

BECOME A BRANCH

A Fundraising Tool Kit for Delivering
Hope to Children Fighting Cancer



Braden's
HOPE
for Childhood Cancer

The cure for childhood cancer is in the hands of people like you. Yes, you!

The fact that you are reading this tool kit means that you've taken the first step towards being a part of our life-changing mission. Thank you for opening your heart and sharing your resources to deliver **HOPE** to children fighting cancer. You are now part of an unprecedented movement to connect funding to research dedicated to identifying targeted therapies for childhood cancers.

This fundraising tool kit is designed to provide you with the resources and information necessary to identify and surpass your fundraising commitment. After many years and millions of dollars raised for children's cancer research, our team has learned the tips, tricks and behaviors necessary to successfully fundraise. With your passion and connections, and our experience and support – your fundraiser is destined for greatness! Read on to learn more about how we'll work together to raise money and deliver **HOPE**!

TOGETHER, we are STRONGER

When you become a branch of Braden's Hope, you'll receive the support of an established and deeply rooted 501c organization. Let us guide you through the fundraising process so that you can maximize your time and efforts.

These are the Facts:

- **Cancer is the number one cause of death by disease among children.**⁽²⁾
- **About thirty five percent of children diagnosed with cancer will die within 30 years of diagnosis.**⁽⁴⁾
- **Childhood cancer is not one disease there are more than 12 major types of pediatric cancers and over 100 subtypes.**⁽¹⁾
- **43 children are diagnosed with cancer every day.**⁽¹⁾
- **Since 1980, only three drugs have been approved in the first instance for use in children.**⁽³⁾

1) American Cancer Society, Childhood and Adolescent Cancer Statistics, 2014

2) National Vital Statistics Report, vol. 62.6, December 20, 2013

3) National Cancer Institute, <http://www.cancer.gov/research/areas/childhood>

4) Journal of the National Cancer Institute "Cause-Specific Late Mortality Among 5 Year Survivors"



WARNING LABEL!

THIS FUNDRAISING EXPERIENCE MAY CAUSE DEEP SENSATIONS OF JOY & PRIDE.



Follow us on social media to learn about events and volunteer opportunities!



Mission Statement

Our mission is to raise awareness and funds for research studies of targeted therapies that shut down the activators of childhood cancers.

Our Purpose

To accelerate the fight against childhood cancer through funding research in the Kansas City Region to ensure no family hears the words “no known cure” during their fight with cancer.

Our Culture

Our organization is built by and led by the families directly impacted by childhood cancer who bring their strength and passion together to make a difference through the mobilization of local communities.

Our Research is Impactful!

We have a robust evaluation process to carefully select our research grants. Our Medical Review Board, consists of distinguished physicians and scientists who share our passion for the fight against childhood cancer. Their objective is to work collaboratively with the researchers and renowned leaders at Children’s Mercy Hospital, KU Cancer Center and the Stowers Insitutute to select, review and monitor our research grants. They ensure our research studies meet the mission of Braden’s Hope For Childhood Cancer.

Pick Your Path to Growth



“Hope, to me, is not only a desire to make things better but a willingness to do what you can to make things better.”

