



FUNDRAISING GUIDE

Start a fundraiser to kids with cancer and their families so they can focus on what matters most - their child.





WHY FUNDRAISE?

15,000 kids are diagnosed with cancer each year.

In general, 1/5 families struggle with food, transportation, housing, or utility insecurity. After a childhood cancer diagnosis and six months of chemo, 1/3 families struggle with one of those items. *Source

The families you can help support:

<\$45,000

annual income

Over half the families we serve are living on less than \$45,000 a year.

75%

on leave from work

75% of families report that one parent is on leave from work as a result of the child's cancer diagnosis.

34%

travel long distances

34% of families travel two or more hours to their hospital/clinic for treatment.

You will provide housing, food, and transportation support to families facing childhood cancer.



HOW IT WORKS:

1. Decide how you will raise money for kids with cancer and their families.

Check out the fundraising ideas below and decide which activity best fits for you (or brainstorm your own!)

- **Bake sale:** enlist some expert bakers and sell baked goods in your local community.
- **Block party:** an old-fashioned block party on your street or in a parking lot can draw a huge turnout. Ask a local DJ to donate a few hours, recruit neighbors to BBQ, offer face painting, games, and more.
- **Bowling night:** team up and register for a bowling tournament. Donate entry fees to PSF.
- **Brown bag lunch day:** have everyone bring their lunch to work/school and donate the money they would have spent to eat out to PSF.
- **Bingo night (virtual or in-person):** get unique prizes donated, charge a per-board fee, and begin!
- **Car wash:** for this classic fundraiser, ask for suggested donations instead of charging a price.
- **Craft fair (virtual or in-person):** solicit makers to create crafts and sell them to benefit PSF.
- **Coin drive:** set up coin jars in your office or business and set a goal. Make it a competition amongst departments/locations! Winning team gets a prize.
- **Challenges:** challenge another school, business, or team to raise more money. Ask a local radio station to promote your challenge for free on the air. This fundraiser is perfect for clubs that are active across different schools.
- **Concession stands:** ask a local sports team concession stand to give a percentage or dollar amount to PSF from the season's sales.
- **Fitness Night (virtual or in-person):** Ask a fitness instructor to host a class where all fees to enter go to your fundraiser.
- **Game night:** host a game night at your home or community center with an entry fee.
- **Golf tournament:** play a round of golf for kids with cancer. Ask groups to purchase a foursome and proceeds benefit PSF. Solicit sponsorships of holes from local businesses.
- **Happy hour:** ask your favorite local bar or restaurant to host a happy hour benefiting PSF.



2. Register your fundraiser!

There are multiple ways to raise funds and get it to Pinky Swear Foundation. Below, you'll find the steps for each.

- Start a fundraiser online. By starting a fundraiser through our platform, the money you raise goes directly into our system!
- Start a Facebook fundraiser. If you decide to fundraise via Facebook, the funds will be deposited from Facebook into Pinky Swear's account.
- Collect cash, checks, or Venmo and deliver it to Pinky Swear Foundation. You can deliver your funds by donating online, donating via Venmo, mailing it in, or by dropping it off at the office. We do not recommend sending cash through the mail.

Donate Online



Pinky Swear Venmo



Pinky Swear Office

Pinky Swear Foundation
5555 W. 78th St. Suite E
Edina, Minnesota 55439

3. Celebrate! You made a difference for kids with cancer and their families.

Fundraising is hard work, but it is so rewarding. You helped kids with cancer and their families with housing, food, and transportation costs so they can focus on what matters most - their child.

Fundraising tips:

- Use social media to share with your family and friends.
- Tell the story. The Pinky Swear website and social media is full of amazingly brave stories from families including the founding story. You are carrying on Mitch's legacy through this fundraiser, so share the story with the world!
- Be the first one to donate! This can show your investment and passion for the mission encouraging others to follow suit.



HOW OTHERS FEEL ABOUT HELPING KIDS WITH CANCER AND THEIR FAMILIES

“Being a part of Pinky Swear has been an amazing experience! I love being able to make a direct impact on children and their families directly impacted by pediatric cancer.”

- Nolan Parks, University of Nebraska

“My senior year of high school I was diagnosed with Ewing’s Sarcoma. I understand firsthand how meaningful Pinky Swear’s mission is for families and children. I’m excited to be able to give back all the kindness we received!”

- Tanner Kelm, Minnesota State University - Mankato



Pinky Swear Foundation is a 501(c)(3) organization and all donations are tax-deductible to the fullest extent allowed by law. Please consult with your financial advisor for any questions.

Thank you for being part of the Pinky Swear Foundation and making a difference in the lives of children with cancer and their families. Together, we can say ‘yes’ to more families so they can focus on what matters - their child.

Follow us on social to learn more and share the mission!

