

# THE BUTTERFLY RUN

Changing Behavioral Health Outcomes for Kids...  
One Step at a Time

# Fundraising Guide



*Presented by*  
**BIG LOTS!**  
FOUNDATION

*Benefiting*  
**ON OUR  
SLEEVES®**

  
**NATIONWIDE  
CHILDREN'S®**



## Welcome to The Butterfly Run!

**The statistics are impossible to ignore.** One in five children now live with a significantly impairing mental condition. Half of all lifetime mental health conditions begins by 14 years of age. At Nationwide Children's Hospital, we found that every time we provided new behavioral health services for young people, we were met with more demand. That's why we started the *On Our Sleeves*® movement for children's mental health—with the mission of providing every community in America with free evidence-informed educational resources necessary for breaking child mental health stigmas and educating families and advocates.

The response has been staggering. Over 1 million people from all over the world have interacted with OnOurSleeves.org, whether joining the movement or accessing resources available on our website for families, schools and employers. For example, our *Share Your Feelings* lesson plan, developed with the Harlem Globetrotters, has been downloaded by more than 33,000 teachers and impacted 767,160 students. In May, 2021 we launched the Million Classroom Project, which is committed providing one million classrooms with free mental health resources, developed by our experts. We've developed dozens of free resources for families ranging from racism to gratitude to mental wellness to back-to-school. And we've heard from across the country that people want even more ways to address behavioral health in their homes and their communities.

By signing up for The Butterfly Run presented by Big Lots Foundation, you have joined us in breaking the stigma around mental health for children everywhere. Thank you! Now it's time to keep your Butterfly Run momentum going and begin fundraising for children everywhere.

The Butterfly Run Fundraising Toolkit is designed to make fundraising as easy as possible. We encourage you to get creative when it comes to your fundraising efforts—any type of fundraising can make a difference and will get you closer to exceeding your goal. We hope that you find this guide to be a valuable resource as you kick start your Butterfly Run efforts!

Thank you for helping us break mental health stigmas and give kids a voice.

With gratitude,

Morgen Spon

Director of Development, *On Our Sleeves*

[Morgen.Spon@NationwideChildrens.org](mailto:Morgen.Spon@NationwideChildrens.org) | 614-355-5419

