

Total proceeds will benefit
Children's Hospital Foundation
of Richmond, VA.



2009 Icon Campaign Fundraising Guide



Children's Hospital Foundation's Icon Campaign fundraiser is a community service project for any business, group or organization that is interested in supporting the children at Children's Hospital.

Participating is easy! We will send you printed icons that can be sold during a 3-4 week campaign for \$1 to customers. Be creative and have fun with your campaign. Display icons around your store, set a fundraising goal, or have a contest to see who can raise the most money!

Have Questions or Want More Information?

Contact Stephanie Allan
Children's Hospital Special Events Coordinator
at (804) 228-5827
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Raise Funds for Kids

What is Children's Hospital of Richmond?

As a distinct provider of specialized pediatric medical and therapeutic services, Children's Hospital of Richmond centers on the treatment of various medical conditions including recent injuries, chronic conditions and developmental delays. With the goal of not only improving the health of children, but also enhancing the quality of their lives, care is provided on inpatient, outpatient and day patient levels.

What is Children's Hospital Foundation?

Children's Hospital Foundation leads the philanthropic programs that are designed to support the on-going needs of Children's Hospital.

Local Impact

The money you raise goes to your local Children's Hospital to help kids in your area. Children's Hospital of Richmond is a nonprofit and privately owned hospital that relies heavily on the support of individuals in the community to continue caring for thousands of children each year.



Patient Story: Shayveona

Sue Canada has a hard time describing the emotion she feels when her 3-year-old daughter Shayveona grasps her finger. "It just makes me want to cry," she says.

Shayveona experienced a severe traumatic brain injury in July 2008 when her head hit a couch during a

pillow fight at her babysitter's house. Sue was initially told her daughter would not likely "wake up, focus or be aware," but Shayveona started to show signs of alertness soon after coming to the Children's Hospital Transitional Care Unit (TCU) the following September.

The TCU provided Shayveona with a stimulating environment and care focused on rehabilitation, including physical, occupational and speech/language therapy. Shayveona also participated in recreation, music and art therapy and an on-site preschool special education program. Over time, her treatment helped improve her movement and attention to tasks, and Shayveona is on the path to regaining the ability to eat by mouth.

One landmark was reached when Shayveona began making weekend visits home, much to the delight of her twin brother, Daveon. Seeing continued improvement and bringing Shayveona home for good top Sue's list of hopes, but for now she's comforted knowing Shayveona is "happy where she is. The TCU is just so wonderful—they're everything. I can't even explain."

Our Children Icons

Icons are a simple way for you and your customers to help kids through Children's Hospital Foundation. These paper icons are a symbol of Children's Hospital of Richmond, and using them to raise funds for kids is as easy as 1-2-3:

1. Place a supply of Icons at every register.
2. Ask every customer to donate \$1 for an Icon. Donations go to your local Children's Hospital.
3. Ask customers to sign the icons, then display them in your location to increase awareness of your campaign. You can include a coupon for each customer that purchases an icon to also promote your business.



Your Store Goal

Determine how many icons you can sell within a 3-4 week period based on the number of people that come through your business on an average week, we can determine the number of icons that could be sold at your location for a 3-4 week period.

- We will provide you with as many icons as you need to implement your project.
- If you ever realize you need more, just let us know.
- We will help you track your progress week by week.

Icon Sales Tips

- Emphasize to customers that their donations stay in your community to help kids at your local Children's Hospital.
- Have fun and help kids at the same time—create excitement among associates by offering incentives to top Icon sellers.
- Encourage competition between locations for creative Icon displays or highest fundraising totals.
- Use location grand openings, location conversions or location anniversaries to create excitement and gain exposure.

Display Tips

Display signed icons on walls, on the ceiling, on the counters, and in other creative ways throughout your location to maximize awareness and increase donations.

Incentives

- Give a special prize for the top Icon seller in the company.
- Give a gift certificate to top icon seller in each location.