

On Our Sleeves

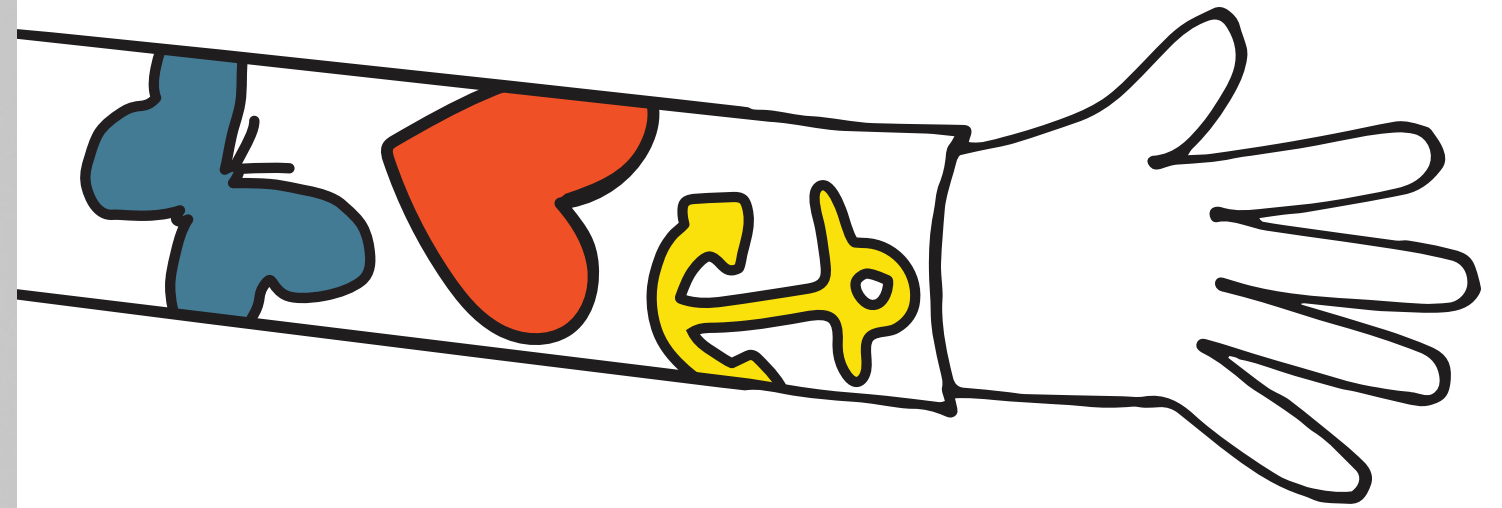
Fundraising Guide



On Our Sleeves: The Movement for Children's Mental Health.

ON OUR SLEEVES[®]

The Movement for Children's Mental Health



About On Our Sleeves

In some way, mental illness touches everyone. You may have a family member, friend or child who is living with a mental illness. For children, especially, the statistics are sobering. One in five children is living with a mental illness, and 50 percent of all lifetime mental illnesses start by age 14. **We are in a national crisis.** Across America, children's mental health is an often overlooked and vastly underfunded component of pediatric health. Further troubling, only one child psychiatrist is available for every 15,000 youths. Lack of healthcare resources and funding only complicate efforts to make significant changes that impact our youth during these critically formative years.

As one of America's leading voices in pediatric mental health, we are determined to offer hope. **It's time to have a conversation about our children, to raise funds for this important cause.** We have developed *On Our Sleeves* to create a network of support around the **millions** of families around the country living with mental illness. *On Our Sleeves* addresses the stigma associated with this diagnosis and provides important information to families and advocates who are seeking support in their journeys to help improve outcomes for kids.

The Mission of *On Our Sleeves* is to provide every community in America with free resources necessary for breaking child mental health stigmas and educating families and advocates. Children don't wear their mental health on their sleeves. There is a shortage in available evidence-informed content and support for children. No child or family should struggle alone.

