

**Kids Helping Kids**

# Caps for the Cure

*to benefit the American Family Children's Hospital's  
Beat Childhood Cancer Research Fund*

**Now in its fourth year, Caps has raised over \$75,000 to support pediatric cancer patients and research. By wearing a hat to school and donating \$1 in honor of pediatric cancer patients, kids can show their support while having fun!**

## History



Caps for the Cure was the brainchild of Kristina Schultz. Kristina was diagnosed with leukemia on her fourth birthday. She was in remission for 2 ½ years before relapsing in April of 2005 and having a bone marrow transplant on August 13, 2005. Kristina had been an avid fundraiser for AFCH and a participant in the Radiothons.

After participating in the 2005 and 2006 Radiothons, she thought she could do more to help AFCH, so Kristina came up with the idea to have a Caps for the Cure day in all the Sun Prairie District schools. She made phone calls to the SC advisors, wrote letters and e-mails and soon had 100% participation of all private and public schools in the community. Her Caps for the Cure day was set for April 27, 2007.

Kristina's condition worsened towards the end of 2006, and she had a stem cell transplant in February of 2007. On April 9, 2007, at the age of 9, Kristina lost her battle with leukemia, just a couple weeks before Caps for the Cure. Her parents and teachers now carry her mission on each year.



## How it Works

1. It's Easy! Some schools choose one day, while other choose a week, on which to collect \$1 from each student who would like to wear a hat to school on that day.
2. Classrooms or schools can compete against each other to see how much they can raise.
3. The money is then counted and a check is sent to:

American Family Children's Hospital  
Attn: Kylee Carolfi Malik  
600 Highland Avenue  
Madison, WI 53792-4165

*Please indicate in Memo line: Caps for the Cure*

## About American Family Children's Hospital & *Kids Helping Kids*



American Family Children's Hospital in Madison, WI is a complete children's medical and surgical center with a pediatric intensive care unit, an internationally recognized transplant surgery program, a children's cancer center and a family-friendly atmosphere.

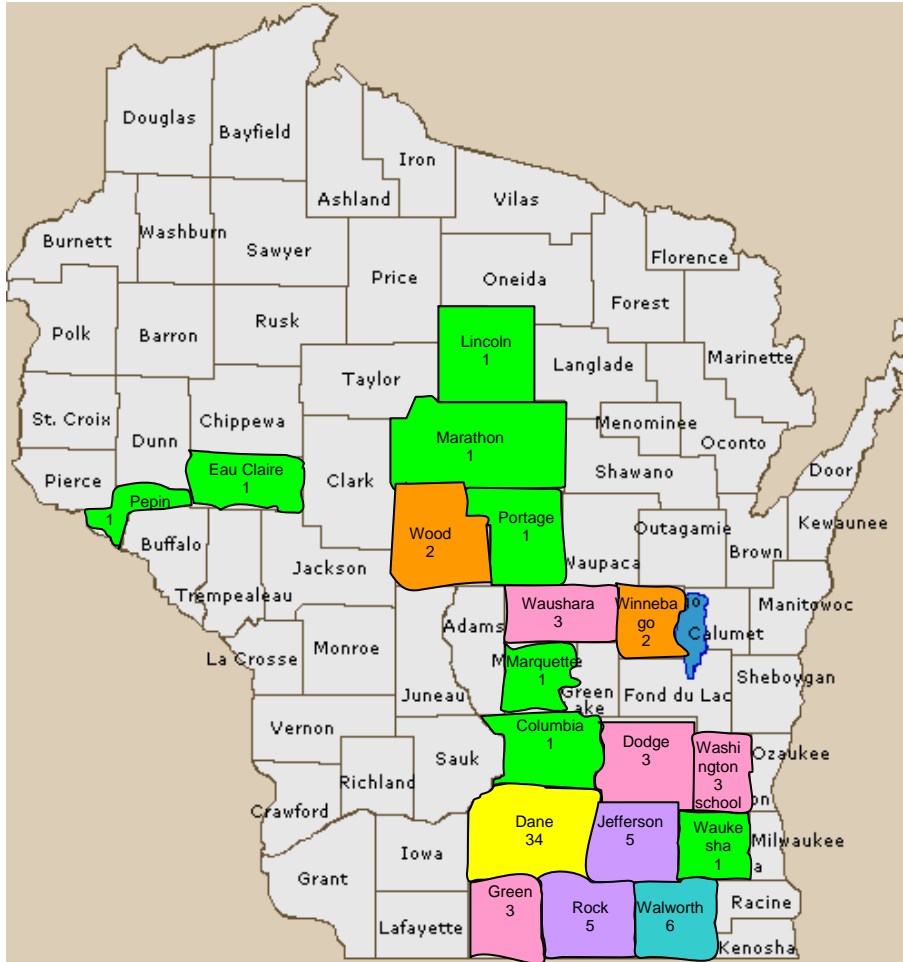
American Family Children's Hospital's *Kids Helping Kids* empowers and celebrates kids, tweens and teens interested in helping patients and families. Started in 2004 in response to growing interest from local teachers and students to help patients, *Kids Helping Kids* continues to be inspired by generous gifts from kids, tweens and teens throughout Wisconsin. Time and again, young people have organized events - from change challenges to basketball tournaments - to support patients and families.

