

# Thinking of holding a fundraiser for *The Gathering Place*?



FACING CANCER • EMBRACING LIFE



## THIRD-PARTY EVENT FUNDRAISING KIT

216-595-9546  
[touchedbycancer.org](http://touchedbycancer.org)



TGP EAST  
The Arnold & Sydel Miller Family Campus  
23300 Commerce Park  
Beachwood, OH 44122

TGP WEST  
The Sandy Borrelli Center  
25425 Center Ridge Road  
Westlake, OH 44145



## Thank you for your interest in supporting The Gathering Place through a fundraising event!

We are so fortunate that community members like you choose to use their time, energy and effort to help raise funds to support our mission of providing a caring community that supports, educates and empowers individuals and families currently coping with the impact of cancer through programs and services provided free of charge.

Please know that the work you do and dollars you raise will have a meaningful impact on the life of someone on the cancer journey. We are grateful for your support!



We hope this toolkit will be helpful in planning your next event. If you need any assistance, please do not hesitate to reach out to us.

*Connect Today*

**JILL SCHWARTZ | DEVELOPMENT VOLUNTEER**

216-455-1526 | [schwartz@touchedbycancer.org](mailto:schwartz@touchedbycancer.org)

### OUR MISSION

The Gathering Place is a caring community that supports, educates and empowers individuals and families currently coping with the impact of cancer in their lives through programs and services provided free of charge. For information visit [touchedbycancer.org](http://touchedbycancer.org) or call 216.595.9546.



# OUR INSPIRATION

Help us serve the many faces of The Gathering Place by hosting a Community Based Fundraisers.



"I've learned that I can get **through it** and if I can other people can too. It inspires other kids to know that what you are going through can be scary, but somehow you will get out of it."

**KYLIE E.**



"The Gathering Place represents a **community**. A place where people can discuss their issues, get help, sometimes cry and a space to laugh. **It makes a big difference for people like myself.**"

**AUSTIN T.**



"The Gathering Place **provides the support I need to make my journey**. It provides support to both my family and my medical team."

**SANDY W.**



"Their programming gives you something to look forward to. **The Gathering Place** reminds you how to live. It **brings joy** into a very dark place."

**FRANCES I.**

Since opening its doors in 2000, The Gathering Place has served over 47,000 individuals who have made more than 371,000 visits.

# FUNDRAISING IDEAS

The following are some ideas for your community fundraiser. We suggest thinking of something you enjoy doing to help build out a fun and engaging fundraiser while doing something you love!

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## WORKPLACE CAMPAIGNS

Store Sales, Employee Happy Hour, Employers Matched Gifts, Company Fun Day



## TOURNAMENTS

Set up a sporting event or activity (Golf, Basketball, Bowling)



## CELEBRATIONS

Ask friends and family to make a contribution to The Gathering Place in lieu of personal gifts

## OTHER IDEAS:

Carnivals, wine tasting, auction, car wash, bake sale, dress down/jeans day (\$10 to wear jeans to work or school), holiday party, concession stand at sporting event, loose change jar, dunk tank, Pampered Chef or Tupperware party, book sale, talent show, garage sale, gift wrapping or chili cook-off

**"When you're going through something that is so difficult words cannot describe, The Gathering Place is where you want to turn for support, information, kindness and compassion. I am very grateful for such a place."**

– Kristin R.

# TIPS FOR A SUCCESSFUL FUNDRAISER

Deciding to host a Community Based Fundraiser for The Gathering Place is a huge accomplishment in itself - thank you! Here are some tips to help you get started:

## ASK FRIENDS & FAMILY FOR HELP!

Encourage your friends and family to join your fundraising efforts and contribute! They can brainstorm creative ideas with you, help divide the work and add more fun to your fundraiser.

## DEVELOP A BUDGET!

In the early stages of planning, you will want to identify your expenses and potential sources of income and donations. You will want to set a fundraising goal for your event!

