

Ideas on how to run your own fundraiser for Dana-Farber Cancer Institute and the Jimmy Fund

Fun Ways to Fundraise



Dana-Farber
Cancer Institute



The
Jimmy Fund®

Welcome



If you've opened this PDF, chances are you are thinking about hosting a fundraiser to support Dana-Farber and the Jimmy Fund—thank you!

We are so appreciative of your support, and we invite you to read on for a few ideas to get your creative juices flowing. This guide is full of examples of interesting ways that other Jimmy FundRaisers have successfully raised funds to support Dana-Farber's mission to defy cancer. Have a new idea? No problem; we want you to do whatever works best for you!

The Jimmy FundRaiser community is made up of people of all ages, like you, who come together to turn their passion or hobby into a fundraiser to support Dana-Farber and the Jimmy Fund. Each year, hundreds of people host events—large and small—that result in millions of dollars to support the groundbreaking research and quality patient care happening at Dana-Farber each day.

You can host a fundraiser as an individual, with your family and friends, or even create a simple event that can be hosted with your students or children to show them the importance of giving back! On behalf of our patients, their families, and everyone at Dana-Farber Cancer Institute and the Jimmy Fund, please accept our heartfelt thanks for your interest in hosting a fundraiser. You can do it, and we are here to help!

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INTERESTED IN LEARNING MORE?

Visit [JimmyFundraiser.org](https://www.jimmyfundraiser.org) or contact our Jimmy FundRaiser Staff at 617-632-3190 or JimmyFundEvents@dfci.harvard.edu

Overview of the Jimmy Fund



The Jimmy Fund solely supports Boston's Dana-Farber Cancer Institute, raising funds for adult and pediatric cancer to improve the chances of survival for cancer patients around the world.

Since 1948, the generosity of millions of people has helped the Jimmy Fund save countless lives and reduce the burden of cancer worldwide.

HOW YOUR EVENT REVENUE HELPS

When you host a fundraiser to support Dana-Farber and the Jimmy Fund, you supply the funds that fuel the work of both the brightest minds in science and the most talented clinicians caring for patients at Dana-Farber.

DANA-FARBER IS THE #1 CANCER CENTER IN NEW ENGLAND

Thanks to your support, Dana-Farber Cancer Institute continues to make strides toward its mission to prevent, treat, and defy cancer.



Dana-Farber Cancer Institute has been the top-ranked cancer hospital in New England by *U.S. News & World Report* for 23 consecutive years, and is the only cancer center in the country ranked in the top 5 for both adult and pediatric cancer programs.

"THE JIMMY FUND'S LEGACY WILL FOREVER BE OF A COMMUNITY COMING TOGETHER TO ENSURE A BETTER FUTURE FOR CANCER PATIENTS. WHATEVER THAT FUTURE HOLDS, IT WILL BE BUILT BY PHILANTHROPY, JUST AS IT WAS IN 1948 WHEN THE WORLD WAS FIRST INSPIRED BY JIMMY."

*—Melany N. Duval, Senior Vice President and Chief Philanthropy Officer,
Dana-Farber Cancer Institute*

How the Jimmy Fund Can Help



With guidance from the Jimmy Fund, it is now easier than ever to get involved and raise funds for lifesaving patient care and research.

We provide ample resources to ensure you have a positive and fun experience, and a successful fundraiser.

AS AN OFFICIALLY APPROVED DANA-FARBER AND THE JIMMY FUND FUNDRAISER, WE ARE HAPPY TO OFFER THE FOLLOWING:

- » A letter of endorsement to assist with soliciting sponsors, donations, and more
- » Support from a Jimmy Fund liaison
- » Official approval to use Dana-Farber and the Jimmy Fund logos
- » Resources to support your fundraiser and learn about the impact of your support
- » An official fundraising page
- » Branded supplies mailed to your home
- » An invitation to post your story on our community Kudoboard

WE RELY ON YOU TO:

- » Create your own mailing lists of donors, vendors, and sponsors
- » Deduct any anticipated costs from the funds raised prior to sending your final gift to Dana-Farber and the Jimmy Fund
- » Solicit businesses and vendors to support your event

Youth, Family, & Community Fundraisers



Family BBQ

WHAT IT IS:

Host a family BBQ and ask everyone to chip in a small gift to Dana-Farber and the Jimmy Fund. Explain the importance of making a gift, and gather your closest family and friends to support your event.