Join us in this movement to fundraise for children's
mental and behavioral health.

The Need is Great

Suicide is the

second leading cause of death

among persons aged 15 to 24 years, and the third among persons aged 10 to 14 years.**

1 in 5 children

has a significantly impairing mental disorder; less than half get the treatment they need.*

50%

of all lifetime mental illness start by age 14*

15,000:1

One child psychiatrist is available for every 15,000 youths under 18*

“Basically, it’s 9/11 happening every 18 months.”

– John Ackerman, PhD, Center for Suicide Prevention & Research at Nationwide Children’s Hospital

*National Institute of Mental Health
**Centers for Disease Control and Prevention

Support Our Cause

Whether you’re hosting a golf outing, 5K, cookout or silent auction, there are so many different ways you can join the movement to end stigmas and misconceptions about mental and behavioral health. Start fundraising today to support pediatric behavioral health research and care.

Get Started

1. Go to Give.NationwideChildrens.org/OnOurSleevesFundraise, and select your fundraiser type.
2. Click ‘Start Fundraising’ to register, complete the setup, and personalize your fundraising page.
3. Optional — Once your page is complete, you can select ‘Start a Team’ or ‘Join a Team’. Follow the instructions and invite others to join you.
4. Share your fundraising page through email and social media.
5. Fundraise to help transform Children’s Mental and Behavioral health.



Fundraising Tips

Personalize Your Online Fundraising Page

Register to fundraise at [Give.NationwideChildrens.org/OnOurSleevesFundraise](https://www.give.nationwidechildrens.org/OnOurSleevesFundraise).

Join a team or start your own!

- Customize your page with photos and a message that expresses your motivation for joining the *On Our Sleeves* movement.
- Create a friendly URL in your participant center to make it easy to share your fundraising page.
- Consider starting or joining a team. The more, the merrier!

Send Emails to Friends, Family and Co-Workers

People donate because they are asked – don't be afraid to ask for support! Each time someone donates to your online campaign, you will receive an email notification.

- Email everyone you know about your fundraiser and ask them to donate. Always include a link to your personal fundraising page. A sample email available in this guide and in the Participant Center of your fundraising page.
- Put the link to your personal fundraising page in your email signature.

Fundraise Through Social Media

Utilize the Fundraising Toolkit available at [Give.NationwideChildrens.org/OnOurSleevesFundraise](https://www.give.nationwidechildrens.org/OnOurSleevesFundraise).

- Include pictures, stories and updates about your fundraising journey.
- Recognize donors by tagging them in status updates. Send them thank you notes through your fundraising page participant center.
- Always include a link back to your personal fundraising page in posts and in your bio.

Write a Letter

Mailing a personal letter to friends, family and co-workers is another way to ask for fundraising support. Check out the solicitation example in this guide and in your Participant Center. Letterhead is also available in the Fundraising Toolkit and Participant Center.

- Personalize your letter by including your inspiration.
- Include your mailing address and online fundraising page.
- You may want to include a self-addressed envelope to make donating convenient for your supporters.
- Checks should be made payable to Nationwide Children's Hospital Foundation with your (the fundraiser's) name in the memo line.
- If you receive check or cash donations, please see the instructions on the sheet titled "Offline Donations" to submit these gifts.
- Track and manage your progress online. Add offline donations and pledges to your fundraising page by visiting your Participant Center.

Ways to Fundraise

DIY Fundraiser

Would you like to host a virtual fundraiser or want to get creative and hold an event? Start your own DIY fundraiser to end stigmas and misconceptions about mental and behavioral health.

Whether it's an event or virtual fundraiser, you can help raise money by hosting your fundraiser of choice. Some ideas include:

- Bake Sales
- Benefit Concerts
- Block Parties
- Car Washes
- Cookouts
- Craft Items
- Dinner Parties
- Fitness Activities
- Garage Sales
- Raffle Items
- Movie Nights
- Sports Tournaments
- Cocktail Events
- Video Game Tournament
- Restaurant Fundraising Night

Celebrations

In lieu of gifts or flowers, make your life milestone or any special occasion even more meaningful by raising funds to improve behavioral health outcomes. Some ideas include:

- Anniversary
- Birthday
- Bar and Bat Mitzvah
- Retirement
- Wedding

Honor and Memorial

Create your own fundraising page in honor or memory of a loved one and know that you are empowering the movement for children's mental health.

