



2010 **GEAR** Fundraising Packet



Thank You!

Thank you for helping support St. Lawrence Health Initiative, Inc. (SLHI) by participating in GEAR and fundraising in your community. In 2010 SLHI hopes to raise \$5,000 to maintain and grow our programs. We hope this packet will provide you with successful fundraising action! Included you'll find information about SLHI and its programs, some guidance on maximizing your fundraising, sample letters, an official donation form and support signs for local businesses. We look forward to hearing your fundraising success stories and thanks again for helping raise money for SLHI!

About SLHI

SLHI seeks to reduce the burden of chronic disease for both individuals and the community by empowering individuals with the knowledge and skills needed to live healthier lives and by creating community-wide policy, environment, and practice changes to increase options for healthy living.

Our vision is that:

- all residents of St. Lawrence County will make choices in diet, physical activity and lifestyle that will minimize their chances of developing chronic disease;
- all communities and organizations within St. Lawrence County have created policies and procedures and instituted systems, social and environmental changes which optimize residents' abilities to eat well, be physically active and enjoy healthy lifestyles.

SLHI History:

In 1997, Canton-Potsdam Hospital and Claxton-Hepburn Medical Center teamed up to create a community health improvement coalition as part of their community service plans. A comprehensive community health assessment and focus groups with low-income adults, the general community, senior citizens and health care providers revealed three health priorities for the area; Access to Care, Nutrition and Fitness, and Substance Abuse. The decision was made to incorporate as a 501c3 non-profit agency in 1999. Since 1999, SLHI has grown from one executive director to eight full time staff working in 5 programs.

St. Lawrence County Health Statistics

	St. Lawrence County	New York State
Percent of people who are overweight or obese	72%	62%
Percent of people diagnosed with diabetes	13.4%	8.2%
Percent of people diagnosed with high blood pressure	36.3%	27.5%
Percent of people having a heart attack	5.2%	3.6%
Male lung cancer rate per 100,000 population	120.1	80.8
Female lung cancer rate per 100,000 population	75.2	53.8

County data from the 2008 SLHI Community Health Survey/ State data from the 2006 BRFSS.

SLHI 2010 Programs

S.P.O.R.T. (Supporting Peers Options to Resist Tobacco) Program – SPORT has three components: 1) tobacco cessation services for adolescents, both group and individual, 2) tobacco prevention education in schools, and 3) peer support, education and referrals through SPORT Teams. SPORT is the only program in St. Lawrence County that offers cessation services to help youth quit using tobacco. The majority of funding for this program is obtained through local grants, donations and fundraising.

Access to Care - The Access to Care program provides community health screenings for blood pressure, glucose and cholesterol, follow-up diagnostic testing and care for uninsured individuals with a positive screening, assistance in obtaining low-cost or free prescriptions, and Chronic Disease Self Management Training. The program is partially supported by a grant from the New York State Department of Health, Office of Rural Health, but the majority has to come from donations and fundraising.

Eat Well Play Hard - Funding for EWPH is from the NYS Department of Health Division of Nutrition, Bureau of Nutrition Risk Reduction. The goals of the program are to assist agencies, organizations and individuals who work with children aged 2-8 to make policy, practice and environmental changes which increase opportunities for physical activity, increase consumption of fruits and vegetables and low-fat dairy products, and decrease screen time. The EWPH Coordinator works with area elementary schools to improve nutrition policies, is currently working with the Village of Canton to implement a Safe Routes to School grant, and has given out \$20,000 in grants to local organizations to make practice and environmental changes designed to increase physical activity.

Health Quest MOVE Program – All 18 school districts and the 3 BOCES technical centers in the county are participating in this grant, which is funded by the US Dept. of Education. Health Quest provides professional development for PE, health, and family consumer science teachers and school nurses. The program works with each school district's Wellness Committees to assess the school's policies, practices and environment around physical activity and nutrition. Each school is then provided with technical assistance and support to make changes in policies, practices and/or environment to expand opportunities for physical activity and sound nutrition in the schools.

Work Well Investments Program – This is a fee-based program that provides comprehensive worksite health promotion including educational presentations, healthy eating, Personal Wellness Profile Surveys with individual feedback, preventive health screenings, incentive programs and tobacco cessation services.

For further information about our services, please visit our website at www.gethealthylc.org.

How will your fundraising make a difference?

Every penny counts! All of the money raised from GEAR directly supports the Access to Care and SPORT Programs.

Here are some examples of what your support will help us to achieve.

\$150 will enable our access coordinator to provide blood pressure, glucose and cholesterol screenings for 30 uninsured or under-insured county residents.