## Get your students involved - there's much to gain:

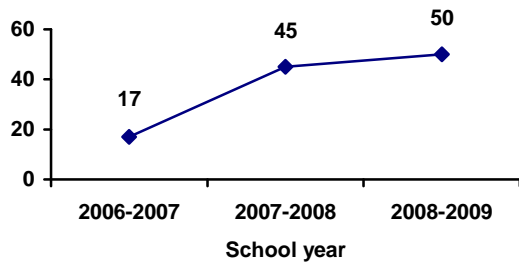
- ★ Develop **leadership** and organizational skills.
- ★ Encourage **school spirit**, **teamwork** and positive relations between students, parents, faculty and your community.
- ★ Build self-esteem and the knowledge that you can make a **positive impact** on your community.
- ★ Give your school a positive image in the community.
- ★ Help **save lives** and enhance quality of life for Wisconsin patients and their families.

# Who is Helping

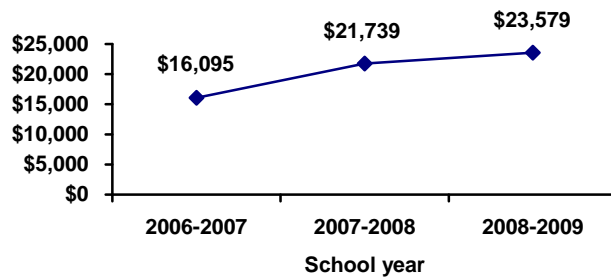
73 schools throughout Wisconsin and Northern Illinois have participated in Caps for the Cure:



**Participant Schools**



**Dollars Raised by Schools**



You can be part of this powerful movement to support pediatric cancer research and **FIND A CURE.**

## A Timeline

This timeline lists suggestions on how to organize your CAPS Day.

### Start Today

- **Get together:** Ask for help. Gather a group of students, teachers and advisors who are interested in organizing Caps for the Cure. Form a committee of enthusiastic students and faculty.
  - Talk about your event with students, clubs or sports teams, teachers, staff and parents. Invite them to participate and get their feedback. More than likely, they'll have ideas and connections you never thought of.
  - Advisor Support - The most effective CAPS campaigns have had one or more teachers and/or administrators actively involved in the project. Prepare a presentation for your school's faculty before you start your campaign to help them understand why you're supporting CAPS and encourage them to support you. Advisors are very helpful in scheduling the event and getting administrative approval of your plans.
  - Be INCLUSIVE – not EXCLUSIVE - In many schools, Caps for the Cure is sponsored by Student Council. Others that may wish to be sponsors include: National Honor Society, Soccer Team, FBLA, PTA, Key Club, Volleyball Team, Wrestling Team, etc. The most important consideration when forming your fundraising committee is to be sure that you are including EVERYONE who wants to be involved.
  - Start meetings as soon as possible in the school year to coordinate fundraising details and assign the workload.
  
- **Date, Time, Location:** Pick a date, time and location that don't conflict with other events and attracts the most people for CAPS Day at your school.
  
- **Set a Goal:** Think about how many students you have and what type of fundraiser you're doing. For example, if your students are being charged \$1 to wear a hat to school, then your potential is \$1 per student.
  
- **Materials:** What materials do you need for your fundraiser?
  - Do you need buckets to collect change in or a cash box?
  - Can you get these items donated? Find creative ways to keep your costs down.
  
