

Harvest For Kids' Health Social Media Toolkit 2022

What is Harvest For Kids' Health?

Gene Pidwerbesky, a proud provincial farmer, is humbled to join Jim Pattison Children's Hospital Foundation with a contribution of \$1.98 million in support of a new urgently needed equipment program called, '**Harvest For Kids' Health,**' inspired by Gene and his family.

Gene is a multi-generational farmer who lives near Borden, SK and simply desired to help Saskatchewan kids, in the hope that his gift will inspire other agriculture producers, both individuals and corporations, to donate toward this important equipment program.

Challenge your neighbours to make a donation and help kids across Saskatchewan receive the specialized care they need!

Ways to Support

- Sharing any JPCHF Harvest For Kids' Health posts on Facebook, Instagram, Twitter and LinkedIn.
- Engage on social media posts by commenting and liking JPCHF posts.
- Create your own posts with the provided graphics included on the toolkit page.
- **When posting on stories or posts, please include the following link:**
 - <https://pattisonchildrens.ca/harvest-for-kids-health/>

Graphics Included on the toolkit page:

- Social media posts
- Instagram and Facebook stories

Social Media Handles

When posting on your social media accounts, please tag JPCHF social media channels so we can engage and comment on your posts:

- Twitter: [@PattisonKids](#)
- Facebook: [@PattisonChildrens](#)
- Instagram: [@pattisonchildrens](#)
- LinkedIn: [Jim Pattison Children's Hospital Foundation](#)

Social Media Text to Include With Images

****Please note, you're welcome to copy these examples directly, or just use them as a guide.***

Example Tweet 1:

This harvest, support @PattisonKids' new urgently needed equipment program, Harvest For Kids' Health, inspired by Gene Pidwerbesky & family. I challenge you to fundraise from the field & help Saskatchewan kids!

Donate here: <https://pattisonchildrens.ca/harvest-for-kids-health/>

Example Tweet 2:

In Saskatchewan, we're all about helping our neighbours. Support @PattisonKids' Harvest for Kids' Health, inspired by SK farmer Gene Pidwerbesky's \$1.98 million gift, to fund urgently needed equipment at JPCH.

Donate here: <https://pattisonchildrens.ca/harvest-for-kids-health/>

- *If you have a personal connection to JPCH or would like to share why you are donating, please share that in a second tweet as part of a thread!*

Example Instagram, Facebook and LinkedIn Post:

In Saskatchewan, we're all about helping our neighbours. This harvest, support Saskatchewan's Jim Pattison Children's Hospital Foundation's (@PattisonChildrens) new urgently needed equipment program, Harvest for Kids' Health, inspired by Gene Pidwerbesky and family.

I challenge you to fundraise from the field and help Saskatchewan kids receive the specialized care they need! Donate here:

<https://pattisonchildrens.ca/harvest-for-kids-health/>

- *Again, if you have a personal connection to JPCH or would like to share why you are donating, please include that!*