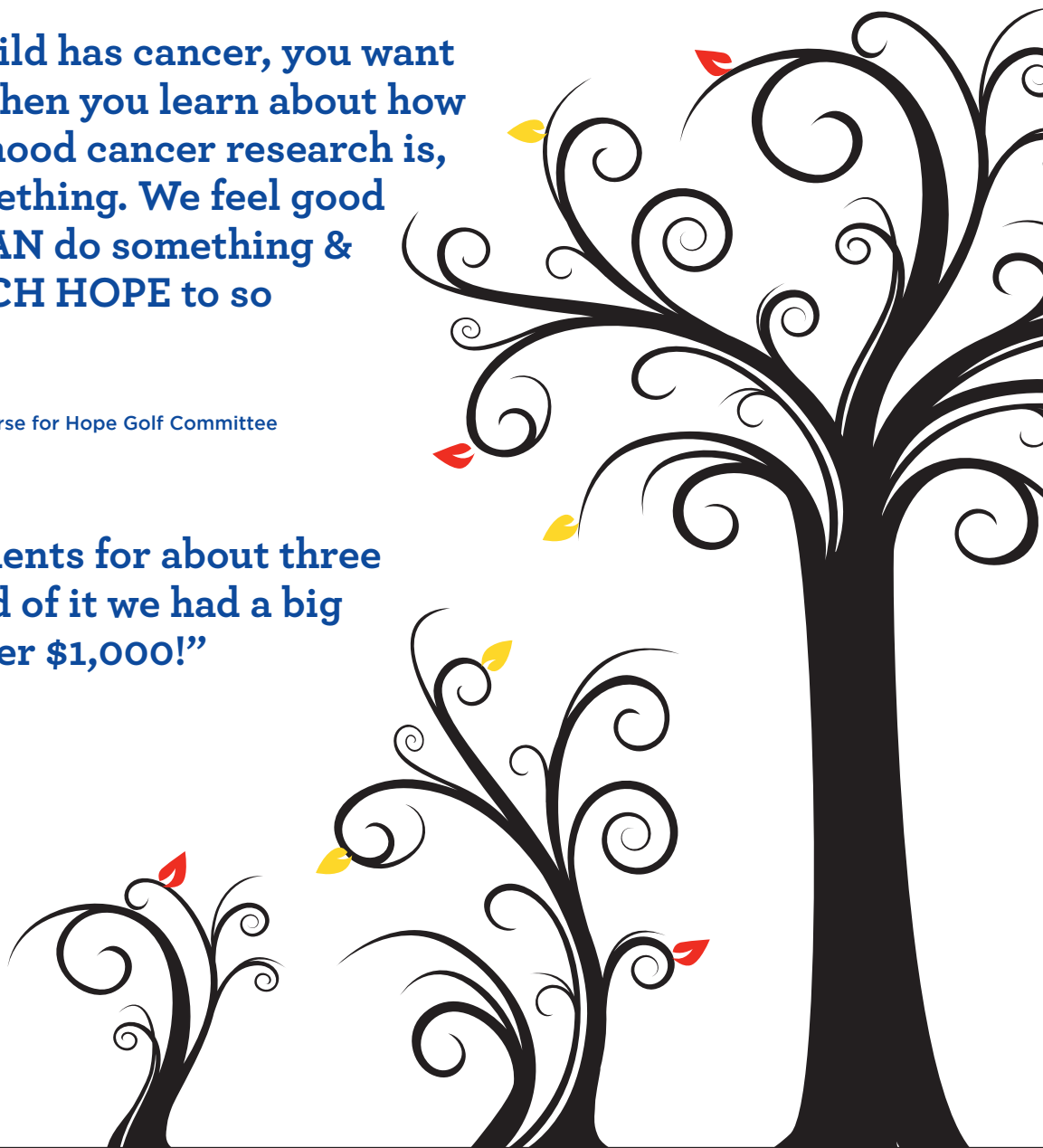
Donna Weninger
Garage Sale Fundraiser

“When you hear a child has cancer, you want to do something. When you learn about how underfunded childhood cancer research is, you want to do something. We feel good knowing that we CAN do something & that brings SO MUCH HOPE to so many families!”

Jeff & Shawna Levy
founding members of the Callyn's Course for Hope Golf Committee

“I had cancer treatments for about three years and at the end of it we had a big party. We raised over \$1,000!”

Will
Braden's Hope HERO



Plant A Seed

Social Media Fundraiser
Amazon Smile Campaign
Want to know more? Go to:
bradenshope.org/getsocial

Grove

Up to \$1,000
Birthday Party
Gift Card Drive

Woodland

\$1,001 - \$9,999
Local Boutique Night
Game Night

Forest

\$10,000+
Golf Tournament
5K Run/Walk



3063

DATE May 22, 2019

PAY TO THE
ORDER OF Braden's Hope \$ 1,356.⁸⁵

One thousand three hundred DOLLARS ☐
fifty-six ⁸⁵/₁₀₀



















MEMO donation PHS Third Grade

Fundraising Gives HOPE

Resource Guide

BRADEN'S HOPE is here to help make your fundraiser a success!

