



Fundraising Guide for Kids

What is fundraising and philanthropy?

Philanthropy means “love of humanity.” When we do something to help our friends, neighbors, or even people we don’t know without asking for anything in return, we’re engaging in philanthropy. For example, if a friend didn’t have anything to eat for lunch at school and you offered them part of your lunch, that is an act of philanthropy.

Fundraising is how people collect or raise money for a good cause. For example, you might set up a lemonade stand in your neighborhood. Once you’ve sold all the lemonade, you can donate the money you collected to a local organization like an animal shelter, a school or even a hospital like Baton Rouge General.

How does fundraising help me in The Big Adventure?

Every dollar you raise is equal to an extra point toward your Big Adventure score. For example, if you raise \$50 through lemonade stand sales, that equals 50 extra points. These extra points can help you win the first, second or third place prize in your category, and you can even win a special prize for being the Top Fundraiser this year!

What am I raising money for?

The money you raise will support pediatric services at Baton Rouge General. That means you will help kids who come to our hospital for physical therapy, burn care and treatments they need to be healthy.

What are some good fundraiser ideas?

There are several ways to host a great fundraiser! Here are some of our favorites:

- Host a lemonade stand or bake sale in your neighborhood.
- Make your own jewelry to sell.
- Work with your teacher or principal to host a school pajama day with a small entry fee.
- Have a Zoom trivia night with your friends or neighbors with a small entry fee.
- Create Valentine candygrams that friends and neighbors can purchase for loved ones.
- Work with a local restaurant like Rotolo’s to raise money through dinner orders.

How do I get started?

Here are a few questions to help you brainstorm and get started with your fundraiser:

- *How do I want to raise money?* (Example: A lemonade stand.)
- *What supplies do I need?* (Example: Lemonade mix, water, a pitcher, plastic cups, a table, a sign, and a money jar.)
- *Where and when will I have my fundraiser?* (Example: On Saturday in my front yard.)
- *Who will support me and donate?* (Example: My neighbors, family, and friends.)
- *How will I tell them about my fundraiser?* (Example: I’ll ask my mom and dad to help me leave flyers on my neighbor’s doorsteps and call my family and friends.)

Can Baton Rouge General Foundation help me with my fundraiser?

To give you the freedom to be creative and keep things fair for all participants, Baton Rouge General Foundation can only provide general advice about how to conduct a fundraiser.

How do I turn in the money I raise?

When your parents pick up The Big Adventure race packet on Thursday, March 4 or Friday, March 5 have them write a check with the amount of money you raised. Please make checks payable to The Baton Rouge General Foundation.

Who can I contact with questions?

Please call Erin Kruppner, Community Relations & Employee Giving Officer, at 225-763-4831 or erin.kruppner@brgeneral.org.

GOOD LUCK and HAVE FUN!