Team Life Time Foundation | Fundraising Guide
Everything you need to know about raising funds and awareness for the Life Time Foundation
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Life Time Foundation

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Our Mission

When children are well nourished and take part in safe, fun, and enriching physical activity, their minds and bodies can flourish. Life Time Foundation supports public schools and community organizations nationwide to improve youth nutrition and promote youth physical activity.
The National School Lunch Program is the second-largest anti-hunger program in the country. Each day over 30 million students eat lunch at school in the United States. 22 million low-income kids rely on them. For far too many children school lunches and breakfasts are their only reliable source of food for the day. It’s important they are as nutritious as possible, giving them a chance to grow up healthy, strong and smart.

Highly Processed, unhealthy foods negatively impact children in many ways:

• Obesity
• Type 2 Diabetes
• Learning Disabilities
• Limited Attention Spans
• Hyperactivity
• Behavior Problems
• Depression
• Anxiety

This is why we collaborate with our country’s school food professionals and support their efforts to keep highly-processed food out of meals, while increasing the amount of fresh and simply prepared foods.
How We Do It

We collaborate with our country’s school food professionals to keep highly-processed food out of meals, while increasing the amount of fresh and simply prepared foods.

Registered Dietitian (RD) Support
- Food Label Review
- Clean Menu Guidance
- Increase Fresh Foods & Scratch Cooking Practices

Financial Support to Accelerate Change
- Commercial Kitchen Equipment
- Staff Training
- Operational Support
- Education & Marketing

We also invest in national and regional initiatives to give access to schools need to create positive change.
Why Youth Movement

While fun, challenging, and community-building physical activity is central to a healthy way of life for all ages, it’s especially important during childhood. As children, we build lifelong habits, and a physically active lifestyle for kids can set positive social, emotional, physical, and cognitive long-term trends.

Unfortunately, not all families have equal access to enriching physical activity. Kids from underserved demographics are unequally hindered by factors like school budget cuts, “pay-to-play” sports, and diminishing safe public spaces. These obstacles make it more difficult for these kids to find their passion for movement and more likely for them to fall into sedentary patterns that cause both immediate and long-term damage.

This is why we partner with schools and community organizations nationwide to get kids moving—supporting these organizations as they make long-term, sustainable progress toward building healthier futures for the kids they serve.
How We Do It

Life Time Foundation’s grantmaking program (“Get Kids Moving!”) supports school districts, school sites, and local community organizations nationwide as they help kids in underserved communities get moving in safe, fun, and enriching ways and establish healthy, active lifestyles.

Financial Support
• School districts: up to $100,000
• School sites: up to $15,000
• Community organizations/local nonprofits: up to $15,000

Programmatic Support
• Life Time team members
• Event volunteers
• Coaches/instructors
• Education & Marketing
Mission Impact and School District Partnerships

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ARE WE IN YOUR SCHOOL YET? IF NOT, WE MAY BE SOON!

- Alhambra Elementary School District, CA
- Antelope Union High School District, AZ
- Austin Independent School District, TX
- Boulder Valley School District, CO
- Brewster Central, NY
- Brooklyn Center Community, MN
- Buford City Schools, GA
- Casa Grande Elementary School District, AZ
- Cincinnati Public Schools, OH
- Concordia Charter School, AZ
- Denver Public Schools, CO
- Detroit Public Schools Community District, MI
- Emporia Public Schools, KS
- Fayetteville Public Schools, AR
- Fridley Public Schools, MN
- Inver Grove Heights, MN
- Lake County School District, CO
- Laveen School District, AZ
- Litchfield Elementary School District, AZ
- Milwaukee Public Schools, WI
- Minneapolis Public Schools, MN
- Minnetonka Public Schools, MN
- Napa Valley USD, CA
- Novato Unified School District, CA
- New York City Department of Education, NY
- Oracle School District, AZ
- Osborn ESD, AZ
- Palominas School District, AZ
- Phoenix Elementary School District, AZ
- Queen Creek Unified School District, AZ
- Roseville City School District, CA
- South Saint Paul Public Schools, MN
- Tempe Elementary School District, AZ
- Washington Elementary School District, AZ
- Watertown Public Schools, MA