Many events can be adapted to be virtual!

	 <p>Up to \$1,000</p> <p>GROVE</p>	 <p>\$1,001-\$9,999</p> <p>WOODLAND</p>	 <p>\$10,000+</p> <p>FOREST</p>
Social Media SHOUT OUT (FB & Instagram)			
Social Media BLAST (FB, Instagram, Twitter, LinkedIn)			
Event Featured in Annual Report			
BRADEN'S HOPE Website Event Listing			
Kick-Off Plan Session with Braden's Hope Team (Virtual)			
Event Attendance by VP & President of Braden's Hope			
Fundraising Check Signing at Hope Gala & Annual Report Presentation			
Gala Program Recognition	SMALL AD	HALF PAGE AD	FULL PAGE AD

Model your event after one of our Core Events!

- Golf Tournament using the Callyn's Course for Hope Model: "Allie's" Course for Hope, "Paul's" Course for Hope, etc
- Hope on the Hill 5K Model: "Anna's" Hope on the Hill

Inspired? Here are some other fundraising event ideas!

- Dance Parties
- Wine Tastings
- Local Boutique Night
- Birthday Party/Gift Card Collections
- Game Night (Bingo, Trivia)
- Virtual Fundraiser (Crowdsourcing Style)

Follow These Steps to Success!

Step 1: TILL THE GROUND

Complete the worksheet on the next page and email beabranh@bradenshope.org with the basic details of your fundraiser. One of our team members will be in touch shortly to help you get off to a great start!

Step 2: PLANT THE SEEDS

Start calling friends, recruiting and forming a planning committee, posting to social media and spreading the word about your fundraiser.

Step 3: TEND TO YOUR CREATION

Anticipate obstacles and brainstorm solutions. Ask for help, advice or guidance if you need it. Don't get discouraged or give up. Stay focused. Our **HEROES** need you!

Step 4: LET IT RAIN!

As your fundraiser approaches, ramp up your efforts to spread the word. This is no time to be shy or reserved. We are so grateful for your boldness and passion! Plant your event details throughout your social media, correspondence and conversations with friends, family and colleagues.

Step 5: GATHER THE LEAVES

After your undoubtedly successful event, send your donation amount to Braden's Hope. All tax info will be sent to you along with our sincere thanks!



Be an advocate for Braden's Hope!

Use your social media page to be a Braden's Hope advocate with just a few clicks!

Visit our advocate tool page to grab an image for your Social Media that links to our online donation center.
bradenshope.org/getsocial



Fundraising Worksheet

Fill out this sheet and use it as your guide to getting started!



Event Name: _____



Event Description: _____



Event Location: _____



Target Event Date: _____



Attendance Goal: _____



Monetary Goal: _____



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Inspiring INDIVIDUAL Examples



Addison, Friend of Hope

Sold slime, raked leaves, and sang at the end of her driveway. Donated the money she earned.



Donna, Friend of Hope

Held a garage sale, donating \$2,000.

Will, Cancer Survivor

Had an end of treatment party and donated proceeds to Braden's Hope!



