



FUNDRAISING HANDBOOK



City of Hope™

Welcome

On behalf of City of Hope, thank you for taking charge in the fight against diabetes! Your work will help City of Hope researchers and doctors quickly translate science into new treatments for diabetes around the globe. Your efforts provide vital funds that enable City of Hope physicians and researchers to turn more patients into survivors.

Thank you for your commitment!

- Scott Archimbaud

Associate Vice President, Community Philanthropy and Engagement



The Power Of Partnership

For over 60 years, Lions Club International and City of Hope have been collaborative partners in raising millions of dollars for research and treatment efforts. We are extremely grateful for the continued support from Lions like you who reach out to your existing network and harness the passion for the cause. You continue to make a difference and change the lives of patients and their families for the better. Thank you for reaching out to your extended network (friends, family, colleagues) to help raise funds that will translate into a greater impact.



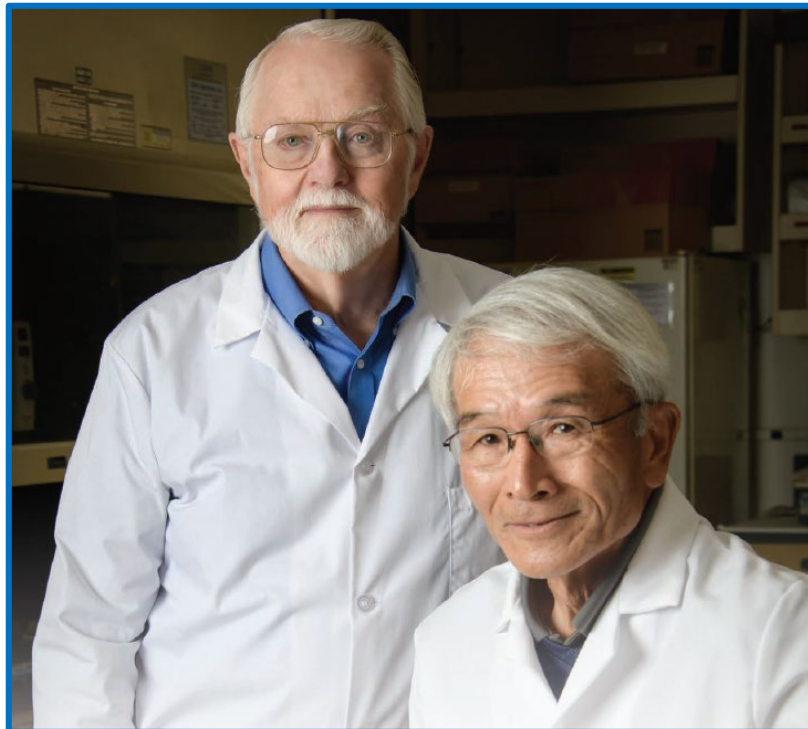
Did You Know?

- Diabetes impacts the lives of more than 422 million people worldwide. That's 1 in 11 adults.
- Type 2 diabetes is also associated with an increased risk for several cancers, including pancreas, liver, breast, colorectal and genitourinary cancers.
- One in four Americans over the age of 65 is currently living with diabetes.
- Each year, 1.5 million more Americans are diagnosed with diabetes.
- An estimated **30 million** Americans have diabetes, and nearly 1 in 4 of those are unaware of the condition.
- Diabetes is a leading cause of **adult blindness** in American adults. In fact, diabetics are 40% more likely to have glaucoma and 60% more likely to have cataracts.
- If left unchecked, vision loss due to diabetes is **irreversible**.
- Diabetes is the **seventh** leading cause of death in America.
- Since 1980, worldwide rates of type 2 diabetes have **quadrupled**.
- The number of obese children and adolescents has soared **tenfold**, setting the stage for an epidemic of type 2 diabetes.

Our Shared Goal To End Diabetes

Lions Clubs International recognize that diabetes is a global epidemic and in 2017 announced that as an international organization, Lions will band together to help eliminate this disease. Lions Clubs all over the world have seen and felt the effects of diabetes in their communities and are doing something about it together. The Lions Clubs International strategic objective is to reduce the prevalence of diabetes and improve quality of life for those diagnosed and many clubs have already begun the fight against diabetes.

Although world renowned for its work in research and treatment of cancer, City of Hope has a long and impressive history of groundbreaking discoveries in the field of diabetes. It spans more than four decades of intense investigation since the discovery of the effect of insulin in 1949 which occurred at City of Hope. Researchers at City of Hope were the first to identify the marker for blood glucose control in 1968, which remains the gold standard used by physicians around the world to manage patients with diabetes. In 1978, synthetic human insulin, which is used worldwide by millions of people with diabetes, was first discovered and produced by doctors Arthur Riggs and Keiichi Itakura (right) at City of Hope.