Kids Helping Kids

Instill the spirit of philanthropy by encouraging young leaders to host their own fundraiser. Teach kids the importance of giving back through the *On Our Sleeves* Movement. Some ideas include:

- Art Show
- Sporting Event/ League Challenge
- Bake Sale
- Benefit Concert
- Bingo Night
- Book Sale
- Bike-A-Thon
- Carnivals
- Car Wash
- Coin Wars
- Dance-A-Thon
- Pajama Day
- School Dance
- Spelling Bee
- Talent Show

Planning an in-person fundraising event? Register your event at [NationwideChildrens.org/PlanAnEvent](https://www.give.nationwidechildrens.org/PlanAnEvent).

Helpful Hints

Share Behavioral Health Facts

- In the Fundraising Toolkit, and within this guide, we provide compelling facts about behavioral health and the stigma surrounding it. Share these facts and images with your social media network.
- Be direct when asking for donations but include an emotional appeal.

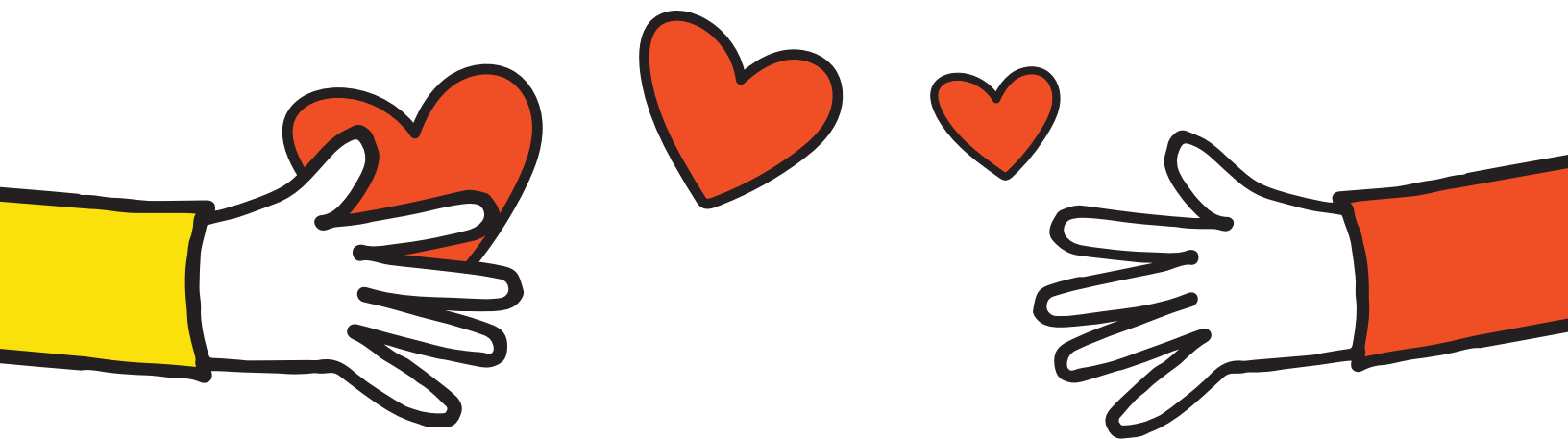
Thank Your Supporters

Throughout your fundraising journey, keep your supporters involved.

- Create engaging fundraising initiatives. Use assets from the Fundraising Toolkit, ask for donation amounts specific to behavioral health facts.
- Send a card or email thank-you to your donors.
- Thank your friends and family for their support through social media.
- After your fundraiser, send an email or letter with pictures to thank your donors for their support. Include the total raised – people love to see how their gift adds up!