Inspiring CORPORATE Examples



Jersey Mike's Subs

The Jersey Mike's stores in Olathe, KS, Overland Park, KS and Lee's Summit, MO choose Braden's Hope as their charity to support for their Annual Day of Giving Campaign. For the past three years, the Olathe store has been the #1 grossing store in the nation on that day! In 2019 alone, we **raised over \$45,000.**

Garney Construction, Sponsor of Hope

Hosted a networking event that inspired donations. Garney matched those donations for a total of **over \$30,000.**



SPX Cooling Technologies

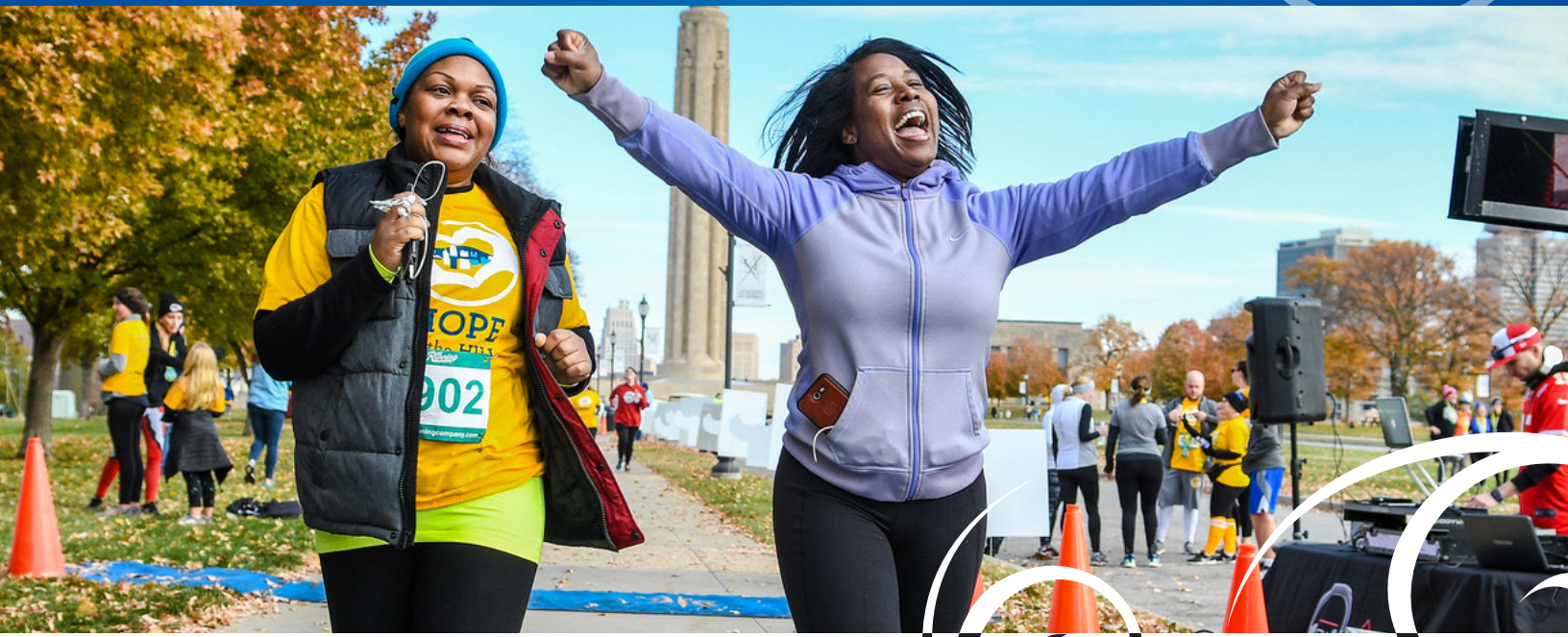
A leading global manufacturer of cooling towers with headquarters located in Overland Park, KS. SPX selected Braden's Hope as one of the beneficiaries of their 2019 Corporate Golf Tournament **donating over \$53,000!**

If you have gotten this far...

YOU

HAVE A HEART FOR CHILDREN WHO FIGHT CANCER
WANT TO MAKE AN IMPACT

WILL DELIVER HOPE TO CHILDREN & FAMILIES FIGHTING CANCER



YOU can be a branch and be HOPE!

- Have an idea? Complete the fundraising worksheet and submit the concept to: beabranh@bradenshope.org
- Create a social media campaign
- Follow us on social media to learn about events and volunteer opportunities!

BRING HOPE TO LIFE!



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