



Third-Party Event Guide & Toolkit

A guide for hosting meaningful fundraisers that support breast healthcare access, patient navigation, and hope.



Table of Contents

Welcome	1
Start Here: Quick-Start Steps	1
About Gateway to Hope	1
How Your Fundraiser Helps	1
Approved Language	2
How to Get Started	2
Tell Us About Your Fundraiser	2
Getting Started with Your Fundraiser	2
Planning an Event Fundraiser	3
Accessibility and Inclusion	3
Fundraising Ideas	3
Event-Based Fundraising Ideas	3
Fundraising for Campaign for Hope During Breast Cancer Awareness Month	4
Promote Your Fundraiser	4
Social Media Promotion Timeline	4
Sample Messages	5
Sponsorship Ask Template	6
Tips For Success	6
Donation Details	6
Donation Information	6
Contact Information	6
Terms, Policies, and FAQs	7
Terms & Policies	7
Frequently Asked Questions	8
Final Checklist	9

Gateway to Hope *Fundraising Event Toolkit*

A guide for hosting meaningful fundraisers that support breast healthcare access, patient navigation, and hope.

Welcome

Thank you for your interest in raising funds on behalf of Gateway to Hope. Whether you are planning a small gathering, a community event, a workplace challenge, or a personal campaign, your generosity helps connect more people to timely breast healthcare, compassionate support, and practical resources when they need them most.

Start Here: Quick-Start Steps

1. Review this toolkit to help you plan your fundraiser
2. Submit your **Fundraiser Interest Form** for review
3. Confirm fundraiser details, gather materials, and promote
4. Collect donations and distribute to Gateway to Hope

About Gateway to Hope

Gateway to Hope is a breast cancer lifeline for individuals and families navigating breast health concerns or a breast cancer diagnosis. The organization works to remove barriers to affordable, timely, quality breast healthcare through patient navigation, financial assistance, and community-centered support.

How Your Fundraiser Helps

- Supports patient navigation for people facing breast health concerns or a breast cancer diagnosis.
- Helps cover practical needs such as mammograms, transportation to appointments, treatment-related costs, groceries, and other essentials.
- Connects more people to care, comfort, and hope during one of the hardest seasons of their lives.
- **Campaign for Hope during Breast Cancer Awareness Month:** Each October, supporters can turn awareness into action by fundraising for Campaign for

Hope. Host an event, launch a personal fundraising page, invite your workplace or community to participate, or dedicate a gathering to helping more people access breast healthcare and patient support.

Approved Language

Organization description: Gateway to Hope is a breast cancer lifeline that helps remove barriers to affordable, timely, quality breast healthcare through patient navigation, financial assistance, and community-centered support.

Organization mission: Gateway to Hope's mission is to champion change by removing barriers to affordable, timely, quality breast healthcare, and empowering people to live full and healthy lives.

Impact statement: Your support helps connect more people to the care, resources, and access they need while navigating breast health concerns or a breast cancer diagnosis.

Campaign for Hope wording: During Breast Cancer Awareness Month, Campaign for Hope turns awareness into action by raising funds to help people access breast healthcare, patient navigation, and practical support.

How to Get Started

Tell Us About Your Fundraiser

Before promoting a third-party fundraiser, please submit your **Fundraiser Interest Form** to Gateway to Hope for review. Forms should include the organizer's name and contact information, proposed event or campaign name, date, location, fundraising goal, donation collection plan, intended audience, promotional plans, and any requests to use Gateway to Hope or Campaign for Hope branding. To allow enough time for review and support, please submit your interest form at least **4–6 weeks** before the event or campaign launch whenever possible.

Getting Started with Your Fundraiser

1. **Choose your fundraising format.** Decide whether you will host an event, launch a personal campaign, or organize a group challenge.
2. **Set your goal and timeline.** Choose a realistic dollar amount, event date, and deadline to create focus and urgency.

3. **Build your event plan.** Identify the venue, audience, budget, supplies, volunteer roles, registration needs, and donation collection process.
4. **Tell your story.** Share why Gateway to Hope matters to you and how donations can help remove barriers to breast healthcare.
5. **Promote with intention.** Invite people personally, post regularly, and provide clear instructions for donating, attending, sponsoring, or sharing.
6. **Celebrate and thank supporters.** Recognize donors, guests, sponsors, and volunteers, and share the impact of what they helped make possible.

Planning an Event Fundraiser

- **Clarify the purpose.** Decide what you want guests to do: donate, buy tickets, sponsor, bid, participate, or share.
- **Keep expenses simple.** Use donated spaces, in-kind gifts, volunteers, and sponsorships when possible so more proceeds support Gateway to Hope.
- **Make giving easy.** Share donation instructions before, during, and after the event, and remind guests that every gift matters.
- **Prepare a short program.** Include a welcome, a brief explanation of Gateway to Hope, a direct ask, and a thank-you.
- **Follow up promptly.** Send thank-you notes, share the fundraising total, and invite supporters to stay connected.

