


# Community Fundraising

## TOOLKIT



Fun and impactful  
ways you can raise  
money to support  
City of Hope

# Life Saving Impact, Made Possible By You

## About City of Hope

City of Hope’s mission is to deliver the cures of tomorrow to the people who need them today. Founded in 1913, City of Hope has grown into one of the largest cancer research and treatment organizations in the U.S. and one of the leading research centers for diabetes and other life-threatening illnesses.

City of Hope research has been the basis for numerous breakthrough cancer medicines, as well as human synthetic insulin and monoclonal antibodies. With an independent, National Cancer Institute-designated comprehensive cancer center at its core, City of Hope brings a uniquely integrated model to patients spanning cancer care, research and development, academics and training, and innovation initiatives.

City of Hope’s growing national system includes its Los Angeles campus, a network of clinical care locations across Southern California, a new cancer center in Orange County, California, and treatment facilities in Atlanta, Chicago and Phoenix. City of Hope’s affiliated organizations include Translational Genomics Research Institute and AccessHope™.

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## FAST FACTS



**Top 10 in the Nation**  
City of Hope is ranked among the nation’s “Best Hospitals” in cancer by U.S. News & World Report.



**Lifesaving Clinical Trials**  
Each year, City of Hope conducts more than 900 clinical trials, giving patients access to the newest treatment options.



**Exceptional Outcomes**  
City of Hope survival rates exceed the national average and are among the best in the country.



**Global Impact**  
More than 100 million people worldwide benefit from City of Hope discoveries every year.

# Turning Hope into Reality, Together



**Thank you for your interest in supporting City of Hope!**

**Community fundraising plays a pivotal role in City of Hope's mission.** It is how we began: In 1913, a group of people saw their friends and coworkers suffering from a lack of quality healthcare, so these philanthropists raised money and built a space to provide dignity and care to people in need.

Every single dollar of your fundraising efforts will accelerate City of Hope's groundbreaking research, empower our world-class physicians with the latest technology and provide holistic, personalized care to our patients. You can give someone another sunrise they didn't think possible.

Starting a fundraiser also elevates awareness about our cause. Every social media post and every conversation about your efforts can inspire others to join our lifesaving mission.

Thank you for your dedication and hard work that brings us one step closer to a world without cancer, diabetes and other life-threatening diseases.

*Together,* we all build the City of Hope.

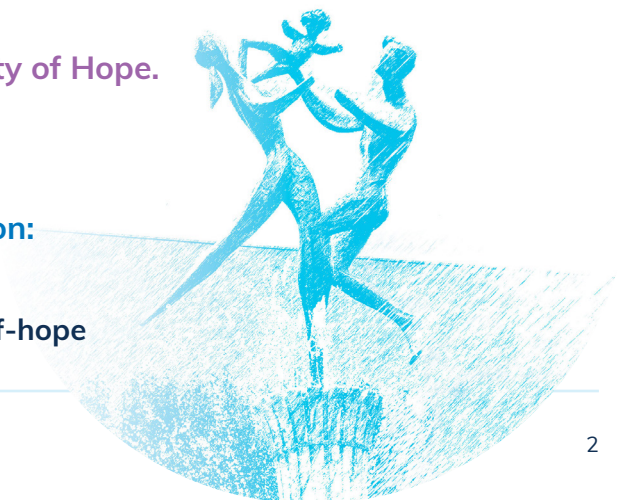
**For more information about #CityofHope, follow us on:**

 [fb.com/cityofhope](https://fb.com/cityofhope)

 [@cityofhope](https://@cityofhope)

 [@cityofhope](https://@cityofhope)

 [linkedin.com/company/city-of-hope](https://linkedin.com/company/city-of-hope)



# Your Role

**As a volunteer fundraiser, your general responsibilities will include:**

- **Assuming financial responsibilities related to the event**, including tracking and managing any necessary expenses and contracts.
- **Designing and producing communication materials**, such as posters and banners, in accordance with City of Hope guidelines.
- **Advertising and marketing** the event.
- **Creating mailing lists**. Due to patient and donor privacy policies, City of Hope cannot provide mailing lists for donors, patients or its employees for fundraising purposes and is unable to mail information on behalf of the event.
- **Soliciting sponsorships**, with prior approval from City of Hope.
- **Recruiting and managing volunteers**.
- **Obtaining all necessary permits**, licenses and/or insurance for the event.
- **Producing products or promotions** for the event (e.g., t-shirts).
- **Recording and submitting final proceeds** to City of Hope.

