The Gathering Place is a non-profit, community-based cancer support center that offers a wide variety of programs and services addressing the social, emotional, physical, and spiritual needs of individuals with cancer, their families, and friends. The mission of The Gathering Place is to support, educate and empower individuals and families touched by cancer through programs and services provided free of charge.

The Gathering Place opened its doors January 3, 2000 in Beachwood and opened a Westlake location in October of 2008. In February of 2011, the Richman Family Wellness Center opened in Beachwood to address the side effects of cancer treatment through exercise. Our service area includes Cuyahoga County and surrounding counties. We have served over 35,000 individual participants who have made more than 271,000 visits to The Gathering Place.

The Gathering Place receives funding from individuals, families, organizations, foundations, and corporations through our Tribute Program, Annual Fund, and Special Events as well as The Gathering Place Warehouse sales. We are a qualified 501(c)3 tax-exempt charitable organization.

- The Gathering Place has two comprehensive education centers that include lending libraries with over 2,500 books, CDs, and videos.
- We offer support groups for all cancer types, cancer-specific groups, age-specific groups, and programs for cancer survivors as well as for caregivers.
- Yoga, Tai Chi, Qigong, Zumba, Massage, Reiki, and Reflexology are available for individuals with cancer and their loved ones.
- Our Exercise Programs help combat cancer related fatigue and other treatment side effects. Our Hands-on Cooking Classes provide interactive education, incorporating healthy eating into one’s lifestyle.
- Our Regina Brett Wig Salons provide a free wig for women who have cancer related hair loss.
**How To Get Started**

**Steps to Help Successfully Plan Your Event**

<table>
<thead>
<tr>
<th>STEP 1: CHOOSE AN EVENT</th>
<th>STEP 5: CREATE MARKETING MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Choose an event you and your team find exciting.</td>
<td>• Create a press release, flyers, and social media materials with The Gathering Place logo to share with your network. <em>(See Tips for Posting on Social Media)</em></td>
</tr>
<tr>
<td>• Use our Ways to Support flyer to brainstorm ideas.</td>
<td>• All marketing materials must be reviewed by our Chief Marketing Officer prior to release.</td>
</tr>
<tr>
<td>• Take into consideration location, date, time, safety, and interest to ensure a successful event!</td>
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<tr>
<th>STEP 2: CREATE A PLAN</th>
<th>STEP 6: SHARE YOUR EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Create a timeline for necessary arrangements and deadlines to stay on track.</td>
<td>• Determine your target audience for the event to effectively spread the word about your fundraiser.</td>
</tr>
<tr>
<td>• Enlist the help of friends and family to help with the planning process-make it a team effort!</td>
<td>• Begin sharing marketing materials well in advance</td>
</tr>
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<tr>
<th>STEP 3: CONTACT THE GATHERING PLACE</th>
<th>STEP 7: MAIL DONATIONS</th>
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<tbody>
<tr>
<td>• Contact Beth Darmstadter at <a href="mailto:darmstadter@touchedbycancer.org">darmstadter@touchedbycancer.org</a> or at 216-455-1505 to share the specific event details.</td>
<td>• Contact Beth Darmstadter at 216-455-1505 or at <a href="mailto:darmstadter@touchedbycancer.org">darmstadter@touchedbycancer.org</a> to arrange a check presentation.</td>
</tr>
<tr>
<td>• Receive The Gathering Place logo to include on promotional materials in addition to information about our programs and services to share at the event.</td>
<td>• All checks made payable to The Gathering Place.</td>
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<th>STEP 4: CREATE A BUDGET</th>
<th>STEP 8: SHARE YOUR SUCCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Create a detailed budget to keep expenses low and maximize support for The Gathering Place.</td>
<td>• Share event details and pictures with our staff. We want to hear about your experience!</td>
</tr>
<tr>
<td>• If applicable, set up an online fundraising page through The Gathering Place to help with donations.</td>
<td>• Schedule the date for next year’s event!</td>
</tr>
</tbody>
</table>

When you support The Gathering Place, you are supporting...

- *A visit to the wig salon: $100*
- *A cooking class: $200*
- *An outing for young adults living with cancer: $1,000*
- *A nutrition consultation: $120*
- *An evening of KidShop/TeenShop: $300*
- *One quarter of movement classes: $1,040*
- *Art therapy session: $200*
- *A retreat: $3,500*
- *A speaking event: $5,000*
Ways to Support

The Gathering Place Can Help By:

- Sharing the event information on our website, in scheduled email blasts, and our social media at our discretion
- Answering questions and sharing fundraising tips and ideas
- Helping you set up a personal fundraising page to share with your supporters
- Providing event representation if applicable
- Providing our materials such as our brochures, newsletter, video, and logo

Fundraisers Are Responsible For:

- Initiating, planning, and executing the fundraiser
- Advertising and marketing the event
  - All event materials must be reviewed by the Chief Marketing Officer prior to release to the public
  - Please obtain The Gathering Place logo in advance to use on all marketing materials
- Sharing the names of businesses and individuals who will be solicited as sponsors of the event to prevent over-solicitation
- Sharing The Gathering Place materials at the event
- Sharing pictures from the event with the Chief Marketing Officer for use on our website and social media

Note: The organizers shall indemnify, defend, and hold The Gathering Place and its officers, directors, employees, agents, and/or volunteers against any and all claims, fines, damages, losses, expenses and liabilities, including without limitation reasonable attorney’s fees and costs arising from, or as a result of, the event. It is the organizer’s responsibility to ensure the event complies with all applicable federal, state, and local laws, including, but not limited to, complying with IRS regulations and obtaining any insurance, authorization and/or licensing necessary for the event.

OVER
## Tips for Posting on Social Media

### TELL YOUR STORY
- Explain why you are fundraising for The Gathering Place.
- Make it personal: share your story to demonstrate the significance of The Gathering Place to you.

### INCLUDE THE DETAILS
- Share the details of the fundraiser such as the fundraising page, the event page, the invitation, etc.
- Be sure the who, what, when, where is clearly visible for anyone reviewing the social media post or email.
- Provide specifics about the time frame of the fundraiser, the fundraising goal, and how the money will help support The Gathering Place.

### UTILIZE YOUR NETWORK
- After posting the event to Facebook, Twitter, Instagram, or other platforms, ask your network to share your post to generate awareness about your fundraiser.

### GIVE FUNDRAISING UPDATES
- Keep track of milestones and notify your followers when you have reached another check point. If you begin to fall behind, ask your peers for help.
- Posting pictures and videos with your updates generates interest and excitement around your fundraiser.

### RECOGNIZE AND THANK YOUR SUPPORTERS
- Be sure to recognize and thank donors for their support of your fundraiser. A simple post acknowledging their contribution and tagging them by name is a great way to highlight the support from your peers.

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Questions about organizing a fundraiser in support of The Gathering Place? Contact Simone Swanson at 216-455-1522 or by email at swanson@touchedbycancer.org.

On behalf of all of those touched by cancer, thank you for choosing The Gathering Place as the beneficiary of your fundraiser.
Saturday, April 23rd
8:00a-11:00a
Community 5k and Mile Walk

About the Event
Join us for a community fundraising event at Wilson Park to support The Gathering Place. Walkers and runners will enjoy a family-friendly course for all ages with refreshments served after the race. All proceeds from the race will support the free programs and services offered at The Gathering Place.