

PPE Portraits Canada

Sponsorship Proposal

All sponsorships directly support and fund **PPE Portraits Canada**, delivering smiling portraits to healthcare workers across Canada in order to humanize the appearance of masks and other personal protective equipment (PPE)



About PPE Portraits Canada

The Personal Protective Equipment (PPE) Portrait Project is a hybrid art and medical intervention designed to improve patient care and team dynamics by **humanizing the alienating appearance of PPE**, through **warm and smiling headshot portraits** fixed to the outside of a healthcare worker's PPE.

The PPE Portrait Project was created by Mary Beth Heffernan in response to the 2014-16 Ebola epidemic in West Africa. At the beginning of the COVID-19 pandemic, a group of students in Montreal reached out to Mary Beth Heffernan for her guidance to help implement this volunteer-based initiative into Montreal's hospitals. The project quickly expanded to include other university students **across the country** to form PPE Portraits Canada.

Our Team

Our team consists of diverse students in Montreal, Toronto, London, Hamilton, and Vancouver. See our most up-to-date team at <https://www.ppeportraits.ca/team>



Future goals & Research

Our long-term mission is 3-fold:

1

Standard of care

We aim to make PPE portraits the standard of care in Canadian healthcare and particularly in healthcare units where PPE is often used (infectious disease, surgery, with immunocompromised patients, etc). We hope to change medical education and guidelines.

2

Research

In support of making PPE portraits the standard of care and advancing the novel and growing literature on PPE portraits, we aim to conduct studies on the effectiveness and benefits of these portraits for both the wearer (healthcare professional) and observer(s) (fellow colleagues and patients). We hope to start this research by surveying the healthcare professionals who have requested a portrait through PPE Portraits Canada.

3

Art installations

We wish to remember the SARS-CoV-2/COVID-19 pandemic, its lessons, and honour our healthcare professionals through art installations that will display the PPE portraits project in action.

One of the forms this will take is a mosaic whereby individual pictures of consented healthcare professionals who submitted a portrait will be displayed as small pixels forming the picture of a healthcare worker with their PPE.

We have already installed 3 such mosaics with the help of the **Art and Heritage Centre of the McGill University Health Centre** (MUHC).

For our most up to date art and research endeavours, please visit:

<https://www.ppeportraits.ca/arts-research>



Where will your money be going?

1 Portrait production and delivery

We do **not** charge healthcare professionals for their portraits or delivery. Generous donors allowed us to deliver over 3700 portraits across 5 provinces in 26 cities. Currently, over 27 healthcare professionals wear a PPE Portrait.

2 The backend: making things run!

Website: We pay a fee for our domain name as well as to host our fully bilingual website.

Storage: We have a professional email that requires a fee. Our cloud storage is used for storing many files and photos for orders.

3 Other initiatives

Any leftover funding will be donated to support COVID-19 or other healthcare related projects.



BY THE NUMERS

How much does it cost to get 1 portrait to a healthcare professional?

\$0.90 per lamination

This price has been reduced thanks to our partner the Business Box

+

\$0.15 per clip

+

\$1.99 per mailing stamp and envelope

=

\$3.04 + tax

=

\$3.44 per portrait



Many thanks to

The **Business Box**
Boite D'Affaires

Sponsorship Opportunities

Benefits	Platinum \$1000+	Gold \$600-1000	Silver \$300-600	Bronze \$100-300
Social media spotlight	✓	✓	✓	✓
Logo on portrait request form	✓	✓	✓	
Logo on website	✓	✓		
Logo on back of portraits	✓			

Notes:

Social media features include a post on the following platforms:

- Instagram
- Facebook
- Twitter
- LinkedIn

Platinum sponsors will have logos prominently placed.

If you'd like to sponsor amounts outside of these levels, you can also make a donation here: <https://ppeportraits.raisely.com/donate>

Our current supporters

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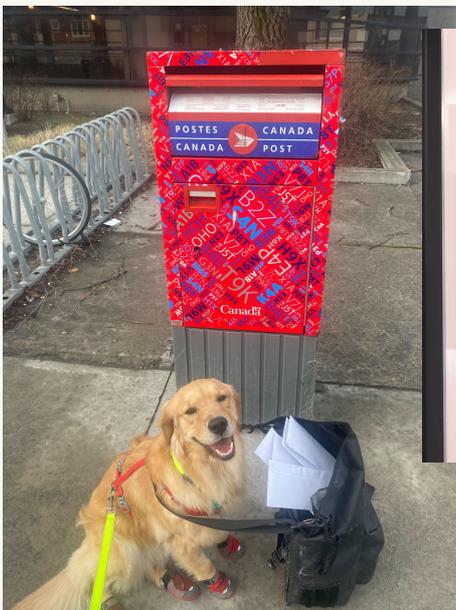
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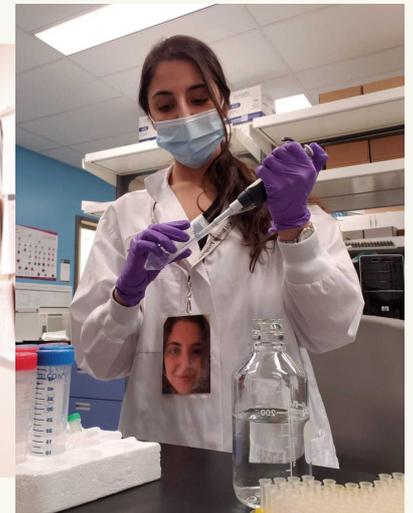
OMSA

Ontario Medical
Students Association

PPE Portraits in action!



PPE Portraits Canada's mascot and postal dog helping out with nationwide deliveries



Questions, comments, or concerns?

Get in touch with us!



@ppeportraitscanada



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PPE Portraits Canada



info@ppeportraits.ca

Thank you, and we
look forward to
working with you.