## How We Can Help

Due to the number and frequency of Community Fundraising activities, City of Hope is not able to provide in-depth support. However, the Community Fundraising team at City of Hope is available to provide guidance and answer any questions you may have. They can:

- Share fundraising best practices.
- Offer advice on event planning, budgeting, marketing, and timelines.
- Help you to set up your own personal fundraising page.
- Provide our logo for your marketing materials.
- Provide City of Hope collateral and select branded items for distribution at your event or activity.
- Answer any questions you may have about this toolkit by emailing [fundraise@coh.org](mailto:fundraise@coh.org).

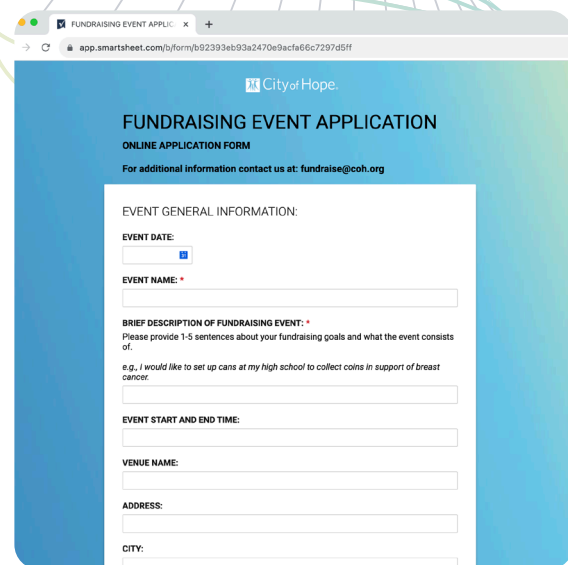
# Let's Get Started!

## Submit Your Application

City of Hope must approve all community-led third-party events and fundraising activities in advance.

Here's how to start:

- Complete [City of Hope's Community Fundraising Application form](#) and submit it to City of Hope for review at least 60 days prior to your proposed start date.
- City of Hope will review your application and provide a decision within 10 business days of receipt.
  - » We will send you a letter of agreement for signature.
  - » All the parties responsible for the event and City of Hope must sign the agreement before fundraising or promotion begins.
- Celebrate your approval and continue planning!



The screenshot shows a web browser displaying the 'FUNDRAISING EVENT APPLICATION' form. The form is titled 'ONLINE APPLICATION FORM' and includes a contact email 'fundraise@coh.org'. The form sections include: 'EVENT GENERAL INFORMATION' with fields for 'EVENT DATE' and 'EVENT NAME'; 'BRIEF DESCRIPTION OF FUNDRAISING EVENT' with a prompt to provide 1-5 sentences and an example; 'EVENT START AND END TIME'; 'VENUE NAME'; 'ADDRESS'; and 'CITY'. The form is set against a blue and green gradient background.

**Fundraising events and activities must align with City of Hope's mission and values.** Applications are approved on a case-by-case basis. And while we are appreciative of all efforts to support our mission, City of Hope is not able to accept applications for events or activities that, in any way, promote:

- ☒ Tobacco usage or sponsorship by tobacco or tobacco-related businesses
- ☒ Pharmaceutical companies
- ☒ Excessive alcohol consumption
- ☒ Activities of an extreme or dangerous nature
- ☒ Religious institutions/organizations
- ☒ Political parties or individual political candidates

KEEP  
IN MIND

# Put Your Plan into Action



Whether you hope to raise \$500 or \$50,000, here are a few tips to maximize your efforts.

## 1 FORM A PLANNING COMMITTEE

You can expand your reach – and lighten your workload – by establishing a planning committee. Bring together people who are enthusiastic about our cause and who have time to make the event a success. Host regular meetings to stay on track.

## 2 DO SOME HOMEWORK

Think about the audience you want to engage. Select an activity type and location that is convenient and safe. Check to see if other community activities are happening on your event date that might compete with yours. Avoid dates, like holidays, when your audience might be traveling or busy.

## 3 SUBMIT THE APPLICATION

## 4 IGNITE YOUR COMMUNITY

People give because they are asked! So don't be shy about tapping your networks – family, friends, colleagues, classmates or college alumni, business associates, and your connections on social media. The more personal your ask, the more successful you will be. You may want to share through word of mouth, or a personal note. Or, amplify your message through social media.

## 5 SET YOUR BUDGET

## 6 CREATE AN ONLINE FUNDRAISING PAGE

Create an [online fundraising page](#) so that you can accept online donations. The link will make it easy to share with your contacts. Plus, you will offer a way for people to support you even if they can't attend a live activity or event.

