



Fundraising Toolkit

Welcome Partner for Hope!

We are honored you have chosen to become a part of our growing Partners for Hope community – a collective of individuals and families working with us to help families thrive, bringing hope to help save lives. Together, we are multiplying our efforts so every family gets the support they need when navigating the disease of addiction.

This toolkit includes all the necessary materials to set you up for success and you will learn more about how your efforts impact the families we serve. Whether you're sharing a story of hope, creating a memorial tribute to honor a love one or using your unique talents to host a fundraiser, you are helping us transform the way our nation addresses addiction.

Every dollar you raise allows us to provide families with solutions and a custom action plan to address their love one's addiction. If you need some inspiration, please take a look at our list of creative fundraising ideas below or [contact us for additional help](#) – we're here for you!

We truly appreciate your hard work and dedication. Your support makes a meaningful difference for the families who need us most.

With Gratitude,

A handwritten signature in black ink that reads "Kaila Sassano".

Kaila Sassano
VP and Director of Development

Who We Are:

We are the nation's largest nonprofit organization committed to helping families struggling with their love one's substance use. With decades of experience in research, direct services, communications and partnership-building, our work is focused on transforming how our nation addresses addiction.

We are a diverse community of compassionate parents, clinicians, advocates, researchers and more – collaborating together to bring forth free customized services and support based in science and compassion. By lifting the voices of families impacted by addiction and sharing their stories, we can extinguish the deep-rooted misperceptions that surround this disease.

Why Our Work Matters:

- 👤 More than 9 out of 10 people struggling with addiction first tried substances before the age of 18
- 👤 More than 20 million Americans are in need of addiction treatment or are in recovery
- 👤 Less than 2 out of 10 people who need addiction treatment received any care at all in 2019
- 👤 Every day in the US, 275 people died from a drug overdose from March 2020 and April 2021
- 👤 1 in 2 Americans report having a family member or close friend with addiction.

Our Approach:

Personalized support



Parents and caregivers supporting a loved one struggling with substance use or addiction can text, email or schedule a call with a trained and caring specialist via our helpline. Or, they may be eligible for our online support community and peer-to-peer parent coaching program. We are ready to listen and help.

Tools for preventing drug and alcohol use



The teen and young adult years are confusing, complicated and formative. Understanding what's happening socially and developmentally — and how it can intersect with substance use — is fundamental to setting the stage for healthier outcomes.

Guidance for when a loved one has a problem



It can be frightening or overwhelming when a parent realizes their teen or young adult child needs help for their substance use. Our articles and e-books help families navigate the journey toward recovery together.

A network of advocates across the nation



Together with advocates representing all 50 states, we're creating a movement to raise awareness, educate others and change policy.

What You Can Do:

To help ensure your fundraising efforts are successful, we challenge you to set a fundraising goal of \$1,000 or more. And remember – no matter the amount raised – you are helping us empower families to find answers. Here’s what your dollars help us provide:

- 💝 **\$1,000** allows our Helpline staff to connect with 40 parents seeking support
- 💝 **\$225** gives a parent substance use coaching and support over 6 weeks
- 💝 **\$100** allows our Helpline specialists to connect with 4 parents seeking support
- 💝 **\$50** provides over an hour of one-on-one parent coaching for a family in need
- 💝 **\$25** trains one local prevention professional to deliver community education on addressing substance abuse

Setting Up Your Fundraiser:



Create and Personalize Your Page

Once your fundraising page is [set up](#), be sure to add personal details, including photos and videos. Remember the most powerful part of your campaign is you! Let your friends and family know why you’ve committed to fundraise for this important cause.



Communicate Your Goal and Time Frame

Communicating your goal and setting a specific timeframe will motivate your network to donate sooner than later. Emails, phone calls and handwritten notes are some of the most effective ways to engage with your friends and family. And remember, every gift is tax-deductible.



Get Creative When Planning Your Event

Use your imagination and creativity. Whether you choose a Star Wars-themed pancake breakfast, host a virtual yoga or cooking class, or even hold a family football game in your backyard — unique fundraiser ideas are encouraged. Need inspiration? Check out our [Fundraising Ideas](#) sheet.



Make a List of Key Supporters

Family, friends, neighbors, classmates and colleagues are all great potential supporters. Make a list of people you want to invite to give, participate and/or attend your event, and reach out to them.



Getting Your First Donation

People won’t give unless they’re asked – so please ask! Give your friends and family the opportunity to make a significant difference for families in need and remind them of benefits of giving to your fundraiser. Once you build momentum, keep going – you’ll reach your goal before you know it.



Thank Your Generous Supporters

Don't forget to acknowledge your supporters! You can send a hand-written thank you card or email, give them a shout-out on social media or make phone calls for that personal touch. Let them know how much you appreciate their support and how much it means to the families we serve.



Take Advantage of Matching Gift Programs

Check with your employer and encourage those who make a donation to your campaign to as well to see if your or their workplace has a [matching gift program](#), which can double – sometimes even triple the impact of your fundraising efforts.



Stay Organized and Keep Track of Your Donations

Make a habit of visiting your page to see who is donating to your fundraiser. If you receive checks or cash, please register them as offline donations and mail them to:

**Partnership to End Addiction
Development Department**
711 Third Ave, Suite 500
New York, NY 10017

As a fundraiser for the Partnership to End Addiction, you are responsible for ensuring online and/or in-person events are conducted in a professional manner which befits the parties' core values and respective outstanding public images.