



OTHER WAYS TO GIVE

Thank you for considering hosting a fundraising event or offering your time to assist Louie's Kids. We hope this packet inspires you and contains all the information you need to raise money, awareness and support for Louie's Kids and the 33 million kids in our country fighting this problem. The money we raise goes towards fighting obesity, one child at a time. Join us, won't you?

Find an idea from among those on the list below, or use our suggested activities to help you start thinking of your own event. Have an event in mind? We'd love to hear it. Please also review the Event Guidelines and complete and submit an Event Proposal Form before launching your fundraising effort for Louie's Kids so we can help you make it a success!

Be a Sponsor –

We host 3 amazing fundraisers each year, each with its own special group of attendees and mission.

1. The *Big Chef Little Chef Challenge* in June, where we pair a trained chef with a child in our program to create a healthy dish that can be purchased in the grocery store. The chef creations are served at the event to 300+ guests, who then decide on their favorite dish, with the winners receiving the coveted Cutting Board Trophy! This event was called on of the 'most inspiring events in the Lowcountry' by the Post & Courier magazine.
2. The *Slim Down the South Celebrity Softball Challenge* in the fall, hosting celebrities from all areas to come together for a day of softball to raise money for our kids. Bill Murray and Darius Rucker coached the inaugural teams, with close to 2000 tickets sold to the game.
3. Our *Yoga Marathon* in October, bringing together 200 yogis in a park for an afternoon of 180 sun salutations. Yoga embodies healthfulness and spirituality, matching our beliefs. What an amazing day witnessing a sea of yogis in a park all to benefit us and support our organization. In 2012, we are proud to be hosting our 9th marathon.

Donate Product to an Event or Program – Every bit we get donated to our events or programs is one less expense we have to incur. From Flowers, AV Equipment, Beverages and Signage to T-shirts, Snack Bars, and Athletic Equipment, we need and welcome it all!

Donate your fitness class at a program – Teach Yoga, Kick Boxing, Pilates or A Fitness Class? Donate your services to one of our programs so they can experience inspirational fitness and fall in love with being active and healthy without realizing they have exercised!

Offer a Free Class for a Louie's Kid Participant – So many of our kids are from disadvantaged families without access or funds for yoga, hip hop, boot camp, personal training, or any other form of exercise that requires payment. Donate a week, a month, or a year's worth of a class to one or more of our many deserving kids in their quest to get healthy and happy. We trust you will fall in love and be inspired, as have we.

Sponsor a Grocery Store Tour – Sponsor or Host a Grocery Store Tour where we show kids and their families how to eat healthy without breaking the bank. So many think it isn't possible to eat healthy foods without spending a ton of money. Our nutritionist is here to bust that myth and share all she knows about healthy eating, inexpensively. You might learn a thing or two, yourself! As a Host or Sponsor of the tour, you can pick the location for the tour, we will publicize the partnership, bring the families and kids through your chosen establishment, etc. It is quite an educational experience for all.

Support us by purchasing a Ticket – To one of our fundraisers or one that someone else is hosting on or behalf.

Host 'Date Night' or a 'Wine Tasting' with your friends – Host a Dinner or Wine Event at your house in honor of Louie's Kids. Charge a fee to attend, pass the hat after dinner, or ask them to donate what they would have spent on their weekly date night or night out with the girls.



Other Ways to Give, continued.

Host a Guest Chef Celebrity Dinner in your restaurant – Ask another chef or two to join you and your chef for a multiple course dinner, with most of the proceeds coming to Louie's Kids. We have had great success with these dinners, adding in a fun live auction piece selling special packages created just for the event and our cause.

Recruit a Celebrity – Know a Celebrity that may be interested in joining forces to bring awareness to our cause? We would love to invite them to our *Slim Down the South Celebrity Softball Challenge* or one of our events or just to learn more about us so they can help us spread the word on the importance of this epidemic and our work.

Donate Clothes/Shoes/Basket of Groceries/Gas Cards – Unfortunately and sadly, some of our families can't afford regular trips to the grocery store, or have the ability to put gas in their cars or new shoes and clothes on their kids. Donate your gently worn athletic gear, a gas card, or a gift card to a local grocery store for us to pass along to them.

