



FUNDRAISING GUIDE



OKIZU

Supporting Families with
Childhood Cancer



Thank you!

We're so glad you're here.

Okizu provides children and families affected by childhood cancer with peer support, respite, and community through transformative camp experiences and programs, all offered free of charge.

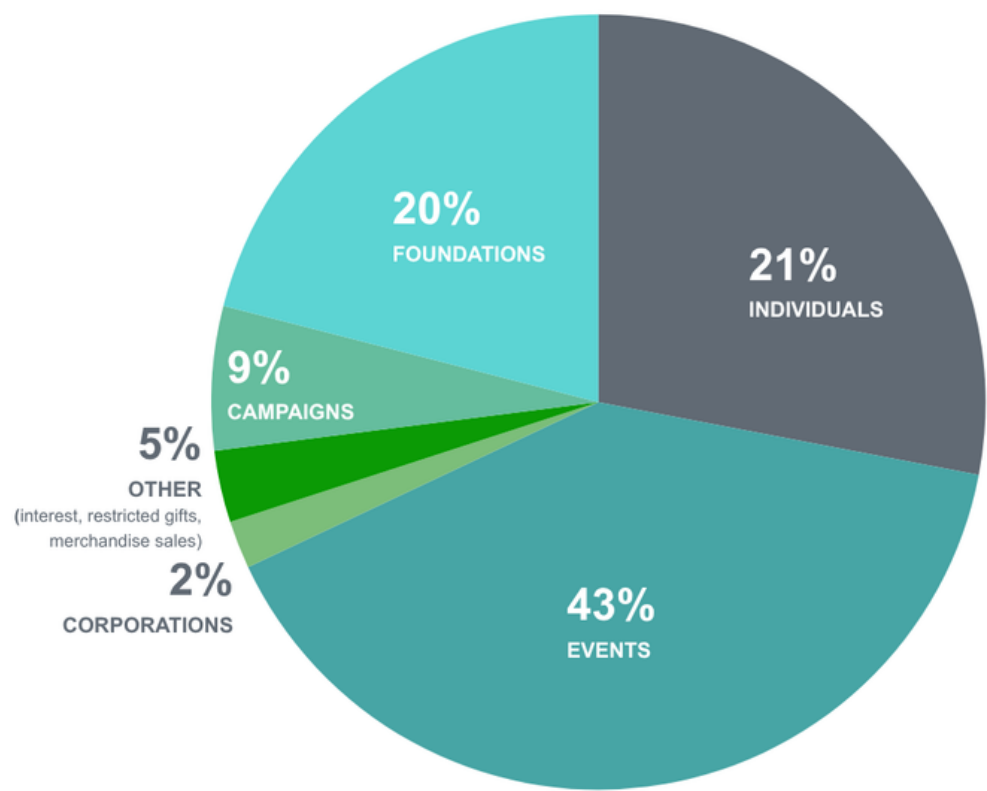
Thank you for your interest in fundraising for Okizu. We've prepared guidance on how to get started, fun ways to fundraise, methods for managing the funds you raise, and resources to help you send kids and families to Camp Okizu!

This guide is designed to give you some ideas and instructions, but think of it as a starting point. You may have some great ideas that aren't included here, and that's great! Let us know how we can help you bring your fundraising ideas to life.

So, if you're ready, let's send some kids to camp!

Your Fundraising Impact

As you can see, the majority of Okizu’s funding comes from fundraising events, which is why we are so grateful for fundraisers like you!



Your Donation

What it means for Okizu

\$5,000	▶	Sends 5 campers to Camp Okizu for one week
\$1,000	▶	Sends a camper to Camp Okizu for one week
\$500	▶	Sends a camper to Camp Okizu for a weekend
\$250	▶	Funds an activity for a group of campers
\$100	▶	Feeds a kid for a week at camp

Creating Your Okizu Fundraiser



1

Plan Your Event

- Fill out Okizu's event application online.
- Set your event date, time, and location.
- Set up and customize an online fundraising page if you want an easy and secure way for donors to give.
- Access your event-planning resources with our Tool Kit.

2

Build Your Team

- Ask friends, family, teammates, and coworkers to join your planning committee.
- Hold a meeting with your committee to delegate jobs and assign tasks.
- Reach out to local businesses for sponsorship and support.

3

Promote Your Event

- Share your online fundraising page via your email contacts and social media.
- Distribute flyers at local events, clubs, and businesses.
- Share event details on community calendars and social media.

4

Host Your Event!

- Host your friends, acquaintances, and friends of friends.
- Have your committee members and volunteers set up your event.
- Create a registration table for information and donations.
- Share the Okizu story!