\$500 provides life-saving follow-up and diagnostic medical care to 5 low-income, uninsured individuals.

\$1,200 will fund an 8-12 week tobacco cessation program for 15 adolescents.

A little goes a long way. Your support really does make a difference.

Ideas on How to Fundraise

Raising funds may seem a bit daunting at first, but as you begin to plan and gain the support of others, you will soon see that it is easier than you think! Below you will find some guidelines to help you get on the right track to raising money in your community.

1. Make a plan. Determine how much money you want to raise for SLHI. Our goal for 2010 is to raise \$5,000. Develop an action plan for your team detailing who is going to do what, and when.

2. Determine your objectives. Agree within your team what you aim to achieve through your fundraising. Think beyond just raising money (although this is important) and question how you might spread the word and educate other people about SLHI's mission and the work we do in St. Lawrence County. Please use the paragraphs below whenever possible to describe our work.

The St. Lawrence Health Initiative, Inc seeks to reduce the burden of chronic disease for both individuals and the community by empowering individuals with the knowledge and skills needed to live healthier lives and by creating community-wide policy, environment, and practice changes to increase options for healthy living. For more information on SLHI's programs, visit www.gethealthyslc.org or call (315)261-4760.

3. It's not what you know, it's who you know! Recruit your family, friends and coworkers to support your fundraising efforts. They can help spread the word through their own networks. The more people you ask, the more money you raise – it is that simple! Be bold. Think big and do not be afraid to ask!

4. Work with your employer. Most companies have a specific budget for community support. Some will donate money, sponsor your team by paying for the registration fee, and they may also match what your team raises. Don't just ask your colleagues, ask your company too!

5. Work with your civic group or fraternal organization. Many of these organizations would be happy to support you financially in raising money for a community oriented program.

6. Go public! Tell everyone you meet about your plans. Think about putting a press release in your local paper or on your favorite social networking site (see the sample press release). Send out a mass mailing (see the sample sponsor letter).

7. Always say "Thank You". Don't forget to thank all of your donors for their help and support. A great way to do this is to thank them with a letter telling of your fundraising success. (See the sample thank you letter.) Your thanks will keep people interested in SLHI and let them know that their support has made a difference. Also provide business sponsors with a sign they can hang in their windows so they won't be asked multiple times for donations (see the *We Got In Gear Sign*).

8. How can SLHI help? We will be delighted to send you a list of all of your online donors. We will also put the donor's name on our website with their permission.

9. Collecting Donations. Donations can be made online through PayPal at www.gethealthyslc.org or cash and check can be collected and brought to the event on September 25, 2010. All checks should be made payable to the St. Lawrence Health Initiative, Inc.

Sample News Release: Adventure Racer

This sample news release is designed to help you attract media attention for your efforts. Insert the required details and then send it by fax, email or mail to your local media (newspapers, electronic, radio, etc.). **Follow up on your release to call attention to it and assist the reporter.**

For Immediate Release Contact: Your Name & Phone Number

Local Takes on Adventure Race to Support St. Lawrence Health Initiative

Date, City, State – *(Your name)*, *(your occupation)* from *(your town)*, will be lacing-up, riding and paddling hard for GEAR, an adventure race consisting of canoeing, trail running/walking, mountain biking and mystery challenges on September 25, 2010 to raise much-needed funds for the St. Lawrence Health Initiative, Inc (SLHI). After long months of training and preparation, *(your name)* aims to raise as much money as possible to benefit the SLHI. Many racers will gather to compete in three different race courses, the Go Easy Adventure Race will travel a 4-6 mile course, the Go Energetic Adventure Race will cover a 12-16 mile course and finally the Go Extreme Adventure Race will traverse 17-20 miles somewhere in beautiful St. Lawrence County. *(Your name)* decided that adventure racing is a great way to support SLHI's education and health promoting programs.

"I have wanted to tackle this race for a long time, so it will be extremely rewarding on a personal level," *(your name)* said. "However, it makes it so much more satisfying to run for a cause and know that my efforts will mean something to St. Lawrence County residents." *(Replace this quote if you have something more relevant or personal to say.)*

(Your name) is welcoming pledges from all sources. Please contact *(him/her)* at *(your telephone number)* for more details on how you can contribute to funding all the great program of SLHI.

About the St. Lawrence Health Initiative, Inc.

The mission of the SLHI is to reduce the burden of chronic disease for both individuals and the community by empowering individuals with the knowledge and skills needed to live healthier lives and by creating community-wide policy, environment, and practice changes to increase options for healthy living.