Accessibility and Inclusion

Thoughtful planning helps more people participate. When possible, choose accessible venues, provide clear parking and entrance information, offer virtual or low-cost participation options, and share event details in advance. Consider seating, sound, lighting, dietary needs, restroom access, and transportation when planning. Use welcoming language and create an environment where guests, donors, volunteers, and community partners feel respected and included.

Fundraising Ideas

Event-Based Fundraising Ideas

- **Community and social gatherings:** brunch, happy hour, dinner party, coffee meet-up, open house, or neighborhood benefit.
- **Fitness and wellness events:** walk, run, ride, yoga class, pickleball tournament, golf tournament, dance class, or wellness challenge.

- **Entertainment events:** trivia night, benefit concert, comedy night, karaoke, movie night, or game tournament.
- **Retail and restaurant partnerships:** percentage-of-sales day, round-up campaign, pop-up shop, or give-back night.
- **Workplace or team events:** casual day, department challenge, lunch-and-learn fundraiser, raffle, or matching gift campaign.
- **Milestone campaigns:** birthday, anniversary, memorial, tribute, or Breast Cancer Awareness Month fundraiser with an event component.

Fundraising for Campaign for Hope During Breast Cancer Awareness Month

Breast Cancer Awareness Month is a powerful time to invite your community to learn, give, and take action. By fundraising for Campaign for Hope in October, you can help turn awareness into meaningful support for people facing barriers to breast healthcare.

- **Host a pink-themed event.** Organize a brunch, happy hour, fitness class, trivia night, shopping event, or community gathering and invite guests to give to Campaign for Hope.
- **Create a workplace challenge.** Encourage teams, departments, or colleagues to compete toward a shared fundraising goal throughout October.
- **Partner with a local business.** Invite a restaurant, retailer, salon, studio, or service provider to donate a percentage of sales or collect gifts from customers.
- **Dedicate an existing event.** Add a Campaign for Hope giving moment, raffle, donation table, or short program to an event already on your calendar.
- **Share weekly October updates.** Post progress, thank donors, and remind your network that awareness matters most when it leads to care, access, and support.

Promote Your Fundraiser

Social Media Promotion Timeline

- **Announcement post:** Share what you are hosting, why you are supporting Gateway to Hope, and how people can donate, attend, sponsor, or share.
- **Two weeks before:** Remind your network of the event date, fundraising goal, and simple ways to participate.

- **One week before:** Share a progress update, thank early supporters, and invite final RSVPs or donations.
- **Day before or day of:** Post event details, donation instructions, and a clear call to action.
- **After the event:** Thank attendees, donors, sponsors, and volunteers, share the total raised if available, and explain how their support helps advance Gateway to Hope's mission.

Sample Messages

Campaign for Hope Social Media Post

This Breast Cancer Awareness Month, I'm fundraising for Campaign for Hope in support of Gateway to Hope. October is a time to raise awareness, but it is also a time to take action. Your gift can help remove barriers to breast healthcare and connect more people to patient navigation, financial assistance, and compassionate support. Please consider donating or sharing my fundraiser.

Short Social Media Post

I'm hosting a fundraiser for Gateway to Hope to help remove barriers to breast healthcare. Your gift can help connect people to screenings, patient navigation, treatment support, transportation, and other essentials. Please consider donating, attending, or sharing this fundraiser with your network.

Campaign for Hope Email or Text Message

Hi [Name], during Breast Cancer Awareness Month, I'm raising funds for Campaign for Hope in support of Gateway to Hope. This campaign helps turn awareness into action by supporting people who need access to breast healthcare, patient navigation, and practical financial assistance. If you are able, I would be grateful for your donation, your attendance at my fundraiser, or your help sharing this effort with others.

Email or Text Message

Hi [Name], I'm hosting a fundraiser in support of Gateway to Hope because everyone deserves access to timely, compassionate breast healthcare. Gateway to Hope provides patient navigation and financial assistance to help people move through care with fewer barriers. I would be grateful if you would consider making a gift, attending the event, or sharing the fundraiser with someone who may want to support this work.

Sponsorship Ask Template

Subject: Invitation to Support a Fundraiser for Gateway to Hope

Hi [Name], I'm reaching out to invite [Business/Organization Name] to support an upcoming fundraiser benefiting Gateway to Hope. Gateway to Hope helps remove barriers to breast healthcare through patient navigation, financial assistance, and community-centered support. We would be grateful for your consideration of a sponsorship, in-kind donation, raffle item, percentage-of-sales partnership, or other support. Your generosity would help make the event more successful and connect more people to care, resources, and hope. I would be happy to share more details about the event and sponsorship opportunities.

Tips for Success

- Begin with a clear event concept, goal, date, and audience.
- Ask personally; individual invitations are often the most effective.
- Make the first gift or secure an early sponsor to build momentum.
- Use simple, consistent language across invitations, posts, and reminders.
- Share progress updates before the event and a final thank-you afterward.
- Keep the focus on generosity, community, and helping more people access care.

Donation Details

Donation Information

Donors can give online through [Gateway to Hope's donation page](#). Checks may be mailed to Gateway to Hope, 3114 Sutton Blvd, Maplewood, MO 63143. Offline donations and checks connected to a fundraiser should be submitted **within 30 days of the event or campaign end date** unless another timeline has been approved. For questions about gifts by stock or wire transfer, logo or branding approval, or support with a fundraiser, contact Gateway to Hope's philanthropy team at give@gthmo.org.