## KEEP EXPENSES LOW!

A great way to increase the amount of money you raise at an event is to limit the amount of money you spend. Keep your event expenses low by asking people to donate or discount event-related expenses including: venue rental fees, entertainment, decorations, food and beverage. Ask for donated auction items and raffles prizes.



## MARKET & PROMOTE YOUR EVENT!

Get others excited about your event! Much of your success will depend on how well you spread the word about your event and the number of people you invite. How you plan to engage participants is a BIG question you need to ask. The more way you can get the word out, the better!

We will help you promote your event by:

- Use of approved logo
- Flyer template with agency logo
- If scheduling permits, agency representation may be available for the event
- Customize online donation page for fundraising event
- Inclusion in social media posts and email blasts to agency supporters
- Provide approved graphics and videos, sample social media posts (see below), fundraising sample letter, media release template, etc.

### **Sample Social Media Posts:**

Did you know there will be more than 12,500 cancer diagnoses in Northeast Ohio this year? I'm doing my part to support those impacted by cancer by raising funds for The Gathering Place.

I'm excited to host an event for The Gathering Place, and I could use YOUR help. Please support my efforts today!

Many of us have been touched by cancer and I'm doing my part to support the FREE programs and services at The Gathering Place for people impacted by cancer. Together we can face cancer and embrace life. Please consider a donation to my fundraising page.

I'm raising funds for The Gathering Place in honor of (insert personal story). Support me today!

## SAY THANKS!

Send letters to all of your supporters and volunteers who helped make your event a success!

## MARK YOUR CALENDAR FOR NEXT YEAR!

If you know the date for next year's event, be sure to let everyone know as soon as possible so they can plan ahead!





# FUNDRAISING INFO SHEET

SUBMISSION DATE: \_\_\_\_\_

Please complete the following information and send it to the contact information below. Once received, Jill Schwartz, Development Volunteer at The Gathering Place, will connect with you to discuss your proposed event.

NAME (FIRST & LAST): \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

EVENT DATE: \_\_\_\_\_ TARGET AUDIENCE: \_\_\_\_\_

LOCATION: \_\_\_\_\_ # OF EXPECTED PARTICIPANTS: \_\_\_\_\_

Describe your proposed event:

How will the event be promoted?

What do you need from TGP?

PROJECTED INCOME FROM THIS EVENT: \_\_\_\_\_

Is there anything else you would like to share about your proposed event or connection to TGP:

*Submit your Community Based Fundraiser today!*

**JILL SCHWARTZ | DEVELOPMENT VOLUNTEER**

216-455-1526 | [schwartz@touchedbycancer.org](mailto:schwartz@touchedbycancer.org)



## CARING CANCER COMMUNITY

The mission of The Gathering Place is to support, educate and empower individuals and families currently coping with the impact of cancer in their lives through programs and services *provided free of charge.*

## THANK YOU!

The Gathering Place is fortunate for the generosity and dedication of so many people and organizations in the community.

## Cancer Awareness Calendar

### January

Cervical Cancer

### February

National Cancer  
Prevention Month  
Gallbladder/ Bile  
Duct Cancer

### March

Colorectal Cancer  
Kidney Cancer  
Multiple Myeloma

### April

Testicular Cancer  
Esophageal  
Cancer  
Head & Neck  
Cancer

### May

Melanoma and  
Skin Cancer  
Brain Cancer  
Bladder Cancer

### June

National Cancer  
Survivor Month

### July

Sarcoma/  
Bone Cancer

### August

### September

Childhood Cancer  
Uterine Cancer  
Leukemia  
Lymphoma  
Ovarian Cancer  
Prostate Cancer  
Thyroid Cancer

### October

Breast  
Cancer  
Liver Cancer

### November

Pancreatic Cancer  
Lung Cancer  
Stomach Cancer  
Carcinoid Cancer

### December

## WAYS TO CONNECT

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