The vision of the organization is that:

- all residents of St. Lawrence County will make choices in diet, physical activity and lifestyle that will minimize their chances of developing chronic disease.
- all communities and organizations within St. Lawrence County have created policies and procedures and instituted systems, social and environmental changes which optimize residents' abilities to eat well, be physically active and enjoy healthy lifestyles. For more information, visit www.gethealthyslc.org.

Sample Letter: Potential Sponsors

People are often happy to sponsor your team or donate money. Please provide us with their information and we will publicize their sponsorship on our website. Below is a sample letter for you to use as a guide. **Add your own details and make it as personal as possible for the best chance of success.**

Contact Name
Business Name
Business Address
Date

Dear (*contact name*),

I am writing to ask for your support in making the St. Lawrence Health Initiative's (SLHI) annual adventure race fundraiser, GEAR, a rousing success. I am participating in this race on September 25, 2010 to raise money for the SLHI, a non-profit, community health improvement agency with the mission to reduce the burden of chronic disease for both individuals and the St. Lawrence County community by empowering individuals with the knowledge and skills needed to live healthier lives and by creating community-wide policy, environment, and practice changes to increase options for healthy living. You can help make a difference by supporting this event with the donation of (*specific request for a donation or sponsorship of your team*).

St. Lawrence County residents exhibit high rates of chronic disease and chronic disease risk factors. In a 2008 Health Status Survey, 72% of county residents report being overweight or obese compared to the statewide average of 62%. Almost 25% of 12th graders report current cigarette use and county adults suffer from lung and bronchus cancer at twice the state rate. The proportion of county residents suffering from diabetes (13.4%), high blood pressure (36.3%) and heart attack (5.2%) are also well over the state averages of 8.2%, 27.5% and 4.2% respectively. The SLHI's programs are making a real difference in the health of county residents. This event is an ideal way for the community to unite and lend their talents to make a difference in the lives of all St. Lawrence County residents.

With your help, we can make this event a success and raise as much money as possible for SLHI, a leading presence in St. Lawrence County for educating and creating opportunities for healthy living. Please consider making a contribution to this important cause.

For more information about this event and how you can help, please contact me at (*your phone number*). For further information about SLHI, visit www.gethealthyslc.org. Thank you for your time and consideration.

Sincerely,
(Your name)

2010 Official Donation Form

St. Lawrence Health Initiative, Inc.
 Potsdam, NY 13676
 315-261-4760
 tracy@gethealthslc.org
 www.gethealthslc.org



Team Name _____

Team Captain's Name _____

Phone _____ - _____ - _____

Captain's Address _____ **City** _____

State _____ **Zip** _____ **Captain's Email Address:** _____

Please print all information. Receipts will be issued for all donations of \$10.00 or more, by the St. Lawrence Health Initiative, Inc. Full addresses are required for tax receipts.

Please make checks payable to "SLHI". All donation money must be turned in by the start of the race in order to qualify for the prize for most \$\$ raised.

Name (Please Print)	Complete Mailing Address	Amount Collected
5 Sponsors	Already . . . !!! Keep Going . . . !!!	
Total This Page		\$
Total Other Pages (# of additional pages attached: _____)		\$
Grand Total		\$

Name (Please Print)	Complete Mailing Address	Amount Collected
10 Sponsors	Way to Go . . . !!! Keep Going . . . !!!	
15 Sponsors	WOW . . . !!!	
20 Sponsors	Keep up the good work . . . !!!	
25 Sponsors	Amazing work . . . !!!	
30 Sponsors	Way to go . . . !!!	

Sample Letter: Thank You Letter

Below you'll find an example of a 'Thank You' letter. Please feel free to type it up on your own stationery. Remember that it is only a sample letter. **Personalize it as much as you can for the best impact.**

Dear (enter contact name)

Thank you for supporting the St. Lawrence Health Initiative, Inc. (SLHI) through your donation of *(enter amount or type of gift given)* to support GEAR, an adventure race consisting of canoeing, mountain biking and trail running/walking.

The St. Lawrence Health Initiative, Inc seeks to reduce the burden of chronic disease for both individuals and the community by empowering individuals with the knowledge and skills needed to live healthier lives and by creating community-wide policy, environment, and practice changes to increase options for healthy living. With your help, SLHI can support its educational programs and support services, and continue to fund these vital programs for St. Lawrence Country residents.

You'll be delighted to hear that GEAR was a wonderful success and raised over *(add total amount here)*. I would like to take this opportunity to thank you for your valuable support.

Sincerely,
(Your name)



We Got In GEAR!

**We proudly support the St. Lawrence Health Initiative's
4th Annual Adventure Race
To be held on September 25th 2010
In St. Lawrence County, NY**

**To learn more about GEAR go to www.gethealthyslc.org
or call (315)261-4760 ext 15**



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