WHAT YOU'LL NEED:

Food, family, friends, a powerful motivation to give

POSSIBLE DOLLARS RAISED:



EXPENSES:



Friends asking Friends

WHAT IT IS:

An event does not need to be a complicated affair. It can even be as simple as asking your friends and family to make a gift to support the Jimmy Fund. Whether it is through a letter, a webpage you set up through the Jimmy Fund, or word of mouth, let them know the important work that is being done at Dana-Farber and what they can do to get involved. You'll be surprised at how generous people will be when they are asked!

WHAT YOU'LL NEED:

Dana-Farber/Jimmy Fund facts, persuasive talking points (we can help with that!), letters, website, or simple discussion

POSSIBLE DOLLARS RAISED:



EXPENSES:



“NORMANDY FARMS HAS BEEN HOSTING EVENTS TO BENEFIT THE JIMMY FUND FOR OVER 40 YEARS. WE HAVE BEEN INSPIRED BY THE COURAGE OF SO MANY PEOPLE WHOSE LIVES HAVE BEEN AFFECTED BY CANCER AND REMAIN AS ENTHUSIASTIC TODAY ABOUT RAISING MONEY AS WE WERE IN THE BEGINNING.”

—Doris Daniels, Normandy Farms Campground

Youth, Family, & Community Fundraisers



Auction/Opportunity Drawing

WHAT IT IS:

An auction or an opportunity drawing can be a simple and fun way to raise money. Auctions can be held live or silent. Items can be donated by local businesses, or could be a fun talent that one person can offer, such as quilting. Participants can bid on a co-worker who offers a one-hour cooking session, or a neighbor who offers one hour of babysitting. While raffles are not permitted by the Jimmy Fund, we do encourage opportunity drawings.* A drawing, with just a few items, can generate a huge amount of interest and revenue.

WHAT YOU'LL NEED:

Bid sheets (which we can provide a template for!), auction/drawing items, storage, mailing boxes

*What is the difference between an opportunity drawing and a raffle?

The difference between an opportunity drawing and a raffle is that no payment is required to participate in an opportunity drawing.

POSSIBLE DOLLARS RAISED:



EXPENSES:



Canister Collection

WHAT IT IS:

A canister collection effort can be done anywhere, at any time. Simply use the Jimmy Fund canisters that we can provide and ask people to give any size gift they would like. Canisters could be placed at a cashier check out, in a school or business, passed around at a sporting event, or simply left on a kitchen table to collect spare change at the end of the day.

WHAT YOU'LL NEED:

Jimmy Fund canisters, specific location (note: some communities require permits)

POSSIBLE DOLLARS RAISED:



EXPENSES:



Youth, Family, & Community Fundraisers



Scavenger Hunt

WHAT IT IS:

A scavenger hunt is the perfect way to get a large group to participate in an event together. A list is provided to all participants and they travel around a certain area (it could be one park, or a whole city) to collect or photograph items on the list. Ask each team to raise a minimum amount in order to participate in the event.

WHAT YOU'LL NEED:

A location large enough for plenty of people to run around, a list of items needed, items (unless they're available naturally), a willing group of participants

POSSIBLE DOLLARS RAISED:



EXPENSES:



School/Work-Focused Events

WHAT IT IS:

There are a wide array of events that a school or work group can participate in together. These events foster collaboration among students or co-workers, and can be a fun activity any time of year.

Examples of possible events include:

- » Penny drives—have a collection canister at the school or workplace and ask for spare change to be dropped in every day
- » Spirit week—choose a week in the school year and a specific theme for each day of that week. Have participants enter to win a prize for best costume by donating a specific amount to enter
- » Class or inter-department competitions—generating friendly competition between different classes or departments can be a great way to generate revenue. Whether it's athletic events or a cook-off, each team would be able to raise their own funds
- » Jeans Day—having each student or colleague make a certain size donation so that they wear jeans on a prescribed day

POSSIBLE DOLLARS RAISED:



EXPENSES:



Youth, Family, & Community Fundraisers



Bake or Craft Sale

WHAT IT IS:

A bake sale is a fundraising activity where baked goods such as cupcakes and cookies are sold. This can be done practically anywhere: at a sporting event, schools, family gatherings—the list goes on! You can also host a sale with arts and crafts or other handmade items that you've created!

WHAT YOU'LL NEED:

Volunteers to create and sell items, table, signage, cash box

POSSIBLE DOLLARS RAISED:



EXPENSES:



Backyard Carnival

WHAT IT IS:

A backyard carnival features fun games and activities for kids and adults. This could include cotton candy machines, bouncy houses, arts and crafts, and face painting. Use your imagination!