Every Gift Matters.

Stay positive. Don't be discouraged if people choose not to donate. Keep trying and remember every dollar is one-step closer to transforming mental health for kids.



Sample Fundraising Letter/Email

Dear Name,

In some way, mental illness touches everyone. You may have a family member, friend or child who is living with a mental illness. For children, especially, the statistics are sobering.

One in five children is living with a mental illness, and 50 percent of all lifetime mental illnesses start by age 14. It's time to have a conversation about our children, to raise our voices for this important cause.

I am fundraising for *On Our Sleeves*, the movement for children's mental health, developed by the experts at Nationwide Children's Hospital. With the goal to provide every community in America with free resources necessary for breaking child mental health stigmas and educating families and advocates.

You can help by donating to my fundraising page at [INSERT YOUR FUNDRAISING PAGE URL](#).

Now, more than ever, the dollars we raise are critical. So many of us are experiencing challenges like we have never faced in our lifetime and, as you can imagine, Nationwide Children's Hospital is no exception.

My personal fundraising goal for this program is [INSERT YOUR PERSONAL GOAL](#). Any contribution you can make is greatly appreciated and will make a difference in the lives of children and families worldwide.

[INSERT A PERSONAL MESSAGE/WHY THIS MATTERS TO YOU](#).

I am proud to be a part of the *On Our Sleeves* Movement. I hope you will join me in my efforts to support life-saving pediatric research and care at Nationwide Children's Hospital.

Thank you for helping me to reach my goal. I truly appreciate your support.

Sincerely,

YOUR NAME

P.S. Your donation is tax deductible! Nationwide Children's Hospital Foundation's Tax ID is 31-3016370.

Offline Donations

Offline Donations

Offline donations are any donations not received online, such as cash or check. Offline donations need to be sent to Nationwide Children's Hospital Foundation to be processed. Please follow the instructions below for submitting donations.

How To Submit Offline Donations

- Log your gift in your fundraising account as an offline donation.
- In your Participant Center, add the offline donation details.
- Complete the Offline Donation Form provided in this guide with the check payable to Nationwide Children's Hospital Foundation.
- Include your name in the memo of the check when left blank.
- You can accept checks from your donors and follow the instructions or you can provide them with this information and they can mail to us directly, fill out the offline donation form on the next page and mail the form with a check payable to Nationwide Children's Hospital Foundation
- Mail donations to:
Nationwide Children's Hospital Foundation
Attn: On Our Sleeves — Morgen Spon
P.O. Box 16810
Columbus, Ohio 43216-6810

We recommend submitting offline donations every two weeks or as frequently as you are able. This will ensure your donors' checks are cashed in a timely manner.

Offline Donation Form

Support me as I participate in the *On Our Sleeves* Movement.

Fundraiser's Name: _____

Fundraiser's Team (if applicable): _____

Yes! I will make a contribution to help the *On Our Sleeves* movement

- \$250+
- \$100+
- \$50+
- \$35+
- \$25+
- Other _____

Please make checks payable to Nationwide Children's Hospital Foundation.

Donor Name: _____

Donor Address: _____

Donor City: _____ Donor State: _____ Donor Zip: _____

Donor Phone: _____

Donor Email: _____

Thank you so much for your contribution!

Please mail this form and your check to:

Nationwide Children's Hospital Foundation
Attn: On Our Sleeves — Morgen Spon
P.O. Box 16810
Columbus, Ohio 43216-6810



Get Social

Social media is one of the best ways to fundraise, and the best way to stay informed with Children's Champions news! Be sure to follow, like and connect with us on these channels for the most up-to-date news, photos, and videos:



Facebook.com/OnOurSleeves/
Facebook.com/NationwideChildrensHospitalFoundation



YouTube.com/OnOurSleeves



@OnOurSleevesOfficial



@OnOurSleeves



Pinterest.com/OnOurSleeves



Get in Contact

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Mail: Nationwide Childrens Hospital Foundation

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