Fundraising Toolkit

5k, 10k & kids’ fun run
June 19 • Stanford
SummerScamper.org
In 2015, supporters like you set a new record, raising more than $500,000 through Summer Scamper for patients and families at Lucile Packard Children’s Hospital Stanford. Your participation in Summer Scamper this year can help even more children.

1. The Children’s Fund $292,970
2. Other (Including Cystic Fibrosis, Transplant, and SAPI) $95,699
3. Bereavement and Family Guidance $47,116
4. Food Allergy and Asthma Research $38,966
5. Children’s Heart Center $27,546
6. Cancer Research $12,394
7. Autism Research $4,123
8. Neonatology Research $2,995

Thank you for supporting kids like me! Love Luca
Get to know
Lucile Packard Children’s Hospital Stanford

Our hospital began with one mom’s vision. Lucile Salter Packard, our generous founder and visionary for children’s health, believed strongly in caring for both the body and soul of every child. That commitment to nurturing care continues to guide us today.

Thanks to our donors, almost 24,000 patients whose families could not afford the full cost of treatment received care at Lucile Packard Children’s Hospital Stanford last year.

Our Stanford University School of Medicine is the 2nd highest ranked medical school in America.

Our $1.1 billion hospital expansion, opening in 2017, adds 521,000 sq. ft. of building space, 149 patient beds, and 6 new surgical suites.

No family is ever turned away due to their financial circumstances.

Our Transplant Center is #1 in the nation for pediatric transplant volume with top patient outcomes.

100% of gifts donated to the hospital directly support care for thousands of kids and expectant moms each year.

Our network provides care for nearly 500,000 patient visits a year.

In 2015, our patients came from 45 states in the U.S., and 32 countries around the world.

Last year, our Johnson Pregnancy and Newborn Center delivered more than 4,200 babies.

People
Medical Staff: 1,270
Employees: 3,663
Volunteers: 900
Auxiliary Members: 1,010

Our hospital has 302 beds.

Our network provides access to Stanford Children’s Health specialty care or well care within 10 miles of most Bay Area family homes.

6TH ANNUAL summer scamper

Benefiting Lucile Packard Children’s Hospital Stanford
Get Started

Become a Scamper fundraising superstar!

**STEP 1: Register**

Register to run, walk, volunteer, or be a Virtual Racer at the 6th annual Summer Scamper. Visit [SummerScamper.org](http://SummerScamper.org) to get started!

**STEP 2: Fundraise**

Personalize your Scamper fundraising page with your story and photos. Then share your page with friends, family, coworkers, groups, your barista, or dogwalker!

**STEP 3: Earn Prizes**

Fundraise for the child health program that is most meaningful to you, and earn cool prizes as you reach every milestone!

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6TH ANNUAL summer scamper

Benefiting Lucile Packard Children's Hospital Stanford
## Fundraising Impact

<table>
<thead>
<tr>
<th>Your Total</th>
<th>Your Impact</th>
<th>Your Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$250</strong></td>
<td><strong>Music Therapy</strong>&lt;br&gt;Music therapy is a natural healer and mood booster for patients. $250 can fund three additional hours.</td>
<td>• Scamper baseball cap</td>
</tr>
<tr>
<td><strong>$500</strong></td>
<td><strong>Blood Tests</strong>&lt;br&gt;A $500 donation could cover the cost of two comprehensive blood tests</td>
<td>• Scamper selfie stick</td>
</tr>
<tr>
<td><strong>$1,000</strong></td>
<td><strong>Bike Helmets</strong>&lt;br&gt;When you raise $1,000, you could fund 100 bike helmets for children in need.</td>
<td>• Scamper beach towel&lt;br&gt;• Scamper backpack</td>
</tr>
<tr>
<td><strong>$2,500</strong></td>
<td><strong>Mobiles</strong>&lt;br&gt;A $2,500 gift could provide a five-month supply of mobiles for our tiniest patients.</td>
<td>• Scamper picnic basket&lt;br&gt;• Cut-the-line pass for the Start line</td>
</tr>
<tr>
<td><strong>$5,000</strong></td>
<td><strong>Mobile Entertainment</strong>&lt;br&gt;A $5,000 gift could provide a new mobile entertainment unit equipped with videogames to provide patients a fun distraction</td>
<td>• Massage package&lt;br&gt;• VIP race day parking</td>
</tr>
<tr>
<td><strong>$10,000</strong></td>
<td><strong>Art Therapy</strong>&lt;br&gt;Put patients in the Bass Cancer Center at ease by stocking the Art Cart for one year.</td>
<td>• iPad Mini&lt;br&gt;• Engraved brick in new hospital expansion donated in your honor</td>
</tr>
</tbody>
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*6th Annual Summer Scamper*<br>Benefiting Lucile Packard Children's Hospital Stanford
Meet Your Summer Scamper Patient Heroes

When you fundraise or donate through Summer Scamper, you bring care, comfort, and cures to children and families like these brave Patient Heroes.

