

# 2023 Fundraising Toolkit

Thank you for stepping up to raise funds for MaxLove Project and supporting our mission to increase the quality of life and reduce health risks for families surviving childhood cancer, related pediatric rare diseases, and chronic hospitalizations.



## Fork Childhood Cancer Walk for Kids Campaign

- This event hosted by MaxLove Project is a family-friendly walking tour through Tanaka Farms on Sunday, April 30<sup>th</sup> which will include food and beverage tastings, produce picking stations, and a plethora of health and wellness resources.
- With your fundraising help, we can continue to serve our families with our integrative health programs such as culinary medicine, whole-body wellness, emotional health, therapeutic social support, and expert-designed educational resources for the whole family, not just the pediatric patient.
- Why we need your help – there are 40,000 children in treatment for cancer each year and 500,000 survivors of childhood cancer alive in the US today. In order to reach 10% of this population and rise to meet 10% of the need, MaxLove Project must grow.

*Thank you for helping to make an impact with MaxLove Project. Together, we are the Thrive Revolution!*



## Fundraising for MaxLove Project

We are here to support your fundraising efforts to help set you up for success in this Fork Childhood Cancer Walk for Kids campaign. We will provide you with a personal fundraising page for you to share with your entire network of friends and family to collect donations online. You can choose to join a team or fundraising individually.

### **Earn tickets and make a difference**

- Every \$100 raised will allow you to receive a free ticket for the farm walk per fundraiser
- Every \$500 raised will allow free family tickets up to 6 per fundraiser
- Only teams who raise a minimum of \$250 will be invited to plant a sunflower in honor or in memory of a SuperKid or in honor of a SuperSib



## Farm Walk Tickets

Earn family tickets and/or help promote tickets sales on Tanaka Farm's website while bringing your favorite family and friends to join you in this special and fun-filled event

- [Raise Funds to Earn Tickets](#) – Share your fundraising link to earn event tickets
- - After raising \$100 or \$500, you can redeem your event tickets
  - Contact Carrie Benavides ([carrie@maxloveproject.org](mailto:carrie@maxloveproject.org)) to receive earned tickets
- [Tanaka Farms Tickets](#) – Share this link for community members to purchase tickets



## Fundraising Ideas

Funds may come from various places, so be open to creative ways of collecting funds from your entire community. No donation is too small or too big...MaxLove Project will put it to good use. Provide donor opportunities to individuals, local businesses, corporations, and small or large community groups – anywhere you connect with people on a daily/weekly/monthly basis.

- Share your personalized page far and wide to reach and exceed your fundraising goal.
  - **Make the ask** – reach out to everyone you know to donate and share your fundraising page to other potential donors
  - **Post on social media** – use all of your platforms to reach every type of contact you have a connection with and meet them where they are
    - Social Media Hashtags
      - **#mlpwalkforkids**
      - **#forkchildhoodcancer**
    - Follow, share, and re-post MaxLove Project social media posts
  - **Create a flyer** – promote your personal fundraising link or personalized QR code for donors to easily find your page and donate with just a few steps
    - Here is a simple and free way to create your very own QR code to share with your potential donors: <https://www.qrcode-monkey.com/>
    - Distribute your flyer within your neighborhood, schools, workplace, sports teams/clubs, and/or anywhere you interact with groups of like-minded people to solicit donations and reach or exceed your fundraising goal



## Talking Points

Most kids diagnosed with cancer go on to survive through adulthood but experience significantly reduced quality of life and enormous health risks for everything from heart disease and obesity to secondary cancers and early death.

**MaxLove Project's** goal is to ensure that every kid diagnosed with cancer thrives against the odds.

**MLP** is **the only** childhood cancer non-profit that focuses exclusively on improving quality of life and reducing long-term health risks for all families affected by childhood cancer. MLP works to achieve maximum quality of life for childhood cancer families through 1) tailored cooking classes; 2) whole-family wellness kits; 3) targeted peer social support; and 4) professionally designed, facilitated, and evaluated health and wellness programs.

**MLP's mission is to increase the quality of life and reduce long-term health risks** for families surviving childhood cancer, related pediatric rare diseases, and chronic hospitalizations. We empower families fighting childhood cancers and related life-threatening conditions with quality-of-life care, fierce foods, whole-body wellness resources, education and research. We believe that true health starts when families are empowered to be active partners in their child's healing.

At MaxLove Project, we invest in hope. Today, nearly 85% of all children diagnosed with some cancers survive beyond 5 years. While this is great news for many, the fight for most is never over. Researchers now know that the treatments that save lives also increase later risks for serious, life-threatening illnesses. These health risks are lifelong, increase with age, and can result in early death. This is why we're kickstarting our own wellness revolution, one specifically for kids and families fighting cancer and the lifelong effects of cancer treatment.

We believe that all kids should have full access to every cancer-fighting tool available, including excellent nutrition and therapeutic resources such as acupuncture, physical activity, and healing narratives. Teaming up with a diverse group of doctors, nurses, dietitians, chefs, farmers, integrative medicine practitioners and artists, MaxLove Project equips families to thrive within the pediatric healthcare system of today—where the standard of care for most life-limiting illnesses does not include essential integrative therapies—as we work to change the system of tomorrow.

## Program and Initiative Donor Impact Levels

**\$50** - Fund one Fierce Foods Kitchen cookbook to a MLP SuperFamily

**\$100** - Support Ohana Wellness acupuncture for one family for one week

**\$250** - Fund grief coaching & support for one family

**\$500** - Fund one mother to attend our MaxLove Mommas Holistic Wellness retreat

**\$750** - Fund nutrigenomic counseling for one family

**\$1000** - Support one "Parents Rising" emotional health cohort

**\$1500** - Fund one Fierce Foods Academy culinary medicine class

**Need Help or Have Questions?**

Contact **Carrie Benavides** at [carrie@maxloveproject.org](mailto:carrie@maxloveproject.org)  
for questions, guidance, and fundraising assistance