Contact Information

For fundraiser interest form questions, branding approval, donation questions, or event support, please contact Gateway to Hope's philanthropy team at give@gthmo.org.

Terms, Policies, and FAQs

Terms & Policies

Gateway to Hope is grateful for community members, businesses, and groups who want to raise funds in support of our mission. To ensure fundraisers are aligned with our values, brand, and donor stewardship practices, all third-party fundraising activities must follow the policies below.

Fundraiser Interest Form Review

Fundraisers hosted by individuals, businesses, or community groups should be submitted to Gateway to Hope for review before promotion begins. Gateway to Hope will review **Fundraiser Interest Form** to confirm that the proposed activity, messaging, and donation process are appropriate, accurate, and consistent with the organization's mission. Submission of a form does not guarantee approval.

Use of Gateway to Hope Name, Logo, and Branding

Use of Gateway to Hope's name, logo, Campaign for Hope materials, or other branding must be reviewed and approved in advance. Approved fundraisers may receive guidance on appropriate language, logo placement, and brand use. Fundraisers may not alter Gateway to Hope logos, create new branded materials, or imply that an event is hosted by Gateway to Hope unless specifically authorized in writing.

Promotion and Public Communications

All public descriptions of the fundraiser should clearly state that the event or campaign is hosted by the individual, business, or group organizing it, with proceeds benefiting Gateway to Hope. Promotional materials should include accurate donation instructions, avoid medical claims, and use approved language when describing Gateway to Hope, Campaign for Hope, or the impact of gifts.

Donation Collection and Delivery

Funds raised on behalf of Gateway to Hope should be delivered promptly after the fundraiser concludes. Unless otherwise arranged, checks and offline donations should be received by Gateway to Hope within 30 days of the event or campaign end date. Please include the fundraiser name, organizer contact information, and any relevant donor details when submitting funds so gifts can be properly recorded and acknowledged.

Receipts and Acknowledgements

Gateway to Hope will provide tax acknowledgements for donations made directly to the organization when donor information is available and the gift meets acknowledgement requirements. Organizers should not promise tax deductibility for purchases, tickets, sponsorships, raffle entries, auction items, or other event-related transactions without prior guidance from Gateway to Hope.

Event Costs, Liability, and Compliance

Fundraiser organizers are responsible for planning, expenses, permits, licenses, insurance, contracts, vendor arrangements, and compliance with applicable laws and regulations. Gateway to Hope cannot reimburse expenses. Organizers should not enter into agreements or commitments on behalf of Gateway to Hope.

Frequently Asked Questions

Do I need approval before hosting a fundraiser?

Yes. Please submit a **Fundraiser Interest Form** before promotion begins so Gateway to Hope can review the activity, messaging, donation process, and any branding requests.

Can I use the Gateway to Hope logo?

Use of Gateway to Hope's name, logo, Campaign for Hope materials, or other branding must be approved in advance. Please do not alter logos or create new branded materials without written approval.

Will Gateway to Hope promote my event?

Gateway to Hope may be able to provide guidance, approved language, or limited promotional support depending on the fundraiser, timing, and available capacity. Promotional support is not guaranteed.

Can donors receive receipts?

Gateway to Hope can provide tax acknowledgements for gifts made directly to the organization when donor information is available and acknowledgement requirements are met. Event purchases, tickets, raffles, auction items, and sponsorships may have different rules, so please ask Gateway to Hope for guidance before making tax-related statements.

Where do I send checks or offline donations?

Checks may be mailed to Gateway to Hope, 3114 Sutton Blvd, Maplewood, MO 63143. Please include the fundraiser name, organizer contact information, and donor details when available.

When should funds be submitted?

Unless another timeline has been approved, checks and offline donations should be submitted within 30 days of the event or campaign end date.

Can I deduct event expenses?

Fundraiser organizers are responsible for event expenses. Organizers should consult a tax professional for personal tax questions.

Final Checklist

- ☐ Submit the Fundraiser Interest Form at least 4–6 weeks before the event or campaign launch whenever possible.
- ☐ Choose the event type, date, time, and location.
- ☐ If fundraising in October, identify how the event will connect to Campaign for Hope and Breast Cancer Awareness Month.
- ☐ Set a fundraising goal and budget.
- ☐ Confirm donation collection, ticketing, sponsorship, or registration details.
- ☐ Request approval before using Gateway to Hope or Campaign for Hope logos, branding, or materials.
- ☐ Recruit volunteers and assign roles.
- ☐ Prepare invitations, social posts, talking points, sponsorship asks, and approved Campaign for Hope messaging.
- ☐ Confirm accessibility details such as venue access, parking, seating, restrooms, and participation options.
- ☐ Promote the event through personal outreach, email, social media, and community partners.
- ☐ Thank donors, attendees, sponsors, and volunteers.
- ☐ Submit checks and offline donations to Gateway to Hope within 30 days unless another timeline has been approved.
- ☐ Share the final amount raised and the impact of their support.



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