School Districts 35
Schools 3,634
Students 1.7M
Grants Funded $7,291,862
Fundraising Strategy
Tell Your Story

Your story is the most important part. Why are you choosing to race with Team Life Time Foundation? What is your “why”? Donation appeal language will come preloaded on your fundraising page, but people care about our mission because they care about you and you care about our mission, the more personal you make things, the more people will resonate and want to support your efforts!

Organization

Create a plan. Make a list of people you can reach out to for donations and fundraising ideas. Create a calendar.

Whether you have a year, 6 months or 4 weeks leading up to your event, layout a timeline that works with your training schedule, work schedule and most importantly, your life.

Think about the WHO

Who will you ask for donations? They will help by donating and spreading the word. 4 easy steps to get things moving.

• Get the ball rolling by making a personal donation.
• Ask family members to match your donation.
• Challenge friends, co-workers, and neighbors to show their support.
• Reach out to your favorite local business to support you by donating an amount they’re comfortable with.

Sending Requests

How will you ask for donations?

In Person? Write a letter? Social media posts?

Keep it simple, keep it personal, and keep it comfortable. Remind people that any size donation will make an impact!

Our team is standing by ready to help draft up appeals that work with your style.

Feel free to reach out to Lindsay Gaesser at lgaesser@lifefoundation.org.
First start by asking the people you’re most comfortable with.

Do not be afraid to ask for larger donations, people surprise you, but it’s always good to start with asking for an amount you’d be comfortable donating.

There’s no right or wrong strategy, there’s just the right strategy for you.

Authenticity is key when asking people to support a mission and if you show why you care in a genuine way, they’re more likely to support you.

Online fundraising has grown to be extremely successful since social media has become more popular. Tag us on Facebook (Life Time Foundation) and Instagram (@life_time_foundation). We’ll show some love!

Remember to ask your friends and family to share your page, as donating money isn’t the only way to show their support! FYI, if you don’t already actively post on social media, starting with donation requests may not be the best approach.

Saying “thank you” is essential. The more personal the better, a handwritten note, text or call is always best, but an email or social media call out is also good.

You will receive an email every time someone donates to your page. Best practice is to send thank you messages within 24 hours of receiving the donation but within 7 days is totally acceptable.
Those who use social media raise 6x more and increase their funds by 40%

Did you know that donors that get a personal thank you are 4x more likely to donate a second time?

The average fundraiser raises $568 from 7 donors
Donations
Donation and Contact

Life Time Foundation

Donations and Contact

- Life Time Foundation is a registered 501(c)(3) Public non-profit organization. Federal Tax ID #: 03-0533192
- 100% of all funds raised will go directly to the mission we serve, because Life Time, Inc. covers all Foundation administrative expenses.
- For donations made from charitable giving funds, corporations or corporate match programs, please email Nate Moen at nmoen@ltfoundation.org for assistance. These donations will be reflected on your fundraising page as soon as they are confirmed.
- For checks
  Please have your donors make checks out to the Life Time Foundation and put your name [fundraiser] in the memo line. We will mail a tax receipt to your supporter once the check is received. Checks will be reflected on your fundraising page as soon as they are confirmed.

Please have your supporters mail checks to:

Life Time Foundation
Attn: Nate Moen
2902 Corporate Place
Chanhassen, MN 55317

Contact Us

Need help? We’re here for you every step of the way! Email Nate Moen at nmoen@ltfoundation.org or call or text him at 651.468.9608 with any questions or assistance in getting things going.
Our Athletes
Thank you for your support.

“Real food has allowed us to perform at our best through this process, so it’s only fitting we help bring healthier meals to school districts across the U.S.”
– Lindsey, Leadville Trail 100 Run