WHAT YOU'LL NEED:

A backyard venue, food, games and activities, music, colorful decorations

POSSIBLE DOLLARS RAISED:



EXPENSES:



Youth, Family, & Community Fundraisers



Car Wash

WHAT IT IS:

A car wash is a fundraising activity where cars are washed in exchange for contributions to the Jimmy Fund. Grab a group of friends and a collection of colorful signs; find an approved location and start washing!

WHAT YOU'LL NEED:

An approved location to hold the car wash, a group of people to wash the cars, cleaning supplies, signs, cash box to collect money and make change

POSSIBLE DOLLARS RAISED:



EXPENSES:



Ice Cream Social

WHAT IT IS:

An ice cream social is a gathering where ice cream is served and guests are encouraged to make gifts to the Jimmy Fund in the form of a collection. This is the perfect excuse to mingle with your friends, family, or co-workers while enjoying ice cream for a good cause!

WHAT YOU'LL NEED:

Venue, ice cream, bowls, spoons, canisters, trash cans, napkins, toppings

POSSIBLE DOLLARS RAISED:



EXPENSES:



Arlington High School
Scoopermania

Youth, Family, & Community Fundraisers



Garage/ Yard Sale

WHAT IT IS:

Dust off your old clothes, sporting equipment, and knick-knacks in the basement, and use them to raise valuable money for the Jimmy Fund! A yard sale is a fun way to involve the whole neighborhood and translate old items into a wonderful gift for Dana-Farber.

Another idea is a fashion resale event. Sell unused articles of clothing online or to family and friends and contribute the proceeds to the Jimmy Fund.

WHAT YOU'LL NEED:

Items for sale, a safe area to sell them, price stickers, signs to advertise the event, a posting on a local website

POSSIBLE DOLLARS RAISED:



EXPENSES:



“CHIP AWAY AT IT. DON'T THINK ANY ACT OR DONATION IS TOO SMALL. YOU NEVER KNOW, YOU CAN START WITH A LITTLE SNOWBALL OF AN IDEA, AND IT CAN BECOME SOMETHING GREATER IN A FEW YEARS. JUST START WITH SOMETHING MANAGEABLE AND SEE WHERE IT GOES.”

—Bill Gurley, *Friends of St. Nick*

Sports Fundraisers



Sports Tournament

WHAT IT IS:

Grab your family and friends to fundraise by putting together a fun sporting event! Organize a tournament based around your favorite sport—whether it’s softball, baseball, soccer, basketball, or lacrosse—and have participants pay a fee to participate in the event. The participants can solicit support from neighbors and co-workers to bring in additional revenue.

WHAT YOU’LL NEED:

A field, court, or other place to host your sporting event, sporting equipment, signage, players and teams

POSSIBLE DOLLARS RAISED:



EXPENSES:



“Thon” Event

WHAT IT IS:

Participants pay a fee to participate in an activity for a predetermined amount of time, and then solicit pledges from family and friends for support. The activity could be bowling, dancing, hula-hooping, or anything else that can be done for a long period of time. For example, host a dance-a-thon where participants form a team and at least one member of the team is dancing at all times for 24 hours straight.

WHAT YOU’LL NEED:

A large area to host the event, a band or other form of entertainment, a way to keep track of time, an audio/visual system to make announcements, pledge sheets (which we can provide a template for!)

POSSIBLE DOLLARS RAISED:



EXPENSES:



Sports Fundraisers



Fitness or Exercise Fundraiser

WHAT IT IS:

Get moving and raise funds by hosting your own fitness event or exercise class. This could include playing basketball, swimming, running, or working with your gym or exercise facility to see if they would allow a portion of proceeds or all proceeds from the exercise class to support your fundraiser. Increase the funds raised by adding elements such as sponsors, an opportunity drawing, or a pledge per lap run or calorie burned.

WHAT YOU'LL NEED:

Venue and participants. Connect with your Jimmy FundRaiser liaison for more details re: collecting donations per basket, lap run, etc.

POSSIBLE DOLLARS RAISED:



EXPENSES:



Walk or Race

WHAT IT IS:

Host a run or walk for the Jimmy Fund in your local community! Select the distance and have participants pay a fee to participate.