Raise Money on Our Behalf – Run a Race or Compete in a Triathlon (or ANY competition you love) and get sponsored on our behalf. It's easy and we have the tools to do it - Just ask!

Think of us in your will – We would be honored and touched beyond words to be listed as a Benefactor in your will. We know how hard we all work throughout our lives; for Louie's Kids to be a part of your legacy would mean more than words can describe.

Set up a monthly donation – Only budgeted for \$5 or \$10 a month to donate to a charity? It all adds up so no amount is too small! We have a great fundraising system where you can set up a monthly recurring donation to be deducted from your account each month so you don't have to do anything once the donation is set-up.

Set up a Corporate Matching donation - Take advantage of corporate matching gifts programs. You may work for a company that has a program like this – your personal donation could double simply by filling out a form from your Human Resources department. Share this information with family and friends – spread the word!

Adopt us as your school charity – Ask your child's school to adopt Louie's Kids as their charity of choice and fundraise on our behalf. Pick one day a month to get the kids involved in philanthropy early and have them bring in a penny or a dime or a quarter to help another kid get happy.

On a weight loss regiment? Challenge your friends to sponsor every dollar you lose. Keeps you motivated and on track and helps you connect with our kids and their own journeys.

Having a birthday party, bridal shower or getting married? Choose us in lieu of gifts. List Louie's Kids as your charity of choice and your friends can donate directly to us from our web site. No trip to the post office or card store needed here.

Donate your lunch money once a week, and have your office mates do the same. \$10 Lunches once a week add up!

On Facebook? Like us and share our happenings and us with all your friends. Exposure can be just as important as money.

Volunteer – your time, your services, your empty office space, your office furniture, and your fundraising knowledge. We need and welcome it all! Volunteer hours add up just as much as donations!

Nominate us for awards or grants – See a grant possibility cross your desk or email box, please keep us in mind. While we do our best to know of available grants, there are so many offered in so many areas that sometimes get overlooked.

Give up sweet tea and sodas for a week – donate your saved monies to us! Support a great cause AND help yourself feel better along the way.



Other Ways to Give, continued.

Be a Motivator Mentor and Share your time – Call a kid each week to support their efforts. Help them stay focused and on-track to a healthy and fit future. It only takes a little bit of your time each week.

Celebrate a friend or pay tribute to them – Have a friend that has lost weight or overcome the odds, donate to Louie's Kids in his or her honor.

Become a Champion of our cause with your own fundraising page – Interested in our cause and our kids, you can set-up your own fundraising page to share with your friends and contacts. Statistics show that friends are 52% more motivated to support a cause because of their friends.

Be an Advocate – sign our petition to Stop McDonald's from allowing food stamps in their restaurants. www.change.org

Host a Weight-loss Success House Party - Fundraising at your home for friends, family, co-workers, and neighbors. Share your experiences with either you, or a family member or friend losing their weight and reaching a "goal weight," and then ask them to support a cause that is making an impact across the country and in your community. Ask us for an inspirational video/DVD to show at the party.

Plan a Benefit Night. Throw a fundraising party at a local establishment. Charge your guests an entrance fee (donation) and also make sure to ask that local restaurant, ice cream parlor or party supply store to support you with a donation of 10% (or more!) of the night's sales – don't be too shy to ask. Also, check with your local restaurant if they are willing to support you with a donation of 10% (or more!) on an evening even without a fundraising party. Again, don't be too shy to ask. You can offer to generate a flyer to promote patrons coming to their establishment to help increase their business, and thus your percentage.

Organize a Healthy Spaghetti Dinner - Encourage your place of worship, work, school or other organization to host a spaghetti dinner to benefit Louie's Kids. Have all of your friends help with the cooking to make an event where families are welcome and are charged a donation entrance fee to join in the fun. Or plan a potluck party where everyone brings a healthy dish to pass and can socialize with friends and neighbors. The entrance fee to the party becomes your donation. Make sure to have plenty of donation forms on hand at any and all of these types of events for the donors that want to give more.