## How does The Butterfly Run presented by Big Lots Foundation support the *On Our Sleeves* movement?

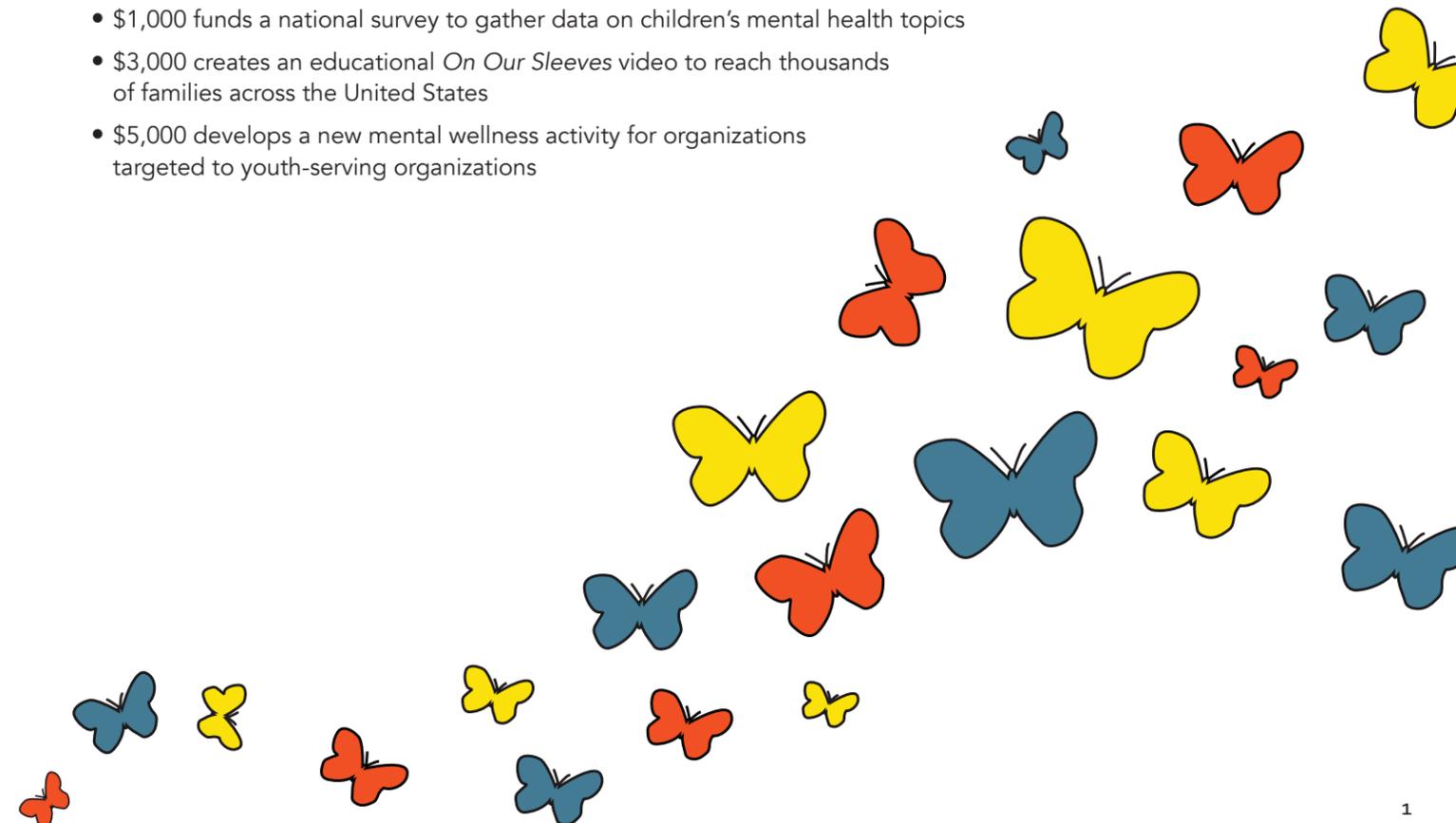
The mission of *On Our Sleeves* is to provide every community in America with free evidence-informed educational resources necessary for breaking child mental health stigmas and educating families and advocates.

All content and resources have been developed with the mental health experts at Nationwide Children's Hospital. Working with one of America's leading voices in pediatric mental health, we are determined to offer hope. *On Our Sleeves* has created a network of support around the millions of families around the country living with mental illness by addressing the stigma associated with this diagnosis and providing the tools necessary to improve behavioral health outcomes.

In addition to advocacy and education, *On Our Sleeves* aims to accelerate Behavioral Health research. This research begins at Nationwide Children's. In March 2020, the hospital opened its doors to the largest freestanding facility in the nation dedicated to child and adolescent behavioral health—the Big Lots Behavioral Health Pavilion. The goal of the Behavioral Health Pavilion is to develop a national model for pediatric mental health care and research. It is home to the Center for Suicide Prevention and Research, where experts are working to better understand the causes and most effective treatment of behavioral health conditions, develop targeted prevention efforts and expand clinical access. Research findings will be freely shared to improve care for children everywhere.

## A small donation can make a big impact!

- \$1 brings *On Our Sleeves* content to a classroom in America
- \$25 brings *On Our Sleeves* content to an entire school
- \$50 funds an *On Our Sleeves* activity kit for a school or community group
- \$100 delivers a hands-on mental wellness activity kit for an entire classroom
- \$500 creates one new piece of educational content about mental health and wellness
- \$1,000 funds a national survey to gather data on children's mental health topics
- \$3,000 creates an educational *On Our Sleeves* video to reach thousands of families across the United States
- \$5,000 develops a new mental wellness activity for organizations targeted to youth-serving organizations

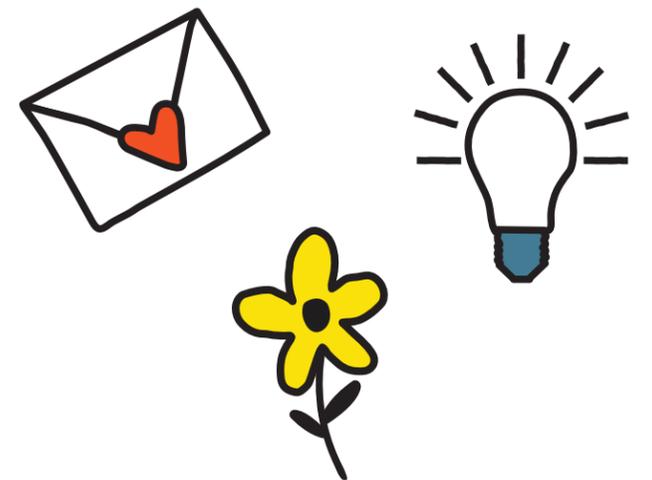




## How do you want to break stigmas and support children's mental health?

Below is a list of activities for inspiration, but we also encourage you to get creative too!