- **Administrative Support:** Do you have administrative support for CAPS?
  - Remind your administration that a CAPS project will:
    1. Develop leadership and organizational skills.
    2. Encourage school spirit, teamwork and positive relations between students, parents, faculty, and your community.
    3. Build self-esteem and the knowledge that students can make a positive impact on their community.
    4. Give your school a positive image in the community.
    5. Help save lives and enhance quality of life for American Family Children's patients and their families.

- **Community Support:** Are you going to involve the community and solicit donations from local businesses?
  - Think about how you can best involve the community. Many members of the community will be able to help you find resources and ideas that you were not aware of. The community enjoys and appreciates seeing how kids are working toward a good cause. If your group has limited resources you might want to seek business support for printing costs and materials.
  - Contact local bank to be able to use their services on the day of the fundraiser.
  - Contact other local businesses to see if they'll match your efforts!
  
- **Visit American Family Children's:** Probably the best way to generate enthusiasm and support for CAPS is to tour American Family Children's. Your committee will be able to see first-hand why your support is needed. The following restrictions apply to tours:
  - Tours must be scheduled at least two week in advance.
  - Tour groups may not exceed 10 people; participants must be 10 years or older.
  - Absolutely NO photographs or videotape may be taken of patients due to patient confidentiality policies. Designated photo sites will be pointed out during your tour.
  - Anyone with a cold, cold sore, diarrhea, fever or other contagious illness must postpone their tour until they are in better health. If you have questions about the status of a student's health on the day of the visit, please contact the child's physician or your school nurse.

## 2-4 weeks ahead

- If applicable, request an American Family Children's Representative for one of the following Pre-Fundraiser: Kick Off Assembly
  - Day of Fundraiser: Celebrate
  - Post-Fundraiser: Check Presentation Ceremony
  
- Decide if you're going to be reaching out to your local media.
  - Create a list of all those you want to contact. Newspapers are the most reliable sources to cover a local interest story such as a CAPS fundraiser. Especially hit your local newspapers – weeklies and neighborhood newsletters will love this story!
  - Draft Media Alert (see sample below).

## Sample Media Alert

MEDIA ALERT—  
Month Day, Year

Contact: Name  
Phone number  
E-mail address

### HEADLINE, BOLD TYPE, CENTERED

A media alert is a “who, what, where, when, why, how” outline of a newsworthy event or announcement. It is appropriate in the following circumstances:

- The news it outlines is extremely timely and you need to get the information to the news media as quickly as possible.
- You are sending the alert as a reminder of a previous, very important news release.
- The information is for a calendar listing or event.

A media alert generally is faxed or e-mailed to newsrooms/or community calendar editors. Media advisories are short and to the point—not more than one page. A media alert begins with the most important information (often the “what”) and then moves to the second-most important area (often the “who”) and so on.

After the heading, arrange the information something like this:

WHAT: Describe what it is that’s going on.

WHO: Talk about your organization and its role. Or, list the people who will be attending or are invited to an event or participating in an activity.

WHEN: Provide the date and time.

WHERE: Include very specific location information, including street address and directions if necessary.

WHY: Give the relevance here. Why is this important in your community or to your organization?

HOW: If applicable, provide information on how people can register, get involved, donate, etc.

MORE: The last paragraph of every release and alert should be a “boilerplate” about your program/library. A “boilerplate” is a basic brief statement that describes your program/library and acknowledges its supporters.

Prepared by METROPOLITAN GROUP © 2005

### 1-2 week(s) ahead

- Start hanging up posters to announce your fundraiser.
  - Hang them around your school.

### Fundraising Day

- Arrive early to set-up and bring any needed supplies.
- Take pride in your accomplishments and thank volunteers and donors.
  - Let your volunteers and donors know that you appreciate their help with a thank you note, e-mail, or phone call.
- Take your proceeds to your local bank and submit to American Family Children’s via Cashiers Check.
- Send to:

American Family Children’s Hospital  
Attn: Kylee Carolfi Malik  
600 Highland Avenue  
Madison, Wi 53792-4165

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## Publicize Your Fundraiser

Involving your local media is a wonderful way to inspire your students and community. You will have a great turnout at your event if you publicize it well and invite the school community to join in your fundraising efforts. Concentrate on the local newspaper, radio station or TV station as they are the most likely sources to assist you with event coverage.

Most media outlets have an events calendar, so that is a great place to start. A brief announcement of your event, including: date, time, location and purpose should be sent the calendar editor at least one month prior to your event.

