

FUNDRAISING TOOLKIT
& RESOURCES

RAISE MONEY
GIVE HOPE

TOOLS & RESOURCES
TO HELP YOU MAKE
A DIFFERENCE





YOU CAN MAKE A DIFFERENCE TO CHILDREN BATTLING CANCER.

Thank you for your interest in raising money to change the lives of hundreds of children and families battling this devastating disease.

There are countless ways to help, from donating your birthday money to hosting a golf outing to friends sponsoring you in a 5K run. You can set up your own online fundraising page at donate.bearnecessities.org/forthekids.

Every dollar you raise will help bring families hope and joy during one of the most difficult times in their lives. Your commitment will let them know how much you care.

Get creative and put your passion into action!

Here are tips and resources to help you reach your goal:

1. Information about Bear Necessities Pediatric Cancer Foundation
2. Steps for a successful fundraiser
3. Fundraising ideas
4. Resources: photos, graphics, and more
5. Answers to frequently asked questions

ABOUT BEAR NECESSITIES PEDIATRIC CANCER FOUNDATION

Bear Necessities Pediatric Cancer Foundation is dedicated to eliminating pediatric cancer and bringing hope and support to those who are touched by it.

Forty-three children are diagnosed with cancer every day, and cancer remains the leading cause of death from disease among children (National Cancer Institute, 2019). Although cancer impacts thousands of children annually, only 4% of the total federal funding spent on cancer research is directed toward the treatment of children (National Pediatric Cancer Foundation, 2019).



HI, MY NAME IS BEAR AND MY MOM NAMED THIS FOUNDATION AFTER ME TO HELP OTHER KIDS WITH CANCER IN ALL SORTS OF WAYS, MY FRIENDS AND I WANT TO THANK YOU FOR YOUR HELP. IF YOU WANT TO KNOW MORE ABOUT BEAR NECESSITIES OR FURTHER EVENTS YOU CAN CALL KATHLEEN. THANKS.

LOVE, BEAR

Therefore, it is critical to support pediatric cancer research to ultimately discover a cure, while continuing to help patients and their families today, bringing hope, joy, and happiness to those most in need.

Since Bear Necessities' founding 30 years ago, we have been providing customized experiences to brighten the life of a child living with cancer, helping thousands of children and families who have experienced this devastating illness. We also support cancer patients' families who are struggling financially by providing relief for grocery, transportation, communication, and utility costs. When we can help meet parents' most basic needs, they can focus on what matters most: their child.

Bear Necessities was founded in 1992 by Kathleen A. Casey and named in memory of her eight-year-old son, Barrett "Bear" Krupa, who died after a courageous five-and-a-half-year battle with Wilms Tumor. Prior to his death, Bear and his mother discussed and planned the formation of Bear Necessities. During his long stay in the hospital, Bear expressed more concern for other pediatric cancer patients than he did for himself. He and his mother learned that patients and their family members need support above and beyond standard medical care, and thus, Bear Necessities was born.



TOO MANY CHILDREN SUFFER FROM CANCER, BUT WE CAN GIVE THEM HOPE.

300,000

Globally, more than 300,000 children are diagnosed with cancer each year.

16,000

Approximately 16,000 children are diagnosed with pediatric cancer in the U.S. annually.

1 in 285

Approximately 1 in 285 children in the U.S. will be diagnosed with cancer before their 20th birthday.

#1

Childhood cancer is the leading cause of death by disease for children ages 1-19.

4%

Childhood cancer research only receives 4% of the annual budget from the National Institute of Health.

STATISTICS CAN BE FOUND AT CAC2.ORG, THE COALITION AGAINST CHILDHOOD CANCER.

5 STEPS FOR FUNDRAISING SUCCESS

1 DECIDE WHAT & HOW MUCH

- Get creative and come up with a fundraising idea that will work best for you and your group. You can find some ideas on the next few pages.
- Set a fundraising goal, knowing every dollar matters. For example, it only costs \$20 to give a child a Barrett Bear, an adorable teddy bear that comforts children in the hospital.

2 CREATE YOUR ONLINE FUNDRAISER

- It's easy to set up an online fundraising page at donate.bearnecessities.org/forthekids.
- Customize your page with a photo, describe why Bear Necessities is important to you, and share how you're raising money for children battling cancer.

3 SPREAD THE WORD

- Share your fundraiser via social media, email, text, etc., inviting others to donate.
- If you're hosting an event, check out our posters to print and share: Bearnecessities.org > Resources > Downloadable Content.
- You can also create and print a free QR code that goes directly to your fundraising page at me-qr.com.