- **Dedicate one of your runs/walks to a special person in your life**—make a video message and share on social.
- **Invite someone to participate or create a team.**
- **Send a card, text or email** to a friend that has encouraged you along the way to reach your goals.
- **Run/walk through an area that brings back a special memory.** Take a photo and share your memory.
- **Share your favorite inspirational quote** and tag [@OnOurSleeves](#). Feel free to use the hashtags [#OnOurSleeves](#) and [#ButterflyRun](#)
- **Share how you and/or your family unplug and create a safe opportunity to share thoughts.**
- **Share what The Butterfly Run means to you** on social media. Utilize our digital tool kit!
- **Fill up your fundraising bingo card** and share on social media.
- **Invite a friend** that is not typically a runner/walker to join in a social distance run/walk.
- **Host an item donation drive** for the Big Lots Behavioral Health Pavilion.
- **Check in on a running/walking buddy.**
- **Take the Mental Health Advocate Pledge.** As a participant in the Butterfly Run, you have taken the first step so join us here: [OnOurSleeves.org/Get-Involved/Advocate/Pledge](#).
- **Tag a family member or friend on social and share what you admire about them.**
- **Drop off a surprise care package** to a running/walking buddy, friend or someone you think needs a special pick-me-up.
- **Share your favorite running/walking tips or snacks.**
- **Post a picture and list 5 reasons you are grateful** for running/walking on social media.
- **Run/walk to a friend's house and plan a get-together.**
- **Run/walk through your favorite mile on the race course** and share a picture on social media.
- **Create a motivational Spotify playlist** and share with others.
- **Dedicate a run/walk to frontline workers** and share a special message of appreciation on social media.
- **Run/walk during race weekend,** utilize the digital downloads and post a picture on social.
- **Call a running/walking buddy, family member or friend** and let them know how much you care about them.
- **Share your favorite inspirational books.**
- **Start a Facebook fundraiser**—dedicate your birthday or other special event to your Butterfly Run fundraising efforts.
- **Post a video** on social media about how you've been impacted by mental health or why you support mental health awareness.
- **Nominate a teacher, classroom or school** to receive free resources through the Million Classroom Project at [OnOurSleeves.org/Million](#).



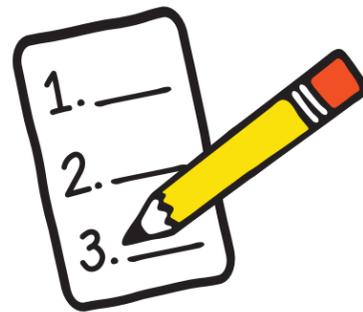
We can't wait to see how you will help change behavioral health outcomes for kids...one step at a time!

# Getting Started

1. Register at [www.ButterflyRun.org](http://www.ButterflyRun.org) and check out the resources available
2. Customize your fundraising page
3. Sync your fundraising page to Facebook through your Participant Center
4. Download the digital tool kit
5. Share your fundraising page with friends, family and co-workers
6. Earn fundraising incentives as you reach new goals
7. Help change mental health outcomes for kids everywhere and make a positive impact in your community

## Personalize Your Fundraising Page

- Check out your fundraising page and Participant Center.
- Customize your page with photos and a message about why you are participating in The Butterfly Run presented by Big Lots Foundation.
- Create a friendly URL in your participant center to make it easy to share your fundraising page.
- Set a fundraising goal. Make your goal challenging, but attainable. You can always go back and increase your goal as you reach new milestones!