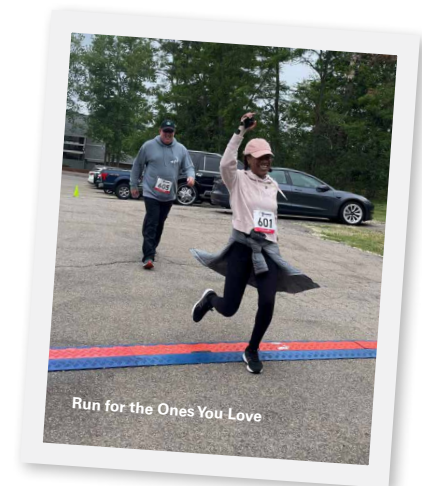
WHAT YOU'LL NEED:

Participants, a safe place to run or walk, signage, and plenty of water

POSSIBLE DOLLARS RAISED:



EXPENSES:



Sports Fundraisers



Boating or Fishing Fundraiser

WHAT IT IS:

Have fun on the water to benefit a great cause; a boating event is the perfect way to bring a group of people together for a day outside!

Boat Options:

- » Kayaks
- » Sail boats
- » Paddleboards
- » Canoes
- » Motor boats
- » Fishing boats

Type of fundraiser/event component:

- » Races
- » Courses
- » Tournaments
- » Pledges

WHAT YOU'LL NEED:

Venue (lake, pond, etc.) plus on-shore location for registration, food, etc., marketing materials (promotional flyers, website, registration forms, team merchandise, pledge forms), participants, sporting equipment, food/beverages, AV/speaker system, banners/signage

POSSIBLE DOLLARS RAISED:



EXPENSES:



"I AM CONFIDENT THAT DONATIONS FROM OUR FISHING DERBY CAN HELP DANA-FARBER AND THE JIMMY FUND FIND BREAKTHROUGHS THAT WILL ULTIMATELY LEAD TO CURES. CANCER HAS AFFECTED SO MANY FAMILIES, LIKE MINE, AND I PLAN TO HOLD THIS EVENT AS LONG AS I CAN TO DO MY PART TO CREATE HOPE FOR THESE PATIENTS AND FAMILIES."

—Steve Bateman, Harry A. Bateman Memorial Jimmy Fund Fishing Derby

Show Fundraisers



Music or Art Fundraiser

WHAT IT IS:

An art show can be a public or private exhibit of artwork or music featuring one or more artists. Tickets can be sold to experience a special event with proceeds benefitting Dana-Farber.

WHAT YOU'LL NEED:

Venue to host the show—such as a VFW hall, library, or school cafeteria—artists to submit their work, musicians, tickets, volunteers

POSSIBLE DOLLARS RAISED:



EXPENSES:



Car Show

WHAT IT IS:

A car show can be a public exhibition (usually outside!) of current automobile models, debuts, concept cars, or out-of-production classics, with ticket sales generating revenue for the Jimmy Fund.

WHAT YOU'LL NEED:

Venue large enough to display cars, volunteers and their cars, a scheduled rain date (just in case!)

POSSIBLE DOLLARS RAISED:



EXPENSES:



“THE MUSIC HEALS THE SOUL COMMITTEE AND OUR GENEROUS DONORS HAVE DEDICATED OURSELVES TO HELPING ZAKIM CENTER FOR INTEGRATIVE THERAPIES AND HEALTHY LIVING PATIENTS AND THEIR FAMILIES. EACH YEAR WE HAVE INCREASED OUR FUNDRAISING TO MAKE INTEGRATIVE THERAPIES AVAILABLE TO ALL PATIENTS AND THEIR FAMILIES AT DANA-FARBER.”

—Joyce Zakim, Music Heals the Soul

Show Fundraisers



Fashion Show

WHAT IT IS:

A fashion show is an exciting event for the public where models debut new (or vintage!) styles of clothing and accessories, with ticket sales benefitting Dana-Farber.

WHAT YOU'LL NEED:

Venue to host the show—such as a country club, department store, or auditorium—models to wear clothes, audio/visual, make-up artist, emcee, clothes contributed by a shop or designer

POSSIBLE DOLLARS RAISED:



EXPENSES:



Food-Related Fundraiser

WHAT IT IS:

A food fundraiser can be whatever your heart (and tummy) desires: a chili cook-off, potluck, spaghetti dinner, etc. Money can be raised through ticket and treat sales.

WHAT YOU'LL NEED:

Venue to host—such as a VFW hall, private home, or school cafeteria—cooks to make food, food products, dishes, silverware, drinks

POSSIBLE DOLLARS RAISED:



EXPENSES:



Big Events

Gala

WHAT IT IS:

A gala is an evening that consists of dinner and entertainment, and can incorporate additional fundraising elements such as auctions and drawings. One of the most important elements is a strong committee with plenty of contacts to sell tickets and tables, as well as to have a fun theme, whether it is a fancy or informal evening.