5

Celebrate!

- Convert all cash to a check or money order and mail to Okizu.
- Log all offline donations in your online fundraising page, if you created one.
- Share event details on community calendars and social media.
- Thank all donors, sponsors, and volunteers.

Hosting a School-Based Fundraiser



School-based fundraisers provide the perfect opportunity to teach students the importance of helping others while supporting Okizu's mission. And who better to help kids than other kids! Here are a few ways your school or service club can fundraise for Okizu:

Athletic Game

Use one of your school team's regular games and turn it into a showcase fundraising game. In the weeks before the game, host a pep rally and sell baked goods, treats, and homemade crafts like t-shirts or other merchandise. Have students pay to play against a teacher at half-time. Collaborate with local restaurants to dine and donate before or after the game.

Bake Sale

Combine your love of baking with raising money for Okizu. Sell donated or homemade baked goods and create a friendly competition between classrooms to see who can raise the most money. Bake sale locations can include school athletic events, science fairs, or similar events. Or, host a cake party and charge everyone to come and take home a plate of cake slices.

Walk-A-Thon

Gather students, friends, and family to participate in a walk around the school track. Combine the walk with snack sales. Use a per lap or per mile pledge system for donations.



More Fundraising Ideas

- Used Book Sale
- Car Wash
- Gift Wrapping Service
- Candygrams at school, workplace, or in your neighborhood
- Community Yard Sale
- Lemonade Stand
- T-Shirt Sale
- Golf Tournament
- Pickleball Tournament
- Video Game Tournament
- Fashion Show
- School Pajama Day
- Milestone Online Fundraiser to celebrate the end of cancer treatment, a cancer-free milestone, a birthday, or any other life event
- Pancake Breakfast
- S'mores Campfire - Just like at camp! Find a local park or campsite, sell tickets, and sell s'mores supplies. You can also teach camp songs and tell camp tales.
- Spaghetti Dinner - Organize a themed pasta dinner before a big game, tournament, or just for fun.
- Finals Fuel - Sell snacks and wellness treats during finals week to power your fellow students through the week
- Prom Fashion Sale with donated items



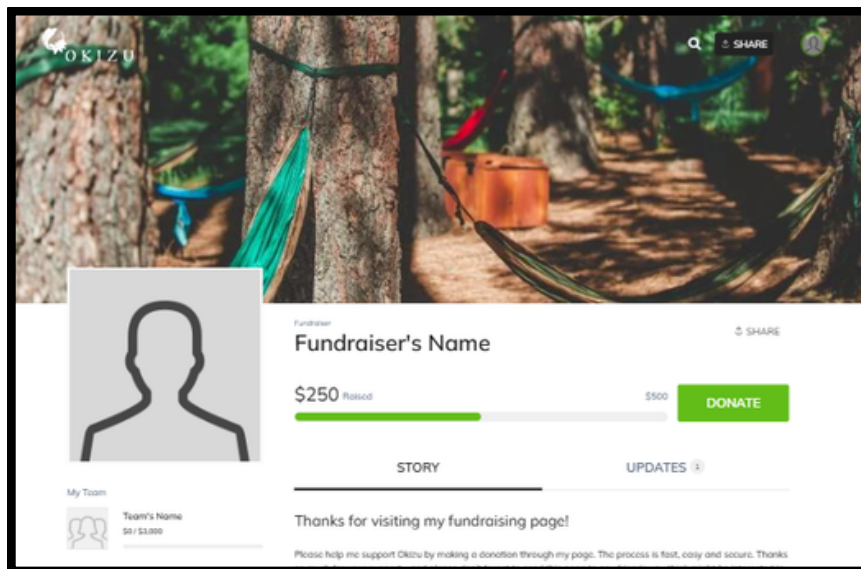
The possibilities are endless, and we are here to help!
Call 415.382.9083 ext.106, email events@okizu.org or visit
okizu.org/host.an.event

Online Fundraising

If you are celebrating a special day like a birthday, end-of-cancer treatment, cancer-free anniversary, celebration of life, or any other special occasion, this is a great way to allow family and friends to contribute a gift toward something meaningful to you.

Creating an online fundraising page also gives you an easy way to track donations made to your fundraising event. Just give donors the link to your page and they can make a direct, secure donation to your Okizu fundraising page.

The donation goes directly to Okizu and your donor receives an official receipt!



How to fundraise for Okizu online:

- Create an online fundraising page by clicking **HERE**
- You can customize your page by adding your personal stories and photos.
- You will have the option of using Okizu's template and emails or personalizing them.
- All donors will automatically receive an official donation receipt.

CREATE YOUR FUNDRAISING PAGE HERE!