## Inspire Donations

- Make a personal donation to your page first to get the ball rolling.
- Utilize the digital tool kit on [www.ButterflyRun.org](http://www.ButterflyRun.org). This tool kit is filled with great resources, images for social media and more.
- Put the link to your personal fundraising page and the Butterfly Run logo in your email signature.
- Track and manage your progress online. Add offline donations and pledges to your fundraising page by visiting your Participant Center.
- Write an email or letter. Utilize the email examples in your Participant Center. Personalize your note by including your inspiration
- Coordinate a fundraising “event”. Think of something you love to do and turn it into a fundraiser.
- Utilize offline techniques as well—make phone calls, send letters and ask in person.
- Try personal and targeted communication. Develop a list of people that you can directly ask and tailor your communication for each of them.
- Tell your friends and followers why you created your fundraiser. Be specific about fundraiser details, your fundraising goal and how the dollars you raise will make a difference for kids.



## Get Social

- Utilize social media for an easy way to notify your friends and family of your fundraiser.
- Ask often! It can take donors 5-7 times to see your message before they act, so share as much as possible!
- Include pictures, stories, videos and updates about your challenge activities and fundraising.
- Recognize donors by tagging them in status updates.
- Always include a link back to your personal fundraising page!
- Remind everyone how impactful their donations can be for our patients and families. Share photos and videos from our pages.
- Create a challenge. Challenges get your audience to take action and spread awareness.
- Always include a call to action. What do you need your supporters to do? (donate, share etc.) Don't be afraid to ask!
- Interact with your audience. Social media is designed for conversations and engaging with others. Reply to people's posts, retweet, like posts and use @ mentions, including @OnOurSleeves.
- Use hashtags. Be sure to see if there is anything trending that may apply and always include: #OnOurSleeves #ButterflyRun
- Utilize the digital toolkit for images, fundraising bingo boards, donation boards and more!



The best times to post on social media are noon, 3pm and 6pm.

## Saying “Thank You” Means A Lot

- Be sure to thank your donors in various channels.
- Send a postcard or handwritten note and share why you appreciate their donation and support.
- Tag your donors on a social media post so they can receive public recognition.
- Create a video or Facebook live to broadcast your appreciation.
- Consider a handmade gift to thank your donors.
- Highlight a donor by including them in one of your activities.
- Be sure to pay it forward when your supporters have a cause they want to support. Even if you can't donate to their cause, you can still offer to volunteer, to help with their campaign, and share their fundraiser with your social network.
- Always say thank you more than once!



## Registration

### What is the registration fee?

It's \$35 to register as a participant for The Butterfly Run. By registering for the Butterfly Run presented by Big Lots, you will receive a t-shirt, medal, and swag bag. You will also be eligible for exclusive incentive gear as you reach fundraising milestones and receive access to our personalized fundraising portal as well as important event updates.

- It is our hope that participants will fundraise for the movement for children's mental health! Your achievements will be recognized with incentives along the way!
- Your \$35 registration fee will go to your fundraising efforts, getting you to your first incentive level! Upon registration you will receive a Butterfly Run Long Sleeve T-Shirt, Medal and Swag Bag.

## Frequently Asked Questions



### Why is fundraising a crucial part of The Butterfly Run?

Now, more than ever, the dollars you raise are critical. Children's mental health is an often overlooked and vastly underfunded component of pediatric health and research. Lack of mental health resources and funding only complicate and hinder efforts to make significant changes that impact our youth during these critically important, formative years. Gifts of any size will help us accelerate pediatric mental health research at Nationwide Children's Hospital, which operates the nation's largest program for child and adolescent behavioral health. In March 2020, Nationwide Children's dedicated the Big Lots Behavioral Health Pavilion with the goal of developing a national model for pediatric mental health care and research. Learnings gained from clinicians and scientists at Nationwide Children's will be freely shared to improve care for children everywhere.

*On Our Sleeves* is committed to ensuring that every community has access to a network of resources to help children's mental health and wellness. All the online tools are available for free. Your donation makes it possible for us to continue providing free, educational resources on a variety of mental health and wellness related topics.

### What is the fundraising minimum?

There is no minimum fundraising requirement, every gift matters. However, there are levels of achievement to receive your fundraising incentives. Upon registering for this event you will receive a Butterfly Run Long Sleeve T-Shirt, Medal and Swag Bag.