## 7 ACTIVATE AND HOST

Depending on the type of activity or event you're hosting, there's different ways to raise money in support of City of Hope. You might sell goods or services or collect pledges. Remember to have fun!

## 8 SAY THANK YOU

Don't forget to thank everyone who contributed to your event, including people who donated or helped you pull it off. By showing appreciation, you will help people feel confident that they made the right choice to support City of Hope – and they may be inspired to do it again!

## 9 MAIL DONATIONS

All check contributions from activity and event participants should be made payable to City of Hope. Contributions to City of Hope are tax-deductible, including those submitted online.

## 10 SHARE YOUR EXPERIENCE

Don't forget to share your success stories with us. Our Community Fundraising team would love to keep you updated on how the funds you raised are making a difference.

# Some Fun Ideas



There are so many ways to make an impact. Let your creativity guide you! [Pick the perfect fundraiser that aligns with your passion and purpose.](#) Here are a few examples of popular activity types.



## Host an Event

- Themed party
- Dance marathon
- Talent show
- Bowling tournament

## Get Active

- Softball Game
- Golf Outing
- Fitness Challenge
- Yoga Event
- Bike-a-thon
- Marathon
- Walk-a-thon

## Community Initiatives

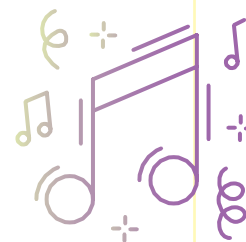
- Car Wash
- School Spirit Fundraiser
- Local Art Auction

## Special Occasions

- Birthday Wishes (instead of gifts, ask for donations)
- Wedding Charity Registry
- Holiday Party

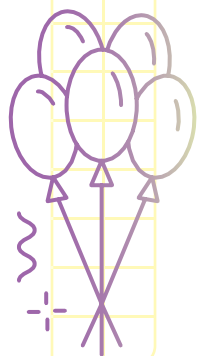
## Enjoy & Share

- BBQ / Potluck
- Bake Sale
- Lemonade Stand
- Coffee Pop-up
- Recipe Book
- Wine & Cheese Party
- Ice Cream Social



## Go Digital

- Facebook Fundraising
- Livestream (e.g., cooking, music)
- Gaming Marathon



Every effort brings us  
closer to a *brighter future*  
at City of Hope!





# Creating an Online Fundraising Page

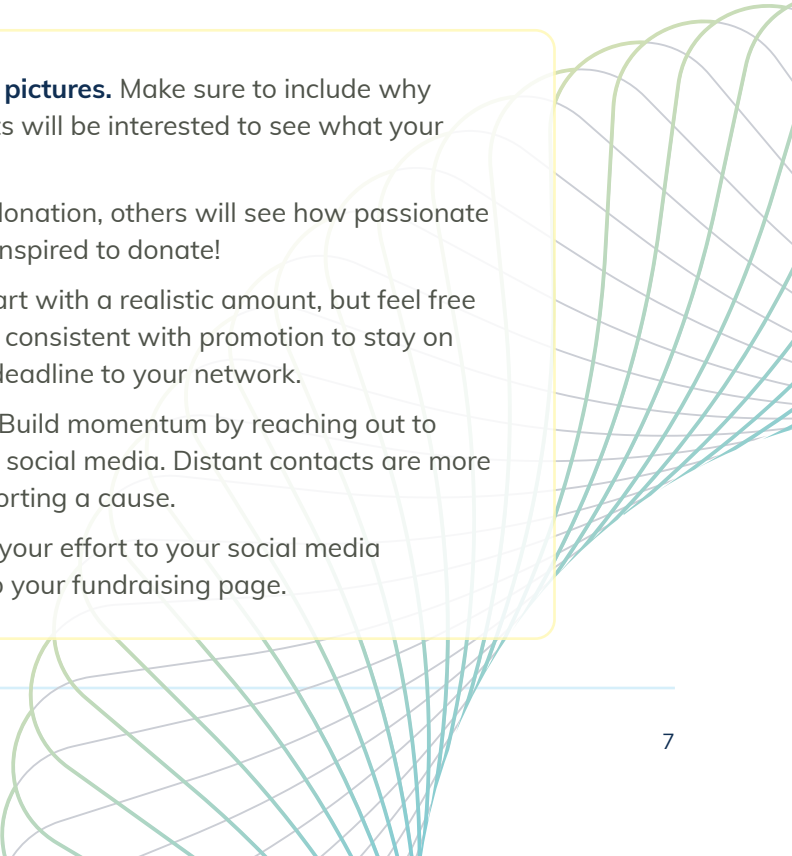
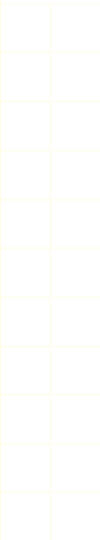
## Online fundraising pages complement any fundraising event or activity.