**Nick**
**Hometown:** San Jose  
**Age:** 15  
Cancer Research

**Lili**
**Hometown:** Menlo Park  
**Age:** 8  
Children’s Fund

**Hayden**
**Hometown:** San Jose  
**Age:** 3  
Children’s Heart Center

**Luca**
**Hometown:** Folsom  
**Age:** 6  
Transplant Research

**Kai**
**Hometown:** Los Gatos  
**Age:** 3  
Neonatology Research

**Maria**
**Hometown:** San Jose  
**Age:** 15  
Cystic Fibrosis Center

**Aviv and Ari**
**Hometown:** Mill Valley  
**Age:** 8 and 10  
Food Allergy and Asthma Research

**Trevor’s Family**
**Hometown:** Burlingame  
Bereavement and Family Guidance

**TBD**
**Hometown:**  
**Age:**  
Stanford Alliance for Primary Immunodeficiency

When you fundraise or donate through Summer Scamper, you bring care, comfort, and cures to children and families like these brave Patient Heroes.
Fundraising Ideas

Whether your fundraising idea has a creative twist or follows a tried-and-true plan, we’re excited to offer the support and guidance you need to make your fundraiser a success. Use one of our ideas below, or create your own!

**Hold a Drawing**
Draw names for a prime parking space, a gift card, or other fun prizes, and donate proceeds to your personal Scamper fundraising page.

**Schedule a Night In**
Host a board game night, movie marathon, or turn on the big game. Ask guests to make a donation to your personal Scamper fundraising page.

**Donate your Special Day**
In lieu of gifts for your birthday, anniversary, graduation, or other special day, ask friends and family to contribute to your personal Scamper fundraising page.

**Gift Match**
Double your efforts! Many companies will make matching gifts. Speak to your HR department to learn the details.

**Dress Down Days**
Get your workplace or school involved! Designate a certain day or week, and ask for donations to dress casually.

**Get Digital**
Include a link to your personal Scamper fundraising page in your email signature and share your story on social media.

Watch our [video](#) to see how Jill raised $500 in 5 days!
Social Media Tips

Share your story! Has your family benefited from services at Lucile Packard Children’s Hospital Stanford? Are you a hospital employee or volunteer? Whatever the reason you Scamper—share it!

- Use a fun photo of your family or your inspiration for Scamper-ing.
- Make it personal. Share your connection to the hospital.
- Use your custom URL to your Scamper fundraising page.
- Share fundraising progress updates.
- Email close friends and family first, and get some $$$ on your fundraising page before you post it to social media.
- Be specific with your ask and call to action.
- Tag friends and family who might want to give.
- Tag friends to thank them for donating. Tagging will increase your post’s exposure AND make your donors feel extra special.
- Consider offering a thank you gift to your supporters.
- Use #SummerScamper2016 and #WhyWeScamper
- Keep it short and sweet.

Share your story! Has your family benefited from services at Lucile Packard Children’s Hospital Stanford? Are you a hospital employee or volunteer? Whatever the reason you Scamper—share it!

Social Media Tips

- Facebook.com/PackardSummer
- Twitter.com/StanfordChild
- Instagram.com/SummerScamper
- raceinfo@supportLPCH.org
Life of a Successful Social Media Campaign

Last year, our friend Kanoa set a $1,000 goal in support of the Children’s Fund—and reached it, thanks to social media! Check out Kanoa’s progress below, and how he reached his goal:

This is Kanoa visiting the radiology department at @Lucile Packard Children’s Hospital Stanford. He’s a healthy growing boy, but sadly just down the hall there are kids just like him fighting for their lives. We can’t imagine the pain their families are going through, but we can help them. Will you give $20 to support children’s health today? #WhyWeScamper

my.SupportLPCH.org/Kanoa

1 month prior

We’re making thank you paintings to send to friends who donate to our @Summer Scamper page benefiting the children’s hospital where Kanoa was born! In one week, we’ve already raised $590. Please help us reach our $1,000 goal and support kids with care, comfort, and cures. #WhyWeScamper Give here: my.SupportLPCH.org/Kanoa

2 weeks prior

We met our $1,000 fundraising goal for @Summer Scamper! Now for the fun part: thank you paintings! There are still 2 days left to donate to support children’s health and get your priceless artwork from Kanoa (he might be famous someday!) #Scamper2015 Donate: my.SupportLPCH.org/Kanoa

1 week prior

We did it! Thank you to @Chris, @Lauren, and @Ginger for joining my @Summer Scamper team and running for children’s health today! And THANK YOU to all of you for donating to my Scamper page. In total, we raised more than $500,000 for @Lucile Packard Children’s Hospital Stanford to help more kids in our community. I’m so grateful for your support! #Scamper2015

Post-Event

Post-Event
Dear Aunt Kathy,

For the third year, I am supporting children and families at Lucile Packard Children’s Hospital Stanford by participating in the 6th annual Summer Scamper. On Sunday, June 19, I will run a 5k to raise awareness and support for the hospital—and you can help!

As a not-for-profit hospital, Packard Children’s relies on the generous support of caring community members like you to provide advanced medicine and compassionate care to children and expectant mothers.