**\$100** – *On Our Sleeves* Hat  
**\$250** – Butterfly Run Travel Mug  
and *On Our Sleeves* Zipper bag

**\$500** – Butterfly Run Blanket  
**\$1,000** – *On Our Sleeves* Premium Apparel Item  
and \$50 Big Lots Gift Card

### What online fundraising tools are available to The Butterfly Run participants?

Each participant can create a personal fundraising page on [our event website](#). We have provided free online tools to help you share your personal story to inspire others to give on your behalf.

### How can my supporters make a donation?

- Send them the link to your personal or team fundraising page
- They can search for your name or team name
- If they prefer to write a check, it can be made out to Nationwide Children's Hospital Foundation

A donation form must be included with each check so the donor receives credit for the donation. Donation forms with contribution may be mailed to:

### Nationwide Children's Hospital Foundation

Attn: Butterfly Run  
PO Box 16810  
Columbus, OH 43216-6810

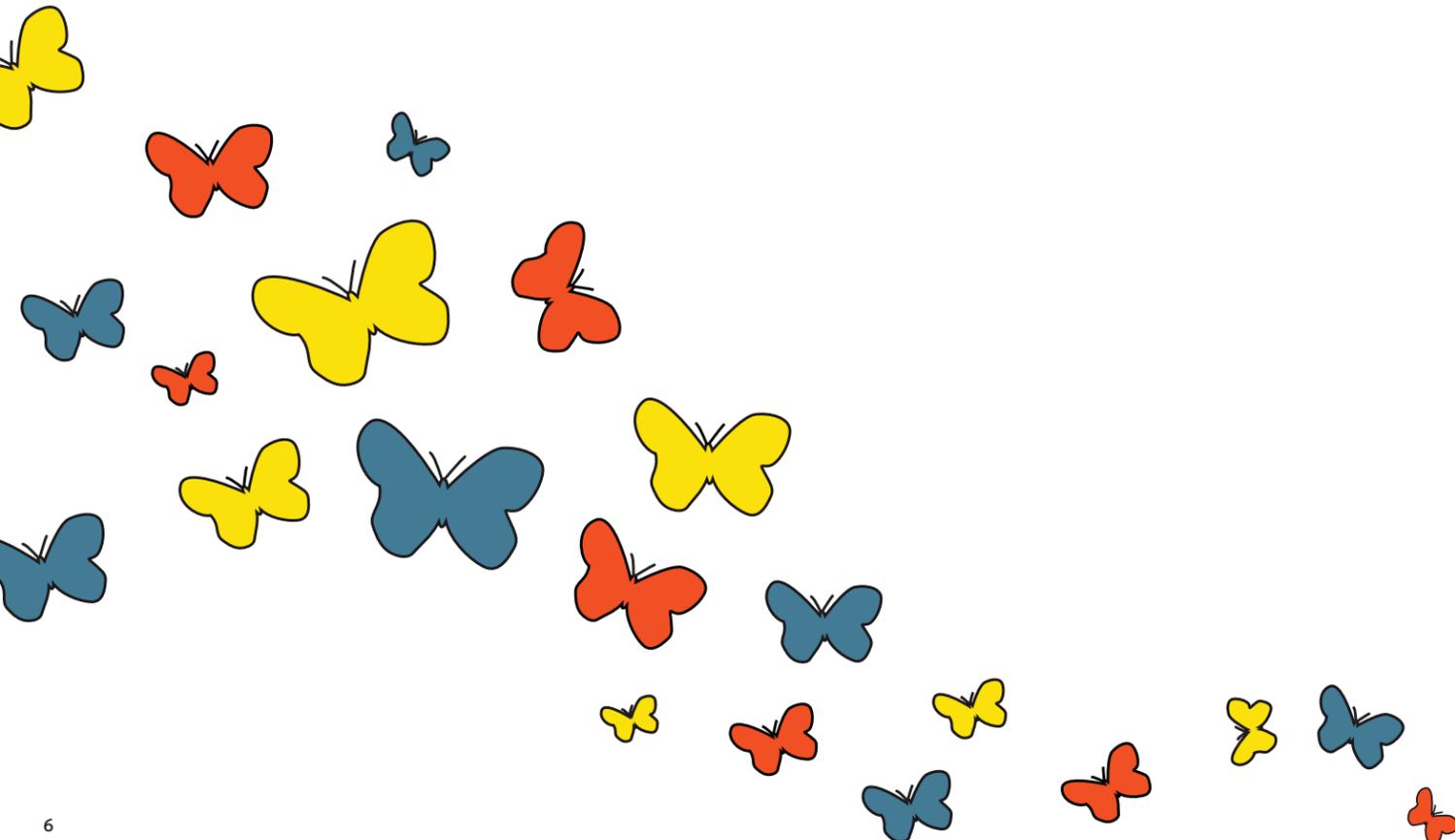
### Are donations made on my behalf tax deductible?