Setting up your personalized online fundraising page is easy. We give you the tools to create your page which you can share with your network. And, 100% of the money collected goes directly to City of Hope!

Our online fundraising community allows you to:

- Create a personal page about your fundraising activity with your own personal URL
- Set a fundraising goal
- Customize e-mail communications to make it easy to recruit participants, ask for donations and send thank you notes
- Accept credit card donations
- Track donations in real-time and monitor your fundraiser's success
- Link your fundraising page to social networking sites, like Facebook
- Thank and comment back to donors as soon as donations are made

## Quick Tips for Online Fundraising

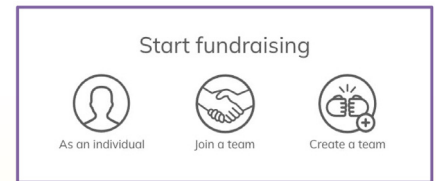
- 
- 
- **Personalize your page with your story and pictures.** Make sure to include why you're supporting City of Hope. Your contacts will be interested to see what your connection is to the cause.
  - **Make a donation to yourself.** By making a donation, others will see how passionate you are about our cause, and may be more inspired to donate!
  - **Set your fundraising goal and deadline.** Start with a realistic amount, but feel free to change it as you go. It's important to stay consistent with promotion to stay on track, and don't forget to communicate the deadline to your network.
  - **Get quick wins with your closest contacts.** Build momentum by reaching out to close friends and family first. Then, share on social media. Distant contacts are more likely to give when they see others are supporting a cause.
  - **Share with your broader network.** Amplify your effort to your social media communities. Don't forget to include a link to your fundraising page.



# 7 Steps to Create Your Page

## 1 Click on Become a Fundraiser and choose your fundraising style from the available choices:

- **As an Individual** - Sign up to get started right away and fundraise for City of Hope!
- **Join a Team** - If your school, business, or other group has already created a team, join them to make an even greater impact
- **Create a Team** - If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together



## 2 Set your fundraising goal

There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time.

A screenshot of the 'Create your page' section. It shows a form titled 'Set your fundraising goal \*'. Below the title is a dropdown menu set to 'USD' and a text input field containing '\$ 500.00' with a red checkmark icon to its right.

## 3 Choose a fundraising end date

A screenshot of the 'Fundraising end date \*' field. It features a calendar icon on the left and a text input field for selecting a date.

## 4 Add your headline

Share a short blurb about why you are fundraising City of Hope.

A screenshot of the 'Your Page's Headline \*' field. It shows a large text input area for writing the headline, with a character count '0/255' in the bottom right corner.

## 5 Choose what you're fundraising for

This ensures that the funds you raise will go toward the specific area of research or care you might be raising funds for

## 6 Set a short URL

This allows you to easily share your page with your friends and family

- **Example: [ourhope.cityofhope.org/yourname](https://ourhope.cityofhope.org/yourname) or eventname**