Fundraising Success Stories

Marty Barker has been one of Okizu's most consistent fundraisers, raising thousands of dollars through his many fundraisers. He hosted a **Hockey Fights Cancer** night at a San Diego Gulls game to benefit Okizu. He has also hosted an annual bowling tournament, **Strike Out Cancer**, and numerous boxing fundraisers too!



Aloha Kai

Longtime Okizu supporter Owen Gray competed in the inaugural Wold's Toughest Row Pacific as one of 14 teams from across the World. He successfully rowed from Monterey, California to Kauai, Hawaii with partner Jayme Linker, in the summer of 2023, covering 2,452 miles. In doing so, Owen raised **\$116,000** in sponsorships and donations in support of Okizu!



NO DONATION IS TOO SMALL!



Catwalk for Childhood Cancer

Niala Kelly helped raise nearly **\$9,000** for Okizu through her fabulous and fun community service project. Funds were raised through ticket sales and donations. The fashion show event, planned and hosted by Neala, was held in her backyard and featured dozens of student volunteers, including the models showcasing some of their favorite formal outfits. Cheese platters, a pizza truck, wine tasting for the adults, and an Okizu family sharing their personal experiences helped put the finishing touches on a very successful fundraiser.

Meet Sonia!

As a part of her bat mitzvah, Sonia raised **\$4,000** online for Okizu. In Sonia's words, "Part of becoming a bat mitzvah is taking on adult responsibilities, such as contributing time, effort, and money to a cause you believe in that helps make the world a better place. I'm choosing to support Okizu because it provides a safe and fun camp experience to children and their families that have been affected by childhood cancer. I've been extremely lucky to go to a summer camp that I love and have met lots of amazing people there. I believe that no matter what your circumstances are, everyone should have an opportunity to be a part of that magical camp adventure."



Dear Okizu Fundraiser,

Thank you so much for your interest in providing financial and/or in-kind assistance to Okizu, a summer camp and peer support program for Northern California's children with cancer and their families. This letter will outline the criteria for raising independent funds to benefit Okizu. Not everything will pertain to your fundraiser but please read them over for clarification.

We truly appreciate all assistance in raising funds and are grateful to the caring and generous supporters we are privileged to have as members of our Okizu community. It is vital for us, as a growing organization, to provide a list of standard guidelines for our donors and event planners to follow to ensure that the relationship between Okizu and our donors is legal, appropriate and takes into consideration the best interests of everyone involved.

The general guidelines are as follows:

- Okizu will gladly provide information about our programs including brochures, testimonials, non-profit status verification and, when appropriate, personal appearances and/or video presentations of our programs to help ensure your event or project is a success.
- Due to tax code limitations and variables we allow person(s) to use our official Okizu logo on a case by case basis.
- Okizu encourages event planners to utilize our name and mission when raising money to be donated to our programs. Verbiage such as, "Okizu proudly supports the efforts of Jane Smith and the Elm School Bake Sale. The money raised today will send children with cancer and their families to Camp Okizu." is perfectly acceptable and will demonstrate Okizu's support of your efforts. Our tax I.D. number is 68-0291178.
- When raising funds for Okizu, the Executive Director must approve any statement that implies a donation is "tax-deductible" ahead of time. There are many variables to consider when offering tax deductions to potential donors such as merchandise being exchanged, the fair market value of goods received, the percentage of an event ticket that is tax-deductible etc. If Okizu will be sending out thank you letters to your donors, we must have a list of the fair market value of your event and/or donated items and we must agree upon this in advance.
- Efforts to raise funds in order to purchase equipment or supplies to be donated to Okizu must also follow the above guidelines.
- Okizu cannot provide funding, deposits, or monetary advancements to support any events.
- When appropriate, Okizu will make efforts to provide volunteer resources to assist at large events or events that need special assistance. These situations are reviewed on an individual basis.
- Okizu requires an advanced copy and prior approval of all written materials that mention or reference, Okizu and/or Camp Okizu. We should be referred to as "Okizu", or 'Camp Okizu' if you are referring to the camp location specifically. Please be mindful of this when creating your marketing materials.
- Okizu is unable to share, send, or trade our mailing list, family and/or donor databases.

Okizu must approve event proposals on an individual basis, and reserves the right to opt out of participation at any time. Your preliminary event application can be filled out online at <http://okizu.org/host-an-event/>

If you have any questions about any of the above guidelines, please feel free to call Julie Garrett at 415.382.1503 ext. 106 or email julie@okizu.org. Again, we thank you for your interest in helping us provide our programs and services to Northern California's children with cancer and their families and look forward to supporting your efforts to the best of our abilities.