



A School - Based Fundraising Campaign

Benefiting:



Each year, Children's Hospital of Richmond at VCU (CHoR) provides care for over 60,000 children. CHoR's primary service area is the Richmond Metro area and the Tri-Cities. Approximately 250,000 children live in those communities, and nearly **1 out of every 8 children in the region visited the hospital for care in 2017 alone.**

1 in 3
children in
Richmond
(over 16,000 total)

1 in 7
children in
Henrico
(over 11,000 total)

1 in 9
children in
Chesterfield
(over 9,000 total)

1 in 9
children in
Hanover
(over 3,000 total)

1 in 8
children in
Tri-Cities
(over 2,000 total)

Numbers reflect patient data from January 1 – December 31, 2017.



By the Numbers

8

Every 8 minutes a family walks through the doors of Children's Hospital of Richmond at VCU.



100

Currently, there are about 100 Richmond-area children in active cancer treatment at CHoR.



300

More than 300 babies receive care in the neonatal intensive care unit (NICU) each year.



Thank you for supporting local kids!





A School-Based Fundraising Campaign

Benefiting: Children's  Hospital
FOUNDATION

There are nearly endless possibilities for involvement, and our staff is here to support your efforts every step of the way. We encourage you and your school to get involved for the first time or continue your participation and be as creative as you can be! Here are a few ideas to get you started:

Coin Collection Campaigns

This is one of the most popular fundraisers within our Change for Children Campaign! Give each class a canister and create a friendly competition between classrooms or grade levels to have a race to see who can fill their can the fastest. Or ask for donations at any event, including sporting events, school theater productions, open houses, and many others. Children's Hospital Foundation can provide small donation canisters (pictured below) if needed.



Other Fundraising Ideas

- **Break the Dress Code Day** - Students and teachers make a donation to break the dress code for a day—it could be jeans, pajamas, school spirit attire... or anything you want!
- **Walk/Run** - Host a walk/run during gym class, and have students get donations or pledges to see how many laps they can go.
- **School Dance** - Find a teacher or administrator that loves music and ask that they bring in their iPod for a school dance, and charge \$1 for students to attend.
- **Special Events** - Host an event like a movie night or car wash and ask people to give donations.
- **Administrative Makeover** - Convince your principal or assistant principal to dress up in costume if you meet your fundraising goal.

Visit www.chfrichmond.org/schools to watch a video to get started and for more fundraising ideas!

Thank you for supporting local kids!

