

# Host a Fundraiser

Combine your passion with our mission to make an impact on the lives of kids and expectant mothers in our community.



## Get to Know

# Lucile Packard Children's Hospital Stanford

Our hospital began with one mom's vision. Lucile Salter Packard, our generous founder and visionary for children's health, believed strongly in caring for both the body and spirit of every child. That commitment to nurturing care continues to guide us today.



**43%**

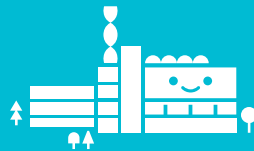
of patients and families at Lucile Packard Children's Hospital Stanford receive financial assistance, thanks to community support.

Our network provides care for more than

**667,000**  
**patient visits**

a year.

Our hospital expansion opened in 2017, adding 521,000 sq. ft. of building space, 149 patient beds, and 6 new surgical suites.



No family in our community is ever turned away due to their financial circumstances.

**100%**

of gifts donated to the hospital benefit patients and families in our care.

In 2023, more than **43,000 patients** received a visit from a child life specialist.

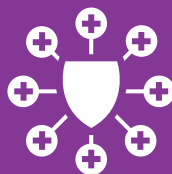
Our Bass Center for Childhood Cancer and Blood Diseases offers

**120+**  
**clinical trials.**



Our Betty Irene Moore Children's Heart Center performs

**700+**  
**open-heart**  
**surgeries**  
each year.



Our Stanford Medicine Children's Health network offers care at  
**65 Bay Area**  
**locations.**

In 2023, our patients came from **50 states in the U.S., and 44 countries** around the world.



Last year, our Johnson Center for Pregnancy and Newborn Services delivered

**4,639**  
**babies.**

# Healthier, Happy Lives Start with Us



Please join us in supporting Lucile Packard Children's Hospital Stanford and the child and maternal health research programs at the Stanford School of Medicine.

# Fundraising Ideas

Whether your fundraising idea has a creative twist or follows a tried-and-true plan, we're excited to offer the support and guidance you need to make your fundraiser a success. Use one of our ideas below, or create your own!



## Hold a Drawing

Draw names for a gift card or other fun prizes, and donate proceeds to your personal fundraising page.



## Schedule a Night In

Host a board game night or movie marathon, or turn on the big game. Ask guests to make a donation to your personal fundraising page.



## Donate Your Special Day

In lieu of gifts for your birthday, anniversary, graduation, or other special day, ask friends and family to contribute to your personal fundraising page.



## Dress Down (or Up) Days

Get your workplace or school involved! Designate a certain day or week, and ask for donations to dress casually or dress to a specific theme.



## Gift Match

Double your efforts! Many companies will make matching gifts. Speak to your HR department to learn the details.



## Get Digital

Include a link to your personal fundraising page in your email signature and share your story on social media.

# Social Media Tips

Share your story! Has your family benefited from services at Lucile Packard Children's Hospital Stanford? Are you a hospital employee or volunteer? Whatever the reason—share it!



 [LPFCH.org/Fundraise](https://LPFCH.org/Fundraise)

 [Champions@LPFCH.org](mailto:Champions@LPFCH.org)

 [Facebook.com/LucilePackardFoundation](https://Facebook.com/LucilePackardFoundation)

 [Instagram.com/LucilePackardFoundation](https://Instagram.com/LucilePackardFoundation)



# Sample Fundraising Message

Your friends, family, and broader network can be some of your most dedicated supporters as you try to reach your fundraising goal. Below is some sample language you can use to reach out to your network to ask for donations.

**PRO TIP: Adding your personal ‘Why’ will make your outreach extra meaningful!**

Hi Brady!

I am supporting children and families at Lucile Packard Children’s Hospital Stanford by hosting *(add your event name here)*. On *(date)*, I will raise awareness and support for kids and families needing expert and specialized pediatric care—and you can help!

Will you join me in helping ensure healthier, happy lives for more children and families? Visit my fundraising page to make a gift—donating online is easy and secure. *(add your fundraising URL here)*

Every dollar makes a difference! Your support will help provide the best care possible for children and expectant mothers, sustain programs not covered by insurance, and advance groundbreaking research to improve the lives of children worldwide.

Thank you in advance for your generosity.

With gratitude,  
*Your Name*

# Sample Thank You Letter

Thanking your donors is an important part of getting to your fundraising goal! After someone makes a gift to your fundraising page, you should reach out to them with a quick note of appreciation. This could be as simple as a text or direct message, or you could send a more formal email or thank you card.

Hey - thanks for donating to my page!  
I'm closing in on my goal thanks to you!

Hey Brady - Thank you for helping me get closer to my fundraising goal!

Your donation helps provide the best care possible for children and expectant mothers, sustain programs not covered by insurance, and advance groundbreaking research to improve the lives of children worldwide.

To learn more about how your donation is making a difference, please visit [LPFCH.org](https://LPFCH.org).

Thank you again for your support!

To find more information and resources visit us at  
**[LPFCH.org/Fundraise](https://LPFCH.org/Fundraise)**.

# Guidelines for Use of Name and Logo

We want your event to be successful and encourage you to utilize the hospital name and logo.

To maintain the integrity and consistency of our brand, we request that you follow the guidelines below. Please note: all promotional materials must be approved prior to distribution.

## Name Guidelines

- Publicity for your event may not imply that the event is sponsored or co-sponsored by the Foundation and/or the hospital, or that the hospital is involved in anything but the beneficiary.
- When mentioning the hospital in your event materials, mention your event name, followed by “...Benefiting Lucile Packard Children’s Hospital Stanford.”
- It is important that your supporters understand where their money is going. If Packard Children’s Hospital will not receive 100% of your donations, then the exact percentage must be included in any publicity.



## Logo Guidelines

- Your event is only authorized to use the “Benefiting Stanford Medicine Children’s Health” logo shown here.
- Logo may not be manipulated in dimension or broken apart in anyway.
- Always use the width of the uppercase “H” in “Health” as the minimum space between the logo and any other design elements.
- The “Benefiting Stanford Medicine Children’s Health” logo must be smaller than the event name or logo on all printed and published materials.
- Logo should be used against a solid white background.
- Logo should be placed at the bottom of a printed page or webpage.
- Logo should be balanced and centered on the page when possible.

***All promotional materials must be approved before printing or publishing.***

Please send all materials to **Champions@LPFCH.org** for approval.



# Offline Donation Form

Although fundraising online is the preferred, fastest, and easiest way to receive donations, we know you might receive some checks from your supporters. To ensure that they are processed correctly, please follow these instructions.

1. Make all checks payable to  
"Lucile Packard Foundation for Children's Health."
2. Please do not enclose cash donations.
3. Write your name on each check's memo line.
4. Please submit this form and check to:

Lucile Packard Foundation for Children's Health  
Attn: Advancement Services  
400 Hamilton Avenue, Suite 340  
Palo Alto, CA 94301

Participant's name: \_\_\_\_\_

Event name (if applicable): \_\_\_\_\_

Number of checks included: \_\_\_\_\_

Total amount of donations included: \$ \_\_\_\_\_

If you would like your fundraising page to be updated with your offline donation, please email us at **Champions@LPFCH.org** with the donor's first and last name, donation amount, and email address for each offline donation. Please allow one business day for your offline donation to appear on your page.

**Thank you for your support!**