City of Hope is at the cusp of dramatic breakthroughs in the field of diabetes. With the support of a family of donors like the Lions Clubs of MD-4, City of Hope researchers can focus on:

- Developing new immune therapies to rebalance the immune system and halt or reverse type 1 diabetes.
- Reviving and/or replacing the cells that make insulin.
- Discovering new biomarkers to identify who is at risk for developing diabetes and its complications.
- Developing drugs that precisely target the receptor molecules responsible for diabetes.
- Studying the relationships between diabetes and cancer.

Lions Clubs Diabetes Innovation Fund

The Lions Clubs Diabetes Innovation Fund is a \$1 million commitment and collaboration between the Lions Clubs and City of Hope to support advanced research projects into type 2 diabetes and its many complications. It is through the dedication of the Lions Clubs in MD-4 that we are to have an enormous impact in the fight against diabetes.

The Lions Clubs Diabetes Innovation fund will allow Lions Clubs to interact with City of Hope's renowned



research team in various capacities. They will be kept up to date on the latest groundbreaking discoveries and be familiar with the research process. This investment will support the most promising new ideas and awards two or more seed grants of up to \$100,000 each year.

People around the world who are fighting diabetes and facing debilitating complications are empowered by the promise of new, experimental research that

may reveal how type 2 diabetes develops. This can lead to treatments that will spare millions of people from stroke, heart attacks, kidney disease and other illnesses that are a byproduct of diabetes complications.

This investment into diabetes research will be recognized in the highly trafficked foyer of the Diabetes, Endocrinology & Metabolism (DEM) Clinic at City of Hope. This prominent location will honor the Lions' commitment to the fight against this global epidemic.

With the support of the Lions Clubs International, City of Hope can continue to push the boundaries of science; to discover preventative measures and advance treatments that extend quality and length of life while cultivating hope for people with diabetes and their loved ones.

With Your Help. We Can Win!

With the help of Lions Clubs, we can make a difference. The Lions Clubs Diabetes Innovation Fund will benefit the researchers and doctors at City of Hope to further advancements in diabetes research and treatment. We know we can win! Thank you for making an impact that will forever change the lives of our patients and their families for the better!

Online Fundraising

Online fundraising is much easier than you may think. With help from City of Hope staff, you can set up your own personal fundraising webpage.

Creating an *ourHope* page is a simple process that will provide you with a one-stop shop to tell your story using images and/or videos, send outreach emails to your friends and family, collect donations, and thank your donor all within the fundraising page. Just follow the simple steps below and City of Hope staff will create the page for you. From there, we will provide you with a link that you can send out to your friends and family. It is a simple as that!

1. **Create an OurHope Page!** Send an email with the following information to **legacyandaffinity@coh.org**.
 - **Think of a name for your fundraising page or event.**
 - **Find a high-resolution image for the banner at the top of the page.**
 - **Write a brief description of your fundraiser and why people should donate.**
 - **Your fundraising goal.**
2. **Kick off your fundraising with a self-donation!** Show your friends and family you are committed to your goal by jumpstarting your fundraiser.
3. **Be proactive!** Send emails, post to social media, call your family and tell your neighbors you are raising money for City of Hope! The more people you engage, the greater the impact.
4. **Share your story!** The people in your life want to know why City of Hope is important to you. When you communicate via email and social media, you can connect your network to your personal fundraising page to tell them why you support City of Hope.
5. **Thank your donors!** Make sure your donors know you appreciate their support. Write them a note, send them an email or give them a social media shout out to say thanks!

Get Creative With Your Fundraising!

Fundraising does not have to be limited to creating a fundraising page. There are so many creative ways to engage your community to raise funds. Organizing an event such as a talent show, golf tournament, car wash, or hosting a paint & wine night can be done with a little bit of help. Recruit your friends, families, and coworkers to get creative. The sky is the limit!

- We know that every Lion is committed to serving the community. Whether through pancake breakfasts, golf tournaments, auctions, or something as simple as a wine & paint night, Lions are innovators in how they support their causes. All you have to do is find a place to host the event (maybe at your normal club meeting spot) and get a few easels, a painting that you'd like to recreate, grab a few bottles of wine and boom! You have a quick and easy social gathering that is fun and memorable.
- Break it down. If you get 4 people to donate \$25 or 10 people to donate \$10 and you will have raised over \$100 already!
- By raising \$1,500 or more, you qualify for the **Kay K. Fukushima Fellow Award** to have a name inscribed on the Kay Fukushima Fellows Wall of the Japanese Garden and a beautiful plaque that you can display at your home or your clubhouse!
- Organize an online auction with City of Hope's help. Please reach out to Carl Woody (cwoody@coh.org) for additional information.