Reporters are very busy, so when you call or email, stick to the main points and include the 'hook' in the first sentence. Here are a few key points to include:

Where you're from (school/group name)

What the kids are doing (CAPS)

Where the money will go (fund at American Family Children's)

- ★ Please send any Media Alert to Kylee Carolfi Malik as soon as possible for approval of proper use of American Family Children's name and other details. Please allow 5 business days for approval.

## Tips for Attracting Media Attention

Send your information to the media as soon as possible; follow up with a phone call. Stress how important this event is to you and why it should be important to them.

Here are some tips to help you get coverage:

- Include information of how it will be a visual event – they'll be more likely to cover it then.
- Media appreciates those things which are new and different. Use your creativity and ask the students to get involved in reaching out.
- Pick a certain reporter or columnist. Talk to him/her personally about your event.
- Call your local media the day of the event to remind them that it's occurring, include time and location.
- Local newspapers love to write about "Good News" or "Feel-Good Stories"; kids helping community patients and families definitely fits into this mold.
- Never give up! Just because one media outlet or report turns you down doesn't mean it won't appeal to others. Keep trying!
- Sample media release on page \_\_\_\_\_.

## Publicity within your School and District

### School Newspaper/Classroom News

Set up a meeting with the newspaper editor or features editor to explain CAPS and ask for their support in making your fundraiser a success. Their support in the form of a features story or series of articles is most desirable. Topics could include an article on CAPS, an interview with an American Family Children's patient who is a student at the school, or features of the event and volunteers.

### Posters/Signs

Make posters or giant signs for school hallways, the gym or cafeteria to promote CAPS.

### Parent or District Newsletter

Most schools have a quarterly or monthly newsletter for parents and teachers. Work with your advisor or administrator to contribute articles about Caps For The Cure and suggest ways they can support your efforts.

## How we can help you

- A Visit to Your School
  - An American Family Children’s Representative can come to your school for one of the following. Requests must be made no later than 2 weeks prior to your event date.
    - Pre-Fundraiser: meet with students and advisors; kick off event
    - Day of Fundraiser: help with details
    - Post-Fundraiser: check presentation
- Visit American Family Children’s: Probably the best way to generate enthusiasm and support for CAPS is to tour American Family Children’s. See page \_\_\_\_\_ for details.

## Fundraiser Support Documents

### Sample Parent Letter

- Caps For The Cure Poster—a thermometer to color in during your fundraiser to indicate how far you’ve come and where you need to go.
- Fundraiser Timeline—indicates how far in advance we advise you to meet with your students to brainstorm, when to contact local businesses and media, how long your fundraiser might be (see Planning Your Fundraiser: A Timeline, page \_\_\_\_\_).
- Philanthropy – Tips/Resources for Teachers—to help teachers and advisors explain the concept of philanthropy: what it means and who does it.

## Sample Parent Letter

### CAPS FOR THE CURE

Dear Families of     School Name     Students,

On     Date    , our     Sponsor Group     will be hosting a fundraiser to support the benefit to raise money for American Family Children's Hospital's *Beat Childhood Cancer Fund*.

For a \$1.00 donation, all students and staff will be able to wear their favorite cap in school for the day. By participating in this activity, we can all show our support for finding a cure for one of the most challenging childhood diseases: cancer. Other schools in our community will be participating in this project. We are hoping for 100% participation at each school. At the end of the school day on     Date    , each school will find out how much money it raised!

If you would like to make an additional donation to the cause please send it to school with your child on     Date    . All proceeds will be donated to the American Family Children's Hospital's *Beat Childhood Cancer Fund*.

**WHAT:** Caps for the Cure benefit for American Family Children's Hospital *Beat Childhood Cancer Fund*

**WHEN:** \_\_\_\_\_(date/week)

**WHY:** Find a Cure for childhood cancer

**HOW:** Donate \$1.00 and wear your favorite cap for the day

Caps For The Cure was an idea conceived by Kristina Schultz, a Sun Prairie student, who lost her battle with leukemia in 2007. She presented this opportunity to all schools in the Sun Prairie school community in 2005. She, along with all other children who are battling cancer, thank everyone for embracing this worthwhile event.