## 7 Upload a photo

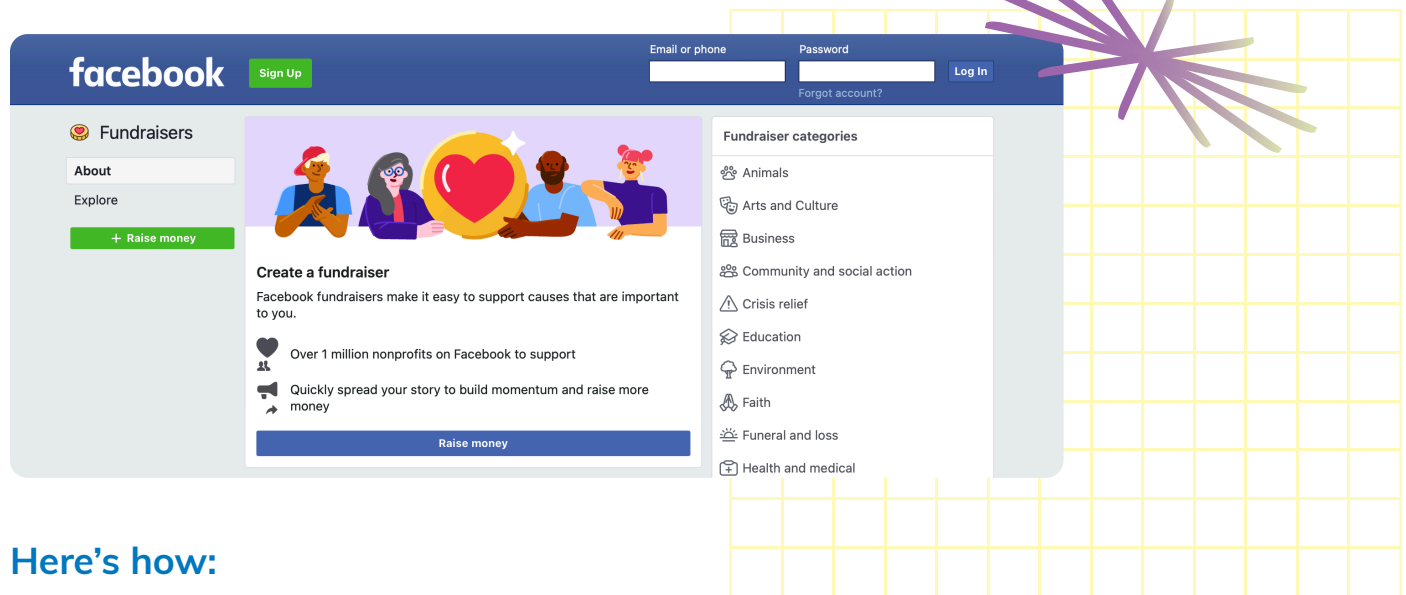
Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time!

A screenshot of the 'Set your Fundraising Page's Short URL (optional)' field. It shows a text input area with a red checkmark icon to its right. Below the input area is a placeholder text 'Start typing'.

*To learn more* about editing and personalizing your page, explore our [support article](#).

# How to Launch a Facebook Fundraiser

Create a fundraiser on Facebook to make an impact on the lives of City of Hope patients.



## Here's how:

- 1 **Login to Facebook.**
  - » If you're already logged in, **locate Fundraisers** through the Menu on the lefthand side. You may have to click "See More" to find it.
- 2 **Select "nonprofit".**
- 3 **Search for a nonprofit.** Click 'select nonprofit' and search for City of Hope. Make sure you look for our logo!
- 4 **Add the details.** Include a title, fundraising goal and deadline.
- 5 **Tell your story.** Let your community know why you're raising money for City of Hope.
- 6 **Add a photo.** Add a cover photo for your fundraiser.
- 7 **Share your fundraiser.** Invite your friends to donate and share.

# Frequently Asked Questions

## ? How do I know if my application has been approved?

- » The Community Fundraising team will respond to your submission within 10 business days to either approve your application or request additional information.

## ? Can someone from City of Hope help me plan an event?

- » Due to the number and frequency of community fundraising activities, City of Hope is not able to provide in-depth support. However, the Community Fundraising team is happy to provide guidance and best practices to help get you started, and answer any questions you have along the way.

## ? Are raffles permitted? How about auctions?

- » Raffles for charitable organizations are governed by strict state, federal and Internal Revenue Service (IRS) guidelines related to solicitations, disclosures and taxable winnings. Therefore, City of Hope does not allow raffles in conjunction with approved independent and third-party events.
- » If you elect to conduct a live or silent auction, the fair market value of all items must be disclosed on all bid sheets and/or event programs. In addition, to ensure financial transparency donors, City of Hope does not allow volunteers to retain professional auction companies to provide items for, manage or handle payments for silent auctions in conjunction with approved independent and third-party activities. As with financial donations, any donations of in-kind items for auctions are made to the volunteer, not to City of Hope. Therefore, donors will not receive a tax-receipt for their donation of in-kind items used in auctions.