4 SUBMIT YOUR DONATIONS

- If you collected cash or check donations in addition to online donations, please send them to our office and include a note about your fundraiser, so we know to give you credit! Our address:
Bear Necessities Pediatric Cancer Foundation
55 W Wacker Drive, Suite 1100
Chicago, IL 60601

5 SHARE YOUR SUCCESS

- Thank everyone who donated to your fundraiser.
- Share photos and the story of your fundraiser with us. We love the creative ways you raise money, and we may feature you on our social media channels with your permission. Email Courtney Krupa at ckrupa@bearnecessities.org.



FUNDRAISING IDEAS FOR ANYONE & EVERYONE

There are many ways to raise money. Whatever works for you, works for us!

- **Donate Your Day**
Celebrate your birthday, wedding, anniversary, or other special occasions by asking for donations instead of gifts.
- **Turn Sweat Into Hope**
Run, bike, climb or swim for children with cancer. Ask friends and family to support you or donate for every mile you conquer.
- **Bake Sale**
Put your culinary skills to work and sell goodies for children and families with cancer.
- **Benefit Concert**
Host a concert featuring a local band and donate proceeds from the tickets and concessions.
- **Dance-A-Thon, Bowl-A-Thon, Jump Rope-A-Thon, You Name It**
Promote fitness and fun while changing lives.
- **Movie Night**
Host a movie night at school or in your neighborhood and donate proceeds from tickets and concessions.
- **Tournament Time**
Host a golf outing or challenge your family and friends to a free-throw contest, cornhole tournament, or any other friendly competition to raise funds.

FUNDRAISING IDEAS FOR SCHOOLS & COMMUNITY GROUPS

Rally your classmates or friends together for a fun activity and raise money so kids have the opportunity to feel like kids again.

- **Loose Change**
Encourage kids to gather loose change for a week, a month, or a year, and turn it into a donation.
- **Classroom Competitions**
This is a great option for younger students.
- **Donate A Daily Habit**
Ask fellow students and teachers to go without a daily luxury, like coffee or soda, and donate the amount they would have spent to Bear Necessities.
- **Crafts or Student Art**
Be creative and sell your crafts, artwork, or other creations.
- **Candy Grams**
Sell bags of candy with a short note written by the buyer and deliver them to their selected recipient. This is great for the holidays like Halloween and Valentine's Day.
- **Talent Show**
Show off your magic tricks, dance skills, or best jokes and raise money for a great cause.
- **Car Wash**
Set up a car wash for your community and celebrate helping to end childhood cancer.



FUNDRAISING IDEAS FOR BUSINESSES

Need a good excuse for a team-building activity? Collect donations at the office and make a difference to families in need.

- **Office Games**
Encourage some friendly competition with a desk chair relay, trivia game, or other fun activity.
- **Donate A Daily Habit**
Ask your colleagues to go without a daily luxury, like coffee or soda, and donate the amount they would have spent.
- **Dress Down Day**
Give team members the opportunity to play it casual in exchange for a suggested donation.
- **VIP Parking Sale**
There's always a prime parking spot in a workplace. Auction off exclusive parking rights to the spot for a week or a month and watch donations roll in.
- **Cook Off**
Challenge your co-workers to a chili, bbq, dessert, 'you name it' cook-off, and ask taste testers for a donation.

Company matching! Be sure to ask if your company will match the amount raised by your fundraiser.

Ready to make a larger impact through a corporate donation?

Nearly 90% of consumers would switch to a brand supporting a good cause, and 66% would pay extra for products and services from companies committed to positive social impact. Contact Courtney Krupa at ckrupa@bearnecessities.org to become one of our corporate sponsors and learn how you can support families while enhancing your brand.





Want to bring hope and joy into a child's life?
Start fundraising for Bear Necessities today.

HOW TO SET UP YOUR ONLINE FUNDRAISER

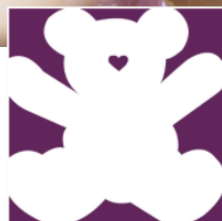
Visit donate.bearnecessities.org/forthekids

- Click Create a Fundraiser.
- Join as an individual fundraiser, start a team, or join a team that has already been created.
- Personalize your fundraising page.

Note: If you start a team, you will be team captain. You can set your fundraising goal and invite others to join your team. Everyone who joins a team will get their own individual fundraising page, and what you personally raise will go toward the team's overall goal.