Reaching Out To Other Organizations

Did you know that you can show your Lion Pride by recruiting your colleagues even if they aren't Lions themselves? Involve and engage your network to lead the charge in the fight against diabetes by building a fundraising team at your school, workplace, or religious establishment. It's made even easier by promoting the great cause of fighting diabetes. **It's as easy as 1-2-3!**

First, understand how your organization is structured and figure out the best way to share your message. Engaging leadership is a great way to kick off the fundraising. Talk to your manager, religious leader, or principal to see if they know about City of Hope or if they have a connection to diabetes. By speaking with them, you may be able to get the whole organization involved!

Second, think about your message. Do you have a personal connection to diabetes? Does diabetes affect your friends and family? Many people have diabetes or know someone that has been affected by this disease. A heartfelt message is powerful. Start slow and connect with people and their stories. The more people you reach, the more money you raise, and the greater the impact.

Third, keep your colleagues engaged. Set a goal for your organization – goals help people stay connected to the cause. Provide incentives and contests for exceptional fundraising. As part of the Lions Diabetes Innovation Fund, City of Hope will provide updates about the exciting new research being done. Share this information with your organization.

Again, easy as 1-2-3! 3 steps to building your own company team and maximizing your impact!

Remember The Keys To Success!

- Make it personal! Share why City of Hope and diabetes research is important to you.
- Keep reaching out! It may require three or more reminders before someone donates. Typically, people want to give, but sometimes they forget to follow through. Be patiently persistent.
- And most importantly, **HAVE FUN**

Honoring Our Donors

Caring individuals enable City of Hope to advance innovative research that improves medical care for patients everywhere. We are dedicated to providing recognition that is as special and meaningful to the donor as their support is to the future of medicine. Donor recognition is a way to leave a legacy of caring and compassion for those who need it most, letting patients and their families know that you are devoted to helping them in their time of crisis. It is also a way to lead by example, with your philanthropy inspiring the generosity of others. The following are giving levels and examples of recognition available for your consideration. Recognition forms can be found at cityofhope.org/lions.

Club Recognition

Recipient will receive a custom-etched plaque honoring the club's contribution. The name of the club will also be inscribed on the exclusive Japanese Garden Walls.

- **Lions Clubs International Wall Of Sponsors**
 - Giving Level: \$5,000+
- **Lions Clubs International Wall Of Supporters**
 - Giving Level: \$2,500
- **Lions Clubs International Wall Of Friends**
 - Giving Level: \$1,500

Individual Recognition

- **Lion Of Gratitude** Giving Level: \$150
 - Honored individual will be given a personalized Lion of Gratitude Certificate.
- **Lion Of Innovation** Giving Level: \$500
 - Honored individual will be given a custom-designed Lion of Innovation Lapel Pin.
- **Lion Of Hope** Giving Level: \$750
 - Honored individual will be given a personalized Lion of Hope Plaque.
- **Kay K. Fukushima Fellow Award** Giving Level: \$1,500
 - Honored individual will be given the prestigious Kay K. Fukushima Fellow Plaque along with their name inscribed on the Kay Fukushima Fellows wall at the Lions Club International Japanese Garden.



Resources

City of Hope is committed to providing you with the resources you need in organizing a successful fundraiser. Below are some resources that we think you might find helpful:

- There are a variety of powerful videos on City of Hope's YouTube page. Just search "City of Hope" on Youtube or use this link: <https://www.youtube.com/user/cityofhopeonline>. You will have access to hundreds of videos to increase the engagement of your donors.
- Flyers, banners, infographics, and handouts are available to you and for your fundraising efforts. Please visit cityofhope.org/lions for downloadable content.
- When it comes to fundraising, everyone wants to hear where their donations will be going. Here are some facts about diabetes, City of Hope, and the future of diabetes research.
 - At City of Hope, not only do we believe a cure is within our reach, we have a strategy to realize a cure in the next five years.
 - Diabetes research at City of Hope is focused on three core areas: immune modulation; beta cell protection, expansion and replacement; and diabetes complications.
 - The Lions Clubs Diabetes Innovation Fund will create seed grants, fostering new ideas that demonstrate high potential and promise for clinical success.
 - Diabetes, the leading cause of adult blindness in American adults, is on the rise. Twenty million people have diabetes and more than 5 million of them experience some form of vision loss.
 - Although City of Hope is mainly known as a cancer research and treatment, many diabetes research breakthroughs happened at City of Hope. In 1949, City of Hope researchers discovered the seminal findings in how insulin works.
 - City of Hope researchers, Dr. Arthur Riggs and Dr. Keiichi Itakura, formulated the first synthetic human insulin – a breakthrough that has improved millions of lives and still serves as a life-saving intervention.

We Are Here To Help You Succeed

City of Hope staff is here to help you reach your fundraising goal! If you have any questions or need support, do not hesitate to contact us on our support line 1-800-732-7121 or by reaching out directly:



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Team Work Makes The Dream Work

Thank you again for your commitment to City of Hope's mission. Together, we will inspire hope and create a lasting impact on the lives of our patients and their families.

