

Welcome!

Junior Ambassadors



Children's
Hospital
LOS ANGELES



THANK YOU!

Thank you for joining the Junior Ambassadors of Children's Hospital Los Angeles. In this welcome kit, you will find a series of resources to help guide you as you start your fundraising efforts in support of CHLA.

If you have any questions about the program or any of these items, please reach out to the Ambassadors team at ambassadors@chla.usc.edu or **323-361-1700**.



TABLE OF CONTENTS

Welcome Letter From CHLA’s President and CEO Paul S. Viviano 1

Fast Facts at a Glance 2

Ways to Fundraise 3

Online Fundraising Center 6

Make March Matter 7

Action Day 9

Donation Information 11

Key Milestones 13

Logo Use 14

Action Day Donor Pledge Form 15

Fundraiser Goal Tracker 16

WELCOME TO THE JUNIOR AMBASSADORS!

I am so proud that you have become an official member of the Junior Ambassadors of Children's Hospital Los Angeles.

The No.1 ranked children's hospital in California, CHLA handles more than half a million patient visits a year. As a premier research and teaching facility, the hospital is dedicated to improving the future of pediatric health care. CHLA's focus on compassionate, family-centered care provides families with the comfort of knowing that they are not alone.

None of CHLA's work would be possible without loyal supporters from the community. By joining this dedicated group of kids and teens, you are helping to ensure that every child and family who walks through the hospital's doors is provided with the best possible care. Your passion for giving back and your leadership in the community are inspiring.

As President and Chief Executive Officer of Children's Hospital Los Angeles, I personally thank you for your commitment to our patients and families. I am fortunate and grateful that you have chosen, at such a young age, to partner with thousands of philanthropists who believe in the hospital's mission to create hope and build healthier futures for children.

Thank you and welcome to the team!

Sincerely,



A handwritten signature in black ink that reads "Paul S. Viviano".

Paul S. Viviano
President and Chief Executive Officer

FAST FACTS: AT A GLANCE



**MORE THAN
HALF A MILLION**
PATIENT VISITS A YEAR



MAIN CAMPUS:
2 MILLION
SQUARE FEET



OVER 2,000 PATIENTS
TRANSPORTED BY HELICOPTER,
LEARJET AND AMBULANCE



**MORE THAN
15,000** SURGERIES
PER YEAR



413
ACTIVE
BEDS



132 PEDIATRIC
CRITICAL
CARE BEDS*



MORE THAN 350 SPECIALTY PROGRAMS
AND SERVICES DEVOTED TO CARING FOR KIDS

*MORE THAN ANY OTHER HOSPITAL IN THE WESTERN U.S.



Visit CHLA.org/JuniorAmbassadors or scan the QR code
to download a printable PDF of the latest CHLA statistics.

WAYS TO FUNDRAISE

There are several ways to fundraise and spread awareness for CHLA. From bake sales to walkathons, there are abundant opportunities to get creative and have some fun! Below are some great ideas Junior Ambassadors have had in the past.

- Bake sale
- Online fundraising page
- Lemonade stand
- Car wash
- Walkathon
- Get your youth group involved
- Fashion show
- Benefit concert (eg: dance recital or music festival)
- Make and sell crafts
- Backyard movie night
- Ask for birthday donations instead of gifts
- Restaurant fundraiser
- Start a club at school
- Snow cone booth



- Art show
- Send letters asking others to match your personal donation
- Carnival
- Dodgeball tournament
- Garage sale
- Doggy walkathon
- Block party
- Halloween pumpkin patch

Want to brainstorm more ideas? The Ambassadors team is available to help you plan your next fundraising project for CHLA. Contact us at ambassadors@chla.usc.edu or 323-361-1700.

Fundraising Examples



Be yourself. Turn your hobby into a fundraiser.

Vivian turned her talent for creating into a successful fundraiser! She designed unique holiday ornaments and inspired her family and friends to assemble and package them. Use your talents for greatness!



Partner with a local business.

Evan partnered with her local ice cream shop to donate a portion of sales to CHLA. She posted flyers in her community and at her school. The local newspaper even included the event in its weekly issue to rally support!



Make it fun. Fundraise with a group of Junior Ambassadors.