## ? Can I create promotional materials or use City of Hope's logo to promote my fundraiser?

- » **Publicity materials must clearly state the fundraising effort is benefiting City of Hope.** Materials may not suggest that the fundraising effort is sponsored, co-sponsored, or produced by City of Hope.
- » The fundraiser is responsible for the marketing and promotion of the fundraising effort. This would include media, social media, press releases, posters, flyers, and advertising. We reserve the right to review and approve all marketing materials before publicizing your fundraising effort.
- » The fundraiser may not use City of Hope letterhead, nor will City of Hope letterhead be provided. Upon approval of the event, we will provide a letter of endorsement to validate and help with the success of your fundraising effort.
- » Any use of our logo requires written approval from City of Hope, including downloading our logos from the internet.
- » All photos on City of Hope websites are our property and must not be reproduced without our approval.
- » If given permission to use our logo or photos, all materials featuring them must be submitted to the Community Fundraising team thirty (30) days before the print deadline or distribution of materials. Ensure the submission is of good quality to accurately portray the end product.
- » While logos for your fundraising effort can be developed, they must remain separate and distinct from the City of Hope logo – you may not combine the City of Hope logo with any other graphics. We reserve the right to approve your fundraiser effort logos before they are used in print or other media.

# Frequently Asked Questions

## ? Can I use City of Hope's tax exemption number?

- » City of Hope is not hosting your fundraiser, so it's considered a third-party activity. If a business makes a donation to the event and would like the tax-exempt number for tax purposes or to verify the tax status of City of Hope, we'll provide the information to the business upon request. City of Hope's tax-exempt number can be found in the approval letter you will receive from the Community Fundraising team.

## ? Can I request the attendance of a physician or speaker for my activity?

- » Due to the large number of requests, we cannot guarantee that a City of Hope staff person (including medical staff) will be able to attend/ participate.

## ? Who can I contact if I have questions?

- » Contact the Community Fundraising team at [CityofHope.org/fundraise](https://CityofHope.org/fundraise) or at [fundraise@coh.org](mailto:fundraise@coh.org).

## ? For tax purposes, what can I give people who made donations?

- » All check contributions from activity and event participants should be made payable to City of Hope. Contributions to City of Hope are tax-deductible, including those submitted online.
- » Submit via mail to: City of Hope  
Attn: Philanthropy – Community Fundraising  
1500 E. Duarte Road Duarte, CA 91010

For more information about #CityofHope, follow us on:

 [fb.com/cityofhope](https://fb.com/cityofhope)

 [@cityofhope](https://@cityofhope)

 [@cityofhope](https://@cityofhope)

 [linkedin.com/company/city-of-hope](https://linkedin.com/company/city-of-hope)

# Forms & Templates

Visit [CityofHope.org/Fundraise](https://CityofHope.org/Fundraise) to download City of Hope online templates, including application forms, thank you letters and more.

The screenshot shows the 'Fundraising Activity Application' form. It includes fields for 'Today's date', 'Event name', 'Brief description of fundraising event', 'Event date', 'Event time', 'Venue name', 'Address', 'City', and 'State'. There are also checkboxes for 'Is this an actual event?' and 'Is this an actual event?'. A 'PLEASE NOTE' section at the bottom provides important information about the application process and the City of Hope's commitment to fundraising.



Download the Application Form

The screenshot shows the 'Invitation Template' letter. It is addressed to 'Dear [Name]' and expresses gratitude for the recipient's support and participation in the event. The letter mentions the 'City of Hope's 100th Anniversary' and the 'City of Hope's commitment to fundraising'. It also includes a 'PLEASE NOTE' section at the bottom.



Download the Invitation Template

The screenshot shows the 'Thank You Letter Template' letter. It is addressed to 'Dear [Name]' and expresses gratitude for the recipient's support and participation in the event. The letter mentions the 'City of Hope's 100th Anniversary' and the 'City of Hope's commitment to fundraising'. It also includes a 'PLEASE NOTE' section at the bottom.



Download the Thank You Letter Template

# Support Tiers

Community Fundraising Support Available	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
	\$1-\$9,999	\$10,000 – \$24,999	\$25,000 – \$49,999	\$50,000 – \$99,999	\$100,000+
Access to City of Hope Name and Logo	✓	✓	✓	✓	✓
Access to City of Hope Fundraising Support Team	✓	✓	✓	✓	✓
Access to OurHope Personal Fundraising Page	✓	✓	✓	✓	✓
Access to City of Hope Digital Collateral	✓	✓	✓	✓	✓
Access to City of Hope Video for Activity/Event Use	✓	✓	✓	✓	✓
Invitation to City of Hope Bi-Annual Group Tour	✓	✓	✓	✓	✓
Invitation to Zoom Activity Support Calls	✓	✓	✓	✓	✓
Access to City of Hope Branded Collateral	✓	✓	✓	✓	✓
Attendance of City of Hope Spokesperson at Activity/Event				✓	✓
Invitation to Personalized City of Hope Campus Tour				✓	✓
Access to Event Management Online Tools				✓	✓

*Thank you* for joining our fundraising community!