

RAISING FUNDS

Dear Families and Caregivers,

The holiday season reminds us of the joy we get from giving. But there are people and causes in need of support all year-round. Fundraising is one way to help give anytime. The concept of fundraising lends itself to a handful of important life skills, including problem-solving, goal-setting, budgeting, and empathy. The resources below can get conversations started, help you and your child identify problems that need to be solved, and help you brainstorm ways to raise funds.

Sparking Conversations

Has your child noticed any fundraisers happening nearby? Think about the Salvation Army collections around the holidays, or collection jars at stores. Has your family ever donated to one? Why or why not? Talk about the causes that each of these fundraisers is for. Why are they important causes? Share with your child any fundraisers that you or other family members have helped organize or support. Then ask your child what problems they see in the community or what causes they feel strongly about (e.g., animal shelters, the environmental, supporting children). Have kids consider how these causes might benefit from funds. For example, an animal shelter might be able to buy toys or blankets for the animals.

Get Active

Identify a problem or an organization in your community that your child could raise funds for. Make a plan and set a goal. What would the funds be used for, and how much money do you need? Think of a way to raise the funds. Will your child host an event? Or will they save their change to donate later? They could also ask friends or family for donations in lieu of holiday or birthday gifts. Then put the plan into action! Check in often with your child about their successes and struggles. Are funds where kids expected them to be? If not, what can they do differently? Reflect with your child about how this experience made them feel and what they learned.

Groups That Help Kids Make a Difference

Alex's Lemonade, alexlemonade.org

- Alexandra "Alex" Scott was diagnosed with cancer as a baby. At just 4 years old, she held her first fundraiser selling lemonade in her front yard to support childhood-cancer research. Over the course of her life, she raised more than \$1 million. Her legacy continues through Alex's Lemonade Stand Foundation, which provides instructions and event kits to help children run their own lemonade stands to raise money to fight pediatric cancer.

UNICEF Clubs, join.unicefusa.org/startclub

- UNICEF works in more than 190 countries and territories to save and improve the lives of the world's most vulnerable children. This page includes links to starter guides and other resources to help kids start a fundraising group to help support UNICEF's mission.

Kids Saving the Rainforest, kidssavingtherainforest.org/donate

- This nonprofit based in Quepos, Costa Rica, was founded by two 9-year-old girls in 1999. Their mission is to protect Costa Rica's diverse wildlife. Kids who are passionate about the environment can donate to one of their many conservation projects.