Love Music? Host a Themed Music or Dance Party – 50's, 60's, 70's, 80's style. Play all of your old favorites. Ask people to come dressed in costume and dance the night away. Serve donated drinks and food. Charge at the door. You can even ask a DJ if they'd donate an evening for you so you can have a complete selection of tunes! Dancing for Louie's Kids ...a perfect combination!

Get out and Golf! Work with a local golf course to plan a charity golf outing or tournament. Charge a fee to participate and see if you can get prizes donated for the winner of each hole, or the whole course.

Donate Tickets - Ask your local playhouse to donate tickets and then auction them off. Better yet, ask them to donate season passes!

Rock On! If you know musicians, ask them to perform a benefit concert at a backyard BBQ, block party or local club. The admission ticket is a check made payable to Louie's Kids.

See a Special Screening - Ask your local movie theatre to donate a special screening of a new release, especially one centered on health, wellness or physical fitness. Invite everyone you know and post flyers. Charge at the door. Ask if the theatre will also donate a percentage of the concession sales for your event!



Other Ways to Give, continued.

Have a Garage Sale - Ask all of your friends and neighbors to participate by donating items for sale. Make signs that indicate all proceeds are going to Louie's Kids or proceeds to fight obesity ...one child at a time! Ask your local paper to run an ad as their contribution.

Set up an On-line Auction - Get friends and family to donate things for you to sell on an on-line auction site. Make sure to let bidders know that the items selling price is going towards children's health or for YMCA memberships for children who can't otherwise afford them but need the healthy opportunity!

Hold a Car Wash – Everyone needs a car wash every now and then! Plan it either in your neighborhood, at your place of worship, or at your place of business. Ask local businesses to donate the supplies you will need and ask your friends to help wash. Consider adding a dog wash!

Hold a Car Wash-Take 2 - Go to your local car wash and talk with the owner/manager about doing a fundraising event there. Many people go to the same car wash every week. Post flyers a week in advance, then spend a few hours talking with people about what you are doing at the cashier stand. Hand people a flyer, accept donations and help a child get healthy or help a child with a pair of running shoes to get healthy!

Become a Karaoke King - Ask your local karaoke bar to host a benefit night. Invite all of your friends; charge at the door.

Host a Kid's Game Day - Invite your kid's friends, nieces and nephews, the neighborhood kids, the soccer team, to a game day at a local park. Like a drop-off party, you coordinate a couple of hours of fun activities and ask the parents for a donation in exchange - "kids helping kids" works! Tetherball, Four Square, Jump Rope, Potato Sack races, Yo-Yo contests, you name it! Have donated snack food and waters available to round out the fun.

Create a Children's Birthday Party - Post signs at local schools and child care centers offering your party planning services for a sizable donation. Plan a theme party and get supplies, favors, food and beverages donated. If you are crafty you could even make costumes. Some ideas are a Princess Party or a Harry Potter Party...again kids helping kids works!

Hold a Mow-a-thon - Hold a neighborhood mow-a-thon weekend where you and your family will mow everyone's lawn for a minimum donation.

Plan a Bowl-a-thon - Ask your local bowling alley to donate some lanes for a fundraising party. Invite your office-mates as a team-building experience, your neighbors, your family, or a group of old friends. Charge at the door or have people pledge a certain amount per pin.

Have a Super Change Jar - Ask all of your friends and family to put aside their spare change to be added to the super change jar. Every month or so, empty it out and let everyone know how much "a little at a time" adds up! This is a great idea to put into action at work, too. Decorate the jar with inspirational quotes like "give a kid a fish and you feed them for a day ...teach a kid to fish and you feed them for life".

Spin, Spin, Spin - Hit up your spinning class instructor and classmates. Set a goal at the beginning of the class, and if it's met, everyone donates \$1 per mile – or \$1 per minute.

Be an Errand Runner - Offer to be a friend's errand runner or personal assistant for a day, in exchange for a substantial donation.

Walk a Dog - Offer to walk your loved ones favorite pets for a donation. Even include your neighbors!