Sincerely,

\_\_\_\_\_  
(sponsor)

If you have any questions, you can also contact Kylee Carolfi Malik at American Family Children's Hospital, at (608) 890-9308 or [kmalik@uwhealth.org](mailto:kmalik@uwhealth.org).

## Philanthropy - Tips for Teachers

Philanthropy is the act of donating money, goods, time, or effort to support a charitable cause.

### Youth Philanthropy at American Family Children's Hospital

Open in 2007, American Family Children's would not exist without the hundreds of philanthropists, young and old, who shared their money, goods and time with us. A great way to explain why your fundraising effort is so important is to remind your students they will be helping sick kids feel better.

Here are some resources that might prove helpful with your students:

#### Elementary

##### **Dear Mr. Rosenwald**

*by Carole Boston Weatherford and illustrated by Gregory Christie.*  
New York : Scholastic Press, 2006.

##### **Gus and Grandpa and the Christmas cookies**

*Claudia Mills ; pictures by Catherine Stock.*  
New York : Farrar, Straus and Giroux, 1997.  
47 p. : col. ill. ; 23 cm.

##### **Boxes for Katje**

*Candace Fleming ; pictures by Stacey Dressen-McQueen.*  
New York : Farrar, Straus and Giroux, 2003.  
1 v. (unpaged) : col. ill. ; 29 cm.

##### **One of Each**

*by Mary Ann Hoberman ; illustrated by Marjorie Priceman.*  
Boston : Little, Brown, c1997.  
1 v. (unpaged) : col. ill. ; 26 cm.

##### **Stone Soup**

*retold and illustrated by Jon J. Muth.*  
New York : Scholastic Press, c2003.  
1 v. (unpaged) : col. ill. ; 24 x 26 cm.

##### **Miss Perry's Fondest Wish**

*Pat Brisson ; illustrated by Stéphane Jorisch.*  
New York : Dial Books for Young Readers, 2006.

##### **Rent Party Jazz**

*by William Miller ; illustrated by Charlotte Riley-Webb.*  
New York : Lee & Low Books, 2001.  
1 v. (unpaged) : col. ill. ; 28 cm.

##### **Sam and the Lucky Money**

*by Karen Chinn ; illustrated by Cornelius Van Wright, and Ying-Hwa Hu.*  
New York ; [Great Britain] : Lee & Low Books, c1995.  
[32]p. : col. ill. ; 26 cm.

##### **The Three Questions**

*written and illustrated by Jon J. Muth.*  
New York : Scholastic Press, 2002.  
1 v. (unpaged) : col. ill. ; 26 x 31 cm.

**The Magic Gourd**

*Baba Wagué Diakité.*  
New York : Scholastic Press, 2003.  
32 p. : col. ill. ; 30 cm.

**Isabella's Above-Ground Pool**

*Alice Mead ; pictures by Maryann Cocca-Leffler.*  
New York : Farrar, Straus and Giroux, 2006.

**Kiki's Hats**

Warren Hanson  
Tristan Publishing, 2007  
Minneapolis

**The Lemonade Stand**

Patricia Polacco  
Philomel Books, 2007  
New York

Middle School**Millions**

*Frank Cottrell Boyce.*  
New York : HarperCollins, 2004.  
247 p. ; 28 cm.

**Seedfolks**

*by Paul Fleischman ; illustrations by Judy Pedersen.*  
New York : HarperCollins, c1997.  
69 p. : ill. ; 20 cm.

**Empowered Girls : A Girl's Guide to Positive Activism, Volunteering, and Philanthropy**

*Frances A. Karnes & Kristen R. Stephens.*  
Waco, Tex. : Prufrock Press Inc., c2005.  
xi, 191 p. ; 23 cm.

**How We Made the wWorld a Better Place : Kids and Teens Write on How They Changed Their Corner of the World**

*compiled by the editors at Fairview Press.*  
Minneapolis, Mn. : Fairview Press, 1998.  
xviii, 141 p. ; 23 cm.

**The Kid's Guide to Social Action : How To Solve the Social Problems You Choose--and Turn Creative Thinking into Positive Action**

*Barbara A. Lewis ; edited by Pamela Espeland and Caryn Pernu.*  
Minneapolis : Free Spirit Pub., c1998.  
xi, 211 p. : ill. ; 28 cm.

High School**I Am the Messenger**

*by Markus Zusak.*  
New York : Alfred A. Knopf : Distributed by Random House, [2005].  
357 p. ; 22 cm.