

formation



PAY IT FORWARD PROGRAM



health care workers aren't alright

Driven to be a solution in a chaotic world, Dr. Dundas founded formation to provide supportive resources for health care workers to do their jobs and feel appreciated and honoured by what they wear, by each other, and by their community.

A year into the COVID-19 pandemic, our health care workers are facing their own mental health crisis. Something as small as a thank you from a community member can turn their days around—but they deserve so much more than that.

Since the creation of formation we've made a commitment to donate a portion of our profits to the Frontline Fund to support Canada's frontline health care workers in the battle against COVID-19. We've also built a library of mental health resources on our website, offering health care workers a reliable, safe place to turn for mental wellness support. But we need to do more...

enter formation's pay it forward program

We're launching a program that facilitates the purchase of a pair of scrubs for a health care worker. Just like finding out at the drive-through window that the kind soul ahead of you has bought your meal, a health care

worker will be surprised at the checkout on our website with a message that lets them know someone has already paid for their set of scrubs.

The program will allow individuals, businesses, or organizations to gift the scrubs without needing to purchase their own pair—though we're confident that even non-health care workers will love the products! Orders by customers will be selected at random for the gifted scrubs. A customer can decline the gifted scrubs, putting them back into the pool for someone else to receive. The cost of the scrubs are covered by collecting and pooling small donations from customers through our website at checkout, or from generous sponsors like yourself.

Our hope is that this kind gesture by community members and customers will bring a smile and moment of joy to our health care workers who have been working tirelessly on the frontlines for over 13 months now.

To kick-start this program, we're asking for your support through a monetary donation that will seed the first few sets of scrubs to be given away to health care workers. You can find further details about formation's sponsor recognition plan on the following page. The sustainability of our program is also critical. If you are willing to invest in a longer-term community investment commitment with formation, we would love to discuss this. Please get in touch with Dr. Kathryn Dundas at drk@myformation.ca.

Thank you for your consideration.

- **The formation team**

sponsor recognition

Recognizing your commitment to supporting formation's community of health care workers, and all that they do to keep us safe and healthy, is important to us. Without the generous contribution from sponsors like you, our Pay It Forward program would not be possible.

Here are the ways that we would love to publicly say "thank you:"

FRIEND OF HCW

\$1-\$150

- Recognized by name (or anonymously) on formation's virtual sponsorship wall

HCW QUARTZ SUPPORTER

\$151-\$1000

- Recognized by name (or anonymously) on formation's virtual sponsorship wall
- Corporate logo included on formation's Pay It Forward webpage

HWC TOPAZ SUPPORTER

\$1001-\$2000

- Recognized by name (or anonymously) on formation's virtual sponsorship wall
- Corporate logo included on formation's Pay It Forward webpage
- Shout-out recognition on formation's social media channels

HWC SAPPHIRE SUPPORTER

\$2001-\$5000

- Recognized by name (or anonymously) on formation's virtual sponsorship wall
- Corporate logo included on formation's Pay It Forward webpage
- Shout-out recognition on formation's social media channels
- 1 pair of special edition formation scrubs autographed by formation's Founder and CEO, Dr. Kathryn Dundas

HWC DIAMOND SUPPORTER

\$5001+

- Recognized by name (or anonymously) on formation's virtual sponsorship wall
- Corporate logo included on formation's Pay It Forward webpage
- Shout-out recognition on formation's social media channels
- 2 pairs of special edition formation scrubs autographed by formation's Founder and CEO, Dr. Kathryn Dundas
- Feature in formation's progress note blog post and email
- Unique promotional code for a10% discount in formation's store to share at your discretion

