



# COMMUNITY FUNDRAISER TOOL KIT





# MAKING LIFE BETTER

**for children  
with cancer**



## ASK stands for

Assistance, Support, and Kindness when our kids and their families need it most.

Our 2024–2025 overall goal is to raise \$2,400,000 to provide emotional, social and psychosocial support for childhood cancer patients and survivors. ASK is there from the moment of diagnosis, throughout treatment, and beyond.

## Numbers behind the smiles

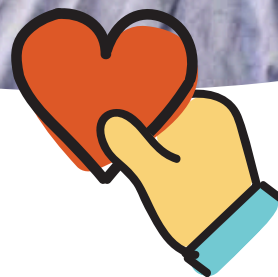
- 6–7 children are diagnosed with cancer every week in Virginia, equating to more than 359 children diagnosed throughout the year.
- 50% of all families with a child in treatment will experience severe financial hardship.
- 2/3 of all survivors will develop at least one late effect from the disease or treatment that makes it harder to learn and thrive.

## Programs that help

We know that a child's cancer diagnosis affects the entire family. That's why ASK's support extends beyond the child to include the parents, caregivers, and siblings. Over 1,000 individuals, including children and their family members, are supported by ASK. Here's how we help.

- Hospital staff positions: Child Life Specialist and Chaplain at the ASK Pediatric Hematology/Oncology Clinic at VCU.
- Financial assistance to cover expenses like mortgages, car payments, and gas money for families in treatment.
- After school and online tutoring and summer camps for patients and survivors.
- Advocacy efforts to raise awareness.
- Social events for kids and families like trips to the zoo, bowling, and annual holiday party.
- Support groups for active patients and our bereaved families.





## GIVE A HAND: HELP MAKE LIFE BETTER FOR CHILDREN WITH CANCER

Thank you for your interest in supporting ASK Childhood Cancer Foundation. There is a huge need for support services right here in our community for children with cancer or a serious blood disorder, survivors, and their families, and ASK is able to give them a hand, thanks to you! Because of your help, we can be there to provide financial assistance, educational programs, and create community and connection support when these families need it most.

The purpose of this guide is to help define your fundraiser by listing ideas, sharing past successful fundraisers, and answering some frequently asked question. As always, please reach out to ASK staff for customized support!

We are so grateful to you and your team for supporting our mission and going above & beyond to host a community fundraiser. Every dollar raised stays local and makes a difference!

# FREQUENTLY ASKED QUESTIONS

## WHERE DO I SEND CHECKS TO?

Checks can be made out to ASK Childhood Cancer Foundation and delivered to 5211 W Broad St., Suite 100, Richmond, VA 23230.

## I WANT TO PUT ON AN EVENT. WILL ASK PAY THE EXPENSES?

Events are a great way to bring people together to spread awareness, raise funds and have fun! While we deeply appreciate your efforts and want to support you as best we can, we cannot pay for the expenses. By covering your own event costs, you help ASK retain as many dollars as possible to support our children and families. Reach out to ASK staff and we can discuss the options in greater detail.

## WHO DO I SOLICIT DONATIONS FROM?

Anyone and everyone! The wider the net you cast, the more successful your fundraiser will be. When asking for donations, talk about how you are fundraising to support ASK or that you are hosting an event benefitting ASK. The key part is that the donor or business knows that you are not an ASK staff member soliciting funds.

## HOW WILL ASK STAFF SUPPORT MY EFFORTS?

ASK staff is ready to set you up for success! A staff member can help you create a customized fundraising plan, help create graphics, mail materials to you, give a presentation about the ASK mission, and, depending on availability and location, support your fundraising event day-of.

## WHAT KIND OF FUNDRAISER SHOULD I DO?

Almost any idea can be turned into a fundraiser. Think about what your network likes to do in their free time or what they are passionate about. Check out some ideas listed further in this packet!

## WHAT TYPES OF DONATIONS DOES ASK ACCEPT?

ASK accepts cash, checks, all major credit cards, and donor advised funds (DAF) contributions. If you would like to support through another means, please reach out to Caitlin Glauser at [cglouser@askccf.org](mailto:cglouser@askccf.org).

## CAN I USE THE ASK LOGO IN MY MATERIALS?

Yes! Please reach out to receive the most up-to-date version. However, we ask that you do not alter the logo in any way including changing the colors, changing the size ratios, etc.

# FUNDRAISING IDEAS

## FOR ANYONE AND EVERYONE



### CELEBRATE

Your birthday, anniversary, or special date by requesting donations to ASK in lieu of gifts. Facebook fundraisers are an easy way to do this!



### YARD OR BAKE SALE

Encourage everyone to bake their favorite treat to sell. Or do some spring cleaning to set up a neighborhood-wide yard sale!



### BENEFIT CONCERT OR SHOW

Do you know a venue that would donate their space? Or a local band or entertainment act that would offer their time to put on a show and donate the proceeds?



### VIRTUAL GET TOGETHER

Host a virtual happy hour or game night and ask attendees to donate the amount they would typically pay for a night out!



### PICK A NUMBER BOARD

Create a large board (or make it digital) with numbers on it. Promote it for friends, family, and coworkers to "pick a number" and donate that amount. Once they pick a number, that number is taken off the board (or X'ed out). For example, if you put numbers 1-50, no person would have to give more than \$50; and if each number is taken it would raise over \$1,200!



### SILENT AUCTION OR RAFFLE

Obtain donated items from local businesses or artisans and auction them off to the highest bidder. Or put them together in a gift basket to raffle off. This is a great option to do virtually over social media!



### RVA PLAY DAY

The Greater Richmond area has many activity venues including bowling alleys, golf venues, sporting events and trampoline parks. See if any of them have fundraising programs where you can host a day of play or game night to give back!