WHAT YOU'LL NEED:

Venue, food, beverages, volunteers, audio/visual, entertainment, emcee, invitations, decorations, programs, ticket sales, auctions, sponsorship

POSSIBLE DOLLARS RAISED:



EXPENSES:



Theme Party

WHAT IT IS:

A theme party is a fundraiser that brings people together to celebrate a holiday and can include costumes. It could be any type of party including: Christmas Party, Haunted House, Hayrides, New Year's Party, 4th of July Picnic/BBQ, St. Patrick's Potluck, Send-a-Valentine.

WHAT YOU'LL NEED:

Venue, food, beverages, volunteers, games, invitations, decorations, costumes, ticket sales, auctions, sponsorship, drawings

POSSIBLE DOLLARS RAISED:



EXPENSES:



Additional Ways to Support the Jimmy Fund



Participate in a Signature Jimmy Fund Event or Program



JimmyFundWalk.org



JimmyFundLittleLeague.org



ScooperBowl.org



JimmyFundDay.org



PMC.org



RallyAgainstCancer.org



RunDanaFarber.org



JimmyFundGolf.org



JimmyFundLetsGame.org

Visit JimmyFund.org to see all opportunities to get involved

Frequently Asked Questions



WHAT IS A JIMMY FUNDRAISER?

A grassroots event organized and managed by a volunteer in which funds are raised in support of Dana-Farber Cancer Institute and the Jimmy Fund.

WHAT ARE SOME EXAMPLES OF JIMMY FUNDRAISERS?

Past Jimmy FundRaiser events have included bake sales, sports tournaments, car shows, and food events. Funds can be raised through participant fees, ticket sales, auctions, and more. See pages 4-15 for a list of volunteer fundraiser ideas.

WHAT IS THE PROCESS FOR HOSTING A JIMMY FUNDRAISER?

Fill out our inquiry form by visiting JimmyFundraiser.org. Once this is complete, a Jimmy FundRaiser representative will reach out to learn more about your ideas and provide the link to the Jimmy FundRaiser registration form. We collect this information so we can best support our fundraisers and provide helpful resources. The Jimmy Fund needs to approve all fundraisers using our name and logo in order to make sure we are being represented accurately in our community. We aim to review and approve within one week. As an endorsed event, you will be assigned a Jimmy FundRaiser liaison to support you and set you up with an online fundraising page. You will also have access to our logo, incentive program, branded giveaways, and other fundraising resources.

INTERESTED IN LEARNING MORE?

Visit JimmyFundraiser.org or contact our Jimmy FundRaiser Staff at 617-632-3190 or JimmyFundEvents@dfci.harvard.edu

CAN I USE DANA-FARBER CANCER INSTITUTE AND THE JIMMY FUND NAMES AND LOGOS WHEN PROMOTING MY FUNDRAISER?

Once you have submitted the fundraising registration form and your fundraiser is approved, we will provide you with the logos for your marketing materials. Anyone using Dana-Farber and/or the Jimmy Fund logos must have the logo use approved by their Jimmy Fund liaison. For example, if you put our logo on your website, you would need to forward the link to your Jimmy FundRaiser liaison for approval.

WILL JIMMY FUND STAFF BE ABLE TO HELP ME ORGANIZE MY FUNDRAISER?

Your Jimmy FundRaiser will provide resources to assist you with your fundraising and event-planning process.

WILL A JIMMY FUND REPRESENTATIVE ATTEND THE FUNDRAISER?

The Jimmy Fund is happy to support your event by providing you with various resources, including a Jimmy FundRaisers staff liaison to support your fundraising efforts. Jimmy Fund staff attendance for third-party events is not guaranteed and is based on availability.

HOW SOON AFTER THE FUNDRAISER DO I SUBMIT THE FUNDS RAISED?

Submit event proceeds and all required post-event paperwork to your Jimmy FundRaiser staff liaison within 45 days after your fundraiser.

I'D LIKE TO ATTEND AN EXISTING EVENT. HOW CAN I FIND AN EVENT NEAR ME?

Please visit JimmyFund.org/Events for a list of upcoming events.

Thank you
for fundraising for
Dana-Farber Cancer Institute
and the Jimmy Fund

We're all Jimmy