Yes, all donations in which goods or services are not received are 100% tax deductible. Registration fees for the event are not tax deductible.

The Nationwide Children's Hospital Foundation serves to further the mission of Nationwide Children's Hospital while meeting donor philanthropic goals. Nationwide Children's Hospital is a 501(c)(3) non-profit organization (EIN: 31-1036370)

### Will Nationwide Children's Hospital Foundation acknowledge my contributors?

The Foundation will send a gift receipt and acknowledgement letter to anyone who makes a donation on behalf of a Butterfly Run participant.



# Frequently Asked Questions (Continued)



## How can I find out if my company offers a matching gift?

First, check to see if your company has a matching gift program for health organizations. The website, MatchingGifts.com can be helpful in determining which companies match donations. Complete a matching gift form (available from your company's Human Resources department) and send it in with your donation.

## How can I check my personal fundraising totals or that of my team?

You track your fundraising efforts via the participant center. This tool allows you to log on and review your pledges any time of the day. When a donation is made online, it is processed automatically and added toward your fundraising goal. Donations made by check or money order will be processed and counted toward your total within 10 business days after it is received by Nationwide Children's Hospital Foundation.

## What is the deadline to turn in pledges?

We will continue to accept donations for The Butterfly Run through November 10, 2021. Fundraising incentive prizes will be based on totals at that time.

## When will I receive my fundraising incentives?

Fundraising incentives will be assembled and mailed out one month after the event and sent to your registered address.

## What can Nationwide Children's provide to help me with my fundraising and/or event?

- Consultation on fundraisers and events
- Approved use of our hospital name and logo, when appropriate
- Fundraising Toolkit, including: timelines, FAQs, fundraising tips, helpful templates and more
- Your own personalized fundraising page
- Resources for fundraiser organizers to educate their donors on the impact of their gift
- Letter of authorization to validate the authenticity of the fundraiser
- Tax ID or Employee Identification Number (EIN) for donation purposes

## What are items Nationwide Children's cannot provide?

- Our sales tax exemption number
- Raffle license
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- Nationwide Children's stationery
- Funding or reimbursement of your expenses
- Celebrities, professional athletes or team mascots for your fundraiser
- Publicity (newspaper, radio, television, etc.)
- Guaranteed attendance of physicians or hospital staff
- Guaranteed staff participation at your committee or planning meetings
- Guaranteed volunteer support at your fundraiser
- Guaranteed interactions with patients at the hospital or attendance at events
- Solicit businesses or vendors for support

## Who can I contact for more information?

Please contact Morgen Spon, Director of Development, *On Our Sleeves*, via email [Morgen.Spon@NationwideChildrens.org](mailto:Morgen.Spon@NationwideChildrens.org), by phone **614-355-5419**.

# Mental Health Research

A child's health involves much more than the physical. The mind and body are inextricably linked. To achieve the best overall health outcomes for our children, we must address their behavioral health and their physical health.

Sadly, children's mental health is one of the most overlooked and underfunded components of children's wellness.

## This research is critically needed:

- 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.
- The rate of youth suicide has increased by **58 percent** in the past decade.
- Mental health disorders are the **leading cause of disability** in adolescents.

Behavioral health conditions are complex problems. They are often rooted in part by a dysfunction in the brain circuitry—which we don't fully understand. Unlike most physical illnesses, there are no blood tests, imaging scans or other objective measures to detect behavioral health conditions. In children, mental illness is even more challenging to diagnose and treat because certain behaviors often are mistaken for typical developmental changes.

In addition, barriers to care such as funding, access and stigma contribute to the health services gap for children with mental health needs. That gap continues to widen.

Through research, we will better understand and treat children's mental illness, helping kids everywhere. All children deserve a voice and a chance to reach their full potential. It's time to give hope to every family living with mental illness. Together, we can transform children's mental health.



# The Need is Great

**Suicide** is the

## second leading cause of death

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**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\*

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**“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

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