Will you join me in helping children overcome challenges and lead fuller lives? My goal is to raise $250 for transplant research and you can help me reach it!

I chose to support the Transplant Center because my neighbor Ben received a kidney transplant last year. We knew he was in good hands at Packard Children’s.

Your gift will help more kids like Ben get the lifesaving care they need.

Donating online is easy and secure. You can visit my personal Scamper fundraising page at SummerScamper.org.

Thank you in advance for your generosity!

Sincerely,
Scamper Sam

P.S. You can run to save lives, too! Sign up for Summer Scamper today.
Dear Aunt Ann,

I wanted to follow up on the email I sent to you about my participation in the 6th annual Summer Scamper, supporting children and families at Lucile Packard Children's Hospital Stanford. I am more than halfway to my goal of raising $250 for the Children's Fund (which funds the hospital's highest ongoing priorities)!

You can still help me reach my fundraising goal and give more children and families the lifesaving care they need. Will you help by making a gift of $20 on my personal Scamper fundraising page?

Your support will help provide the best care possible for children and expectant mothers, sustain programs not covered by insurance, and advance groundbreaking research to improve the lives of children worldwide.

Thank you in advance for your generosity!

Sincerely,
Scamper Sam
Dear Mr. Rogers,

Thank you for supporting my participation in the 6th annual Summer Scamper and for your generous donation benefiting children and families at Lucile Packard Children’s Hospital Stanford!

I have reached my goal of raising $250 for the Sean N. Parker Center for Allergy and Asthma Research at Stanford University and could not have done it without you! Your donation could save the life of a child facing deadly food allergies.

Your support helps the hospital provide the best care possible for children and expectant mothers, sustain programs not covered by insurance, and advance groundbreaking research to improve the lives of children worldwide.

To learn more about how your donation is making a difference, please visit SummerScamper.org.

Thank you again for your support! I’ll send you photos and video of our Scamper team soon!

Sincerely,
Scamper Sam

To find these letters and more online, visit us at SummerScamper.org
Offline Donation Form

Although fundraising online is the preferred, fastest, and easiest way to receive donations for Summer Scamper, we know you might receive some checks from your supporters. To ensure that they are processed correctly, please follow these instructions.

1. Make all checks payable to “Lucile Packard Foundation for Children’s Health.”

2. Please do not enclose cash donations.

3. Write your name on each check’s memo line.

4. Please submit this form and check to: Lucile Packard Foundation for Children’s Health
   Attn: Development Services
   400 Hamilton Avenue, Suite 340
   Palo Alto, CA 94301

Participant’s name: ____________________________________________________________

Number of checks included: _____________________________________________________

Total amount of donations included: $ ____________________________________________

If you would like your fundraising page to be updated with your offline donation, please email us at raceinfo@supportLPCH.org with the donor’s first and last name, donation amount, and email address for each offline donation. Please allow one business day for your offline donation to appear on your page.

Thank you for your support!
# Race Weekend Details

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Friday, June 17</td>
<td>3 - 7 p.m.</td>
<td>Packet Pickup</td>
<td>Sports Basement</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>1177 Kern Avenue</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Sunnyvale, CA 94085</td>
</tr>
<tr>
<td>Saturday, June 18</td>
<td>10 a.m. - 4 p.m.</td>
<td>Packet Pickup</td>
<td>Fleet Feet Sports</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>859 Santa Cruz Avenue</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Menlo Park, CA 94025</td>
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<tr>
<td>Sunday, June 19</td>
<td>6:30 a.m.</td>
<td>Packet Pickup opens</td>
<td>Track House, Stanford</td>
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<td></td>
<td>8:00 a.m.</td>
<td>5k and 10k Start</td>
<td>Near Frances C. Arrillaga Alumni</td>
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<td></td>
<td>8:30 a.m.</td>
<td>Family Festival begins</td>
<td>Center at Stanford</td>
</tr>
<tr>
<td></td>
<td>9:00 a.m.</td>
<td>Awards Ceremony</td>
<td>Track House Lot, Stanford</td>
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<tr>
<td></td>
<td>9:30 a.m.</td>
<td>Kids’ Fun Run</td>
<td>Family Festival Stage</td>
</tr>
<tr>
<td></td>
<td>9:30 a.m.</td>
<td>5k and 10k courses close</td>
<td>Cobb Track, Stanford</td>
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<tr>
<td></td>
<td>11:00 a.m.</td>
<td>Family Festival ends</td>
<td></td>
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For the most up-to-date race weekend details, including parking, safety, and timing and pace information, check back regularly at [SummerScamper.org](http://SummerScamper.org).

# Contact Us

We want your efforts to be successful! Feel free to reach out with any questions or comments.

- [SummerScamper.org](http://SummerScamper.org)
- raceinfo@supportLPCH.org
- (650) 721-6043
- Lucile Packard Foundation for Children’s Health
  Attn: Summer Scamper
  400 Hamilton Ave, Suite 340
  Palo Alto, CA 94301