### GIVE BACK NIGHT

Host a fundraising event with a local restaurant, brewery/winery, or business for a spirit night where they donate back a portion of their proceeds. Some examples include Thirty-One Things, Lula Roe, Stella & Dot, Sweet Frog, Jason's Deli, Chick-fil-A, Blaze Pizza, & Chipotle. Who do you know who works at a restaurant, bar or brewery? Where do you like to eat? Ask them! Visit [www.groupraise.com](http://www.groupraise.com) for other examples.



### BE AN ASK AMBASSADOR

Each year, ASK Ambassadors embark on a fundraising and awareness campaign to engage our community and make a positive impact on childhood cancer patients and survivors. Learn more about the program at [askambassadors.org](http://askambassadors.org)!

# FUNDRAISING IDEAS

## FOR SCHOOLS



### GIVE A HAND-A-THON

Have a "marathon" of fun activities like walking, running, biking, bowling, online video games, or dancing. Participants can request pledges based on their distance or time. This can be done virtually or in-person. Partner with a local gym or sports group to host it and have refreshments and entertainment to keep participants going for a long period of time. Promote fun and fitness for a great cause!



### GIVE IT UP

Encourage fellow students and teachers to give up a daily luxury for a certain amount of time and collect pledges if they can. For example - give up soda or coffee once a week for a month, and give \$5 for each week they can do it!



### SPIRIT DAY

Students, teachers, and faculty can pay to participate in a themed day, such as a Wacky Hair Day, Hat Day, or School Colors Day! Want the fun to keep going? Consider making this a week long challenge!



### STUDENT VS. TEACHER GAMES

School teams can host a game against the teachers/staff where people can pay to watch. Or host a school-wide tournament or field day where students pay to be on a team and compete.



### PRINCIPAL CHALLENGE

Get your principal on board to complete a challenge (e.g. dye their hair a fun color) if the fundraising goal is met. Students can either vote for their favorite idea by donating or donate to reach a fundraising goal as soon as possible.



### PENNY WARS

Set up loose change jars for each classroom to see who can collect the most pennies. Students/teachers can put nickels, dimes, quarters, or dollars in another classroom's jar, which gets "deducted" from their total. The winning classroom could get a pizza party or fun prize as a competitive way to raise more funds!



### JELLYBEAN COUNT

Put a jar of jellybeans in your school hallway. Have a student put a dollar or two to guess how many jellybeans are in the jar. At the end of the week of guessing, announce the winner- the person who guesses the number closest to the number of actual jellybeans is the winner and gets to keep the jar or win another prize!



### SCHOOL-WIDE YARD SALE

Host a school-wide event. Ask students and their families, faculty, and staff to donate their gently used items for the sale. The key to a successful sales event is promotion, so promote it like there's no tomorrow!

# FUNDRAISING IDEAS

## FOR BUSINESSES



### CORN-HOLE TOURNAMENT

Host a customer/vendor appreciation event by planning a corn hole tournament.



### SPONSOR AN ASK AMBASSADOR

Nominate someone to represent your company as an ASK Ambassador! For eight weeks, Ambassadors raise funds and spread awareness throughout our community.



### VENDOR CAMPAIGN

Ask vendors for a specific \$ amount based on how much business your company does with these vendors. Vendors will be invested in keeping their clients happy and eager to support your fundraising efforts. The average targeted ask is typically 1% – 3% of total spending with the particular vendor.



### % OF SALES CAMPAIGN

Choose a percentage of sales to be donated to ASK!



### MATCHING GIFT EVENT

Work with your company to match employee donations and then encourage your coworkers to give during a certain period to double their donation!



### BOSS FOR THE DAY

Everyone can fundraise for this one, and at the end, the top fundraiser earns "boss for the day" duties, while the boss takes over a few of the employee's tasks in exchange.



### PIE IN THE FACE

Everyone can fundraise for this one! Employees can donate to pie their favorite colleague (or boss) in the face.



### MAKING LIFE BETTER CAMPAIGN

Rally corporate supporters, local businesses, their consumers and vendors in a movement to help children with cancer by 1) raising funds for essential programs and resources, and 2) raising general awareness for childhood cancer.



## KEEP THE GOOD IDEAS COMING!

Feel free to use these ideas as a starting point, but we encourage you to keep thinking of new, creative and fun ways to fundraise! A fundraiser can be created out of anything, so think about what your colleagues, friends, and family enjoy and know that ASK is here to help you solidify a plan.



# FUNDRAISER EXAMPLES



## FAWL INVITATIONAL

A backyard golf tournament where supporters bought tickets, raffles, drinks, and more to support of the youngest cancer patients in our community!



## M4K RICHMOND

M4K Richmond improves the quality of life for local children through individual fundraising, partnering with local charities and businesses, and having a little bit of fun with facial hair.



## FIGHT FOR MADISON POKER RUN

Each year, supporters in Colonial Beach gather for an annual Poker Run on golf carts, selling tickets, sponsorships, and raffles to raise funds to honor those in their community who have battled cancer.



## CHARLIE'S BASEBALL OPENING DAY

Celebrate baseball's opening day at a local restaurant to raise funds through food and beverage specials, 50/50 raffles, silent auctions, and more!





# THANK YOU!



ASK can be there in the moments that matter, thanks to the support of community fundraisers like yours! We are so grateful for your kind heart.

We are here to help assist your fundraising efforts however we can. Please do not hesitate to reach out at the contact information below and follow us on social media to see your impact in action.

Thank you for going above and beyond for children with cancer and serious blood disorders in our community!

## STAY CONNECTED WITH ASK



## GET IN TOUCH



**Caitlin Glauser**  
**Special Events Coordinator**  
**cglouser@askccf.org | (804) 806-3901**