



 **Capital Caring[®] Health** *Advanced Home Care & Hospice for All Ages at All Times* **Countdown to 50 Years**

Fundraising Event Guide



www.capitalcaring.org

Capital Caring Health Fundraising Guide

Welcome to the Capital Caring Health DIY Fundraising Guide. This guide is designed to help community members create successful fundraising events to support Capital Caring Health's mission of providing compassionate care to individuals facing serious illness or loss. Community support plays a crucial role in Capital Caring Health's ability to continue delivering expert care, emotional support, and essential resources to patients and families in need.



The Mission

For nearly 50 years, Capital Caring Health has been the Greater Washington Region's leading nonprofit hospice and advanced illness care provider. The organization offers various services, including hospice care, palliative care, primary care at home, and grief support, ensuring that patients and their families receive advanced illness care of the highest quality. Thanks to the generous support from donors and various fundraising events, Capital Caring Health is committed to serving everyone, regardless of their ability to pay.

The Impact of Donations

Donations directly impact the lives of those served by Capital Caring Health. Here's how your support makes a difference for patients and families:

\$25,000: Could support 25 pediatric hospice families for a month.

\$15,000: Could provide approximately 75 physician visits to hospice patients.

\$10,000: Could ensure 100 grief support sessions for those in need.

\$5,000: Could support 50 visits by social workers or chaplains.

\$2,500: Could fund approximately 12 days of care for an uninsured patient.

\$1,000: Could support one pediatric hospice family for a month.

\$500: Could provide one day of respite care to ease the burden of caregiver

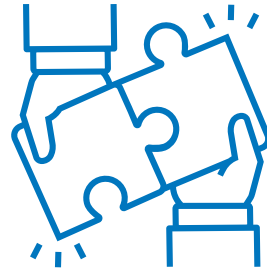


Planning a Fundraiser



1. Setting Goals

Define the fundraising goal based on the type of event planned. Consider options such as charity runs, bake sales, or silent auctions. See more ideas on page 6.



2. Collaborating With Capital Caring Health

Email the Special Events team at speialevents@capitalcaring.org to collaborate with Capital Caring Health. See how we can help on Page 5.



3. Building a Team

Recruit a group of volunteers to assist with the planning and execution of the event. Assign specific roles to ensure smooth operations.



4. Promoting the Event

Utilize social media, local press, and community networks to publicize the event. Share the fundraising page and invite participation from friends, family, and colleagues.

Planning a Fundraiser



5. Hosting the Event

Ensure that the event runs smoothly by organizing activities. Set up donation stations and share stories about Capital Caring Health's impact on the community.



6. Celebrating and Acknowledging Contributions

Express gratitude to all participants and donors after the event. Capital Caring Health will assist with sending acknowledgment letters to recognize contributions.



7. Reporting the Results

After the event, report the results to Capital Caring Health, including the total amount raised, donor information, and any key takeaways for future fundraisers.



How We Can Help

The Special Events team at Capital Caring Health is available to assist with:



Creating a Donation Page:

A personalized online fundraising page will be set up to facilitate donations.

Providing Promotional Materials:

Brochures, posters, and digital resources are available to help promote the event.



Sending Acknowledgment Letters:

Official letters will be sent to donors, thanking them for their support and providing necessary tax information.

Promoting Your Event on Social Media

Capital Caring Health can assist in promoting your event through its official social media channels, helping to reach a broader audience and generate more support.



A Capital Caring Health Representative

A Capital Caring Health representative may be available to attend your event, providing insight into the organization's work and thanking participants in person.

Event Ideas and Additional Resources

Here are some suggested event ideas that have been successful for previous fundraisers:

- Charity Golf Tournaments
- Virtual Cooking Classes
- Charity Auctions - ask local businesses to donate items
- Walk-a-thon or Fun Run
- Online Raffle
- Trivia Night
- Craft Fairs
- Pickleball Tournament
- Dining for Dollars at Local Restaurants*
- Shop for a Cause Events at Local Boutiques or stores*
 - **Capital Caring Health can provide a list of ideas.**

For more information or to begin planning, supporters are encouraged to **contact the Special Events team at specialevents@capitalcaring.org** or visit capitalcaring.org/ways-to-give for additional resources.

Capital Caring Health is a registered 501(c)(3) nonprofit organization, which means that donations are tax-deductible to the extent allowed by law. This information can be included in event promotions, donation pages, and acknowledgment letters to assure donors that their contributions are tax-exempt.

Post-Event

After your event, please contact Susan Zolbe, Director of Database & Stewardship at Capital Caring Health, at specialevents@capitalcaring.org to share the names and mailing addresses of donors. This information is essential for Capital Caring Health to provide acknowledgment letters and thank supporters for their generosity. The Philanthropy team will work with event hosts to ensure proper distribution of funds raised.

Mailing Address and Phone Number:

Attn: Philanthropy Fundraising Events
3180 Fairview Park Drive, Suite 500
Falls Church, VA 22042
Phone: 703-531-2380



Stay Involved

Want to continue making an impact? Volunteers are essential to the care we provide, offering support in many ways, such as spending time with patients, assisting grieving families, raising public awareness about hospice care, or helping with administrative tasks.

Your time can greatly impact the lives of patients and their families. To learn more about how you can volunteer, contact volunteer@capitalcaring.org.

Thank You

Thank you for your commitment to supporting Capital Caring Health's mission. Together, we can make a significant difference in the lives of those who need compassionate care the most.