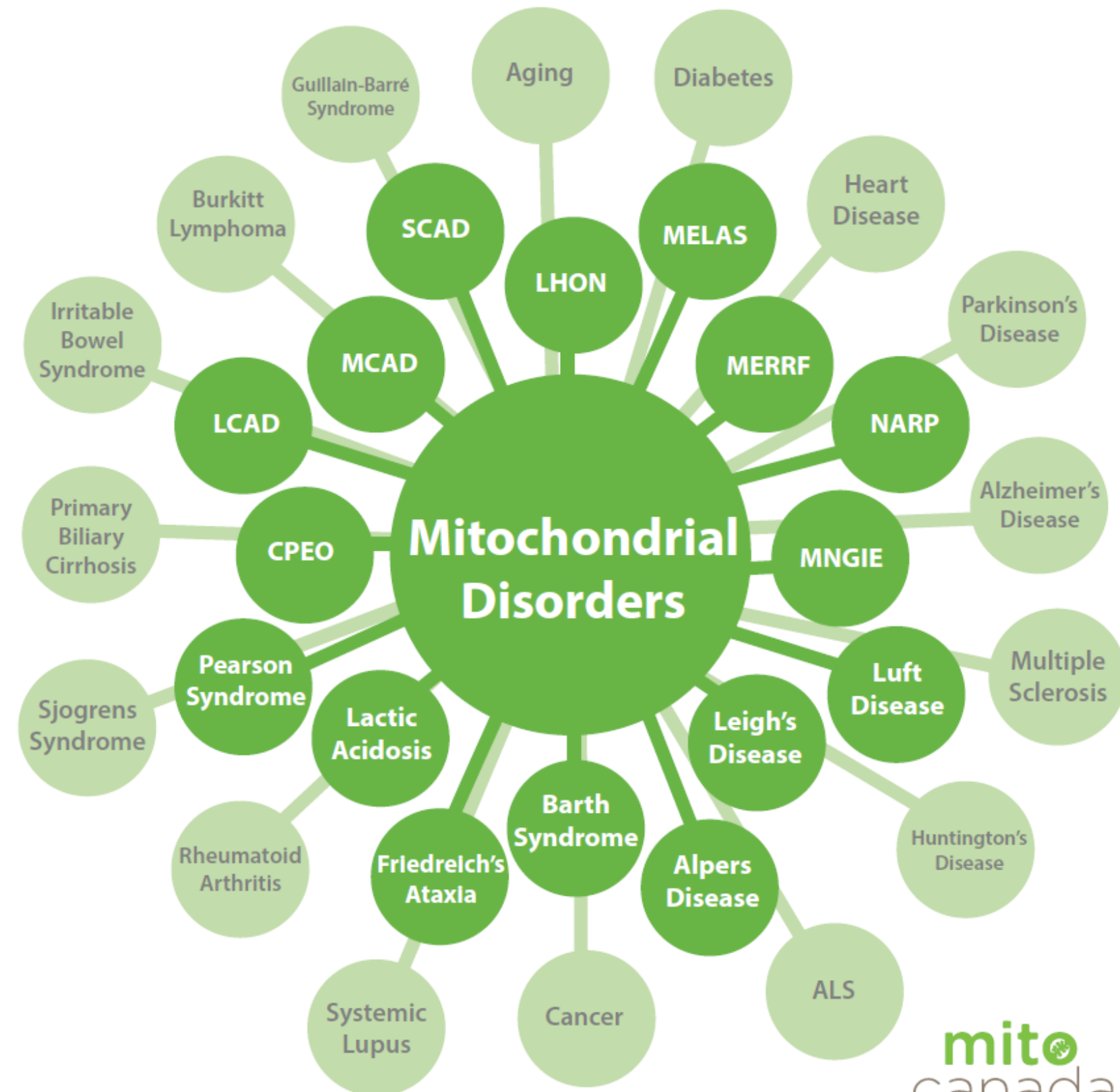
1 in 500 are affected by **Parkinson's**

1 in 85 are affected by **Alzheimer's**

1 in 68 individuals are affected by **Autism**


Approximately **1 in 5 adults** experiences **mental illness** in a given year

Mitochondrial dysfunction is directly linked to the process of **Aging** – it affects everyone




Mito Facts


About Mitochondrial Disease Treatment



Due to **complexity** in **diagnostics**, it is estimated **only 10%** of people affected get **diagnosed**



There are **minimal therapies** and **no cure**



Exercise is the **best form of therapy** followed by the '**mito cocktail**'

Partner Mito Campaign Kit

The kit Partners will receive includes:

- Poster(s) with key information of campaign and facts
 - Main poster
 - Mitochondrial disease infographic
 - Mito fact posters
- A poster of a cell along with small mitochondria stickers that each customer can write their initials on to stick to the cell – makes the connection their donation is powering the cell
- MitoCanada brochures to give customers
- Social media banners for Twitter, Instagram and Facebook
- Series of Mito Facts that can be shared via social media or printed
- Content for partner website explaining the campaign
- FAQs for staff

Training your employees

- MitoCanada will provide a general training session via video conference for all participating partners
- MitoCanada can offer in-store training for partners located near Calgary and in southern Ontario where our staff reside
- Training will include:
 - Overview of mitochondrial disease and MitoCanada
 - Mito facts and compelling messages to engage customers

Partner logistics re transactions

- Partner will be required to add an additional step in their POS system to accept the toonie donation (or other amount if customer would like to donate more)
- Partner will need to be able to separate donations from regular product sales for reporting and disbursement purposes
- Remit a cheque for total amount of donations at the end of September

“

"Never doubt that a small group of thoughtful,
committed citizens can change the world.
Indeed, it is the only thing that ever has."

—Margaret Mead

”

Next Steps and Contact

Please contact Blaine Penny with your interest or for any questions

blaine.penny@mitocanada.org

403-998-6080

MITO = ENERGY = LIFE

JOIN US

in changing the future of
mitochondrial disease
awareness, support and research

mitocanada

Make **Change** for mito
Give a **Toonie** at the Till

mitocanada
awareness • support • research

September is
Mitochondrial Disease
Awareness Month

Trillions of microscopic
batteries, called
mitochondria, provide 90% of
your body's energy, essential
to sustaining life.

When mitochondria fail, it
can have devastating effects
on the body and your health.

DONATE TODAY



Help **SUPPORT** research that will transform the outlook for adults
and children living with mitochondrial disease.