After you register, you can edit your own personal fundraising page online to support Bear Necessities. You can log in any time to make edits using your username and password.

- Share the link on social media, via email, text, etc. Invite your network to support your fundraiser.
- Thank people as they donate.
- Keep asking and sharing until you meet your goal.



Fundraiser

Fundraiser's Name

Share f t e

\$250 Raised

\$500

DONATE

A Bear Who Cares

TIPS FOR SPREADING THE WORD:

- Send out emails and texts to friends and family, inviting them to join your efforts and contribute to your fundraising page.
- If you're hosting something in person, you can create and print a QR code that people can scan to make donations directly to your online fundraising page. You can also collect cash and checks to send to the Bear Necessities office.
- Don't be afraid to send multiple emails.
- Oftentimes people want to give but forget, so a reminder email is a great thing!
- Remember to share your personal story and why you are passionate about raising funds for Bear Necessities.
- Share a story of someone whose life has been changed by Bear Necessities. Check out social media pages to learn about the kids we've helped.



SOCIAL MEDIA TIPS:

- Share a link to your personal fundraising page and include one of our photos or graphics. You can find these resources at bearnecessities.org > Resources > Downloadable Content
- Post updates about your fundraising progress - ask people to help you reach your goal.
- If you're organizing a fundraising event, create a Facebook event and invite people to attend. This is a great way to share details and photos of the event.
- Tag Bear Necessities so we can see what you're up to and cheer you on!



RESOURCES

POSTERS & GRAPHICS

Use our posters, flyers, and graphics to spread the word about your fundraiser. You can share these images via email, social media, or printed in person.

OUR LOGO

Please review and follow our guidelines when using our logo.

FIND THESE IMAGES AND OUR LOGO AT

[BEARNECESSITIES.ORG](https://bear necessities.org) >

[RESOURCES](#) >

[DOWNLOADABLE CONTENT](#)

GIVE HOPE. CHANGE LIVES.

47 children are diagnosed with cancer daily, and **you can** help me **make a significant difference** in their lives. Go to my online fundraiser to donate and support the work of Bear Necessities Pediatric Cancer Foundation.

DONATE AT _____

Funds raised will support Bear Necessities, a national nonprofit organization dedicated to eliminating pediatric cancer and providing hope and support to those who are touched by it.





WAYS TO DONATE

- Use your Bear Necessities Pediatric Cancer fundraising page to collect online donations.
- Visit donate.bearnecessities.org/forthekids to create your online fundraiser today.
- Mail your cash and check donations to the address below. Make checks payable to Bear Necessities Pediatric Cancer Foundation.

Bear Necessities
Pediatric Cancer Foundation
55 W Wacker Drive, Suite 1100
Chicago, IL 60601

FREQUENTLY ASKED QUESTIONS

Where do I mail my donations?

Please mail your donations to the address below. Make checks payable to Bear Necessities Pediatric Cancer Foundation.

**Bear Necessities
Pediatric Cancer Foundation**
55 W Wacker Drive, Suite 1100
Chicago, IL 60601

What is Bear Necessities Tax ID Number?

Our Tax-ID number is 36-3874655.

Is there a minimum fundraising goal needed to start a Bear Necessities Fundraiser?

No, you're welcome to set your own goal and even increase it throughout the year! Every dollar makes a difference.

Can Bear Necessities provide any brochures or giveaways for my fundraiser?

Find posters and flyers you can print and share at bearnecessities.org > Resources > Downloadable Content

Can donations from my fundraiser be directed to a specific project?

The most efficient and effective way to make an impact is to make a general donation to Bear Necessities and your gift will be leveraged for our most urgent needs. Our 30 years of experience give us the insights and learning needed to maximize our impact together.

Can someone from Bear Necessities come to speak at our event?

We would love to participate in the great work you're doing to support us. However, due to the volume of requests for representatives and speakers, we cannot accommodate all requests.

Can Bear Necessities provide insurance for my event?

The organizer of the event is responsible for all sales tax requirements and obtaining all necessary permits, licenses or insurance.

I have more questions. How can I contact you?

We're here to help! Please reach out to Courtney Krupa at ckrupa@bearnecessities.org.

ON BEHALF OF ALL OF US AT BEAR NECESSITIES
AND THE CHILDREN AND FAMILIES WE SERVE,
THANK YOU FOR YOUR SUPPORT!