Junior Ambassadors who attended the same school came together to fundraise as a group. They received permission to sell homemade and self-published items at their local outdoor mall. They set a time and sold their items together, played music, hung out and had a blast fundraising together.

WAYS TO FUNDRAISE (continued)

Fundraising Examples



Host a raffle or auction.

Isabella teamed up with her grandfather to design and create a one-of-a-kind stained glass art piece representing CHLA's butterfly. Isabella raffled the art piece to friends, family and members of the CHLA community with all proceeds going to the hospital.



Create your own event that is remarkably you.

Leo created and hosted his own local walk event supporting CHLA. He worked with the city to get a permit, reached out to local businesses for sponsorships, and posted flyers in the community, at his school and at his clubs. He collected donations on his CHLA fundraising page. The local paper interviewed him and published an article about his event! He is planning to continue his fundraising for years to come.

ONLINE FUNDRAISING CENTER



Fundraise online for Children’s Hospital Los Angeles. Start a page, support a cause and join our community of caring fundraisers! Visit our online fundraising center at [CHLA.org/fundraise](https://chla.org/fundraise).



Create a personal fundraising page

It’s never been easier to show your support for Children’s Hospital Los Angeles! You can now create a personal fundraising page for any occasion by following three easy steps:

- 1. Register:** Simply click “Start a Fundraiser” to begin. Select an area of the hospital that you would like to support. *Note: Please register the page in the Junior Ambassador’s name and use the child’s email address.*
- 2. Customize:** Share your story and add a photo to personalize your page.
- 3. Share:** Reach out to your friends, family and colleagues to donate to your page and help you meet your goal.

If you have any questions, please contact us at ambassadors@chla.usc.edu or 323-361-1700.

MAKE MARCH MATTER

Make March Matter brings local businesses and the community together to raise awareness for children’s health and to support Children’s Hospital Los Angeles. Through a variety of fundraising programs and events, local businesses and customers rally together to help the hospital create hope and build healthier futures.

Funds raised through Make March Matter support CHLA’s lifesaving care for children, research and education.



Three Ways Junior Ambassadors Can Help Make March Matter

1



Recruit

Bring Make March Matter flyers to your favorite restaurant, dry cleaner and other local businesses and invite them to join Make March Matter by registering at MakeMarchMatter.org.

2



Participate

During the month of March, support the businesses that support CHLA. Shop, dine and visit with companies participating in Make March Matter. A complete list will be available at MakeMarchMatter.org.

3



Share

Share Make March Matter information and photos with your friends and family on Instagram, Facebook and Twitter using [#MakeMarchMatter](https://www.instagram.com/explore/tags/makemarchmatter/) and tagging [@ChildrensLA](https://www.instagram.com/ChildrensLA/) and [@getinvolvedchla](https://www.instagram.com/getinvolvedchla/).

If you have any questions, please contact us at ambassadors@chla.usc.edu or 323-361-1700.

ACTION DAY

Every year, Junior Ambassadors come together for a day of action to raise funds and spread awareness for Children’s Hospital Los Angeles. On Action Day, each participant makes an impact in their neighborhood or community, creating a citywide spirit of philanthropy that inspires and unites.

Step 1: Plan

- Attend the Action Day workshop.
- Plan your project and let us know what you decide to do.

Step 2: Promote

- Send e-mails and pass out flyers to encourage support from your community.
- Post your event to your Facebook, Twitter and Instagram pages.
- Create a CHLA fundraising page and share the link with friends and family members.

Step 3: Take Action

- Go out in your community and participate in Junior Ambassadors Action Day! Be sure to wear your Junior Ambassador purple polo.
- Post your photos and video on your CHLA fundraising page or social media using @ChildrensLA and @getinvolvedchla. Remember to share your photos with us as well.
- Be proud to tell everyone you know what you are doing—you are representing an amazing institution!

Step 4: Celebrate

- Celebrate your success and the success of all Junior Ambassadors!
- Be sure to thank everyone who helped and supported you.



Templates

Please use the provided templates when promoting your Junior Ambassadors Action Day projects.



Visit [CHLA.org/JuniorAmbassadors](https://chla.org/JuniorAmbassadors) or scan the QR code to get your Action Day toolkit, including logo, email template and flyer template.

If you have any questions, please contact us at ambassadors@chla.usc.edu or 323-361-1700.

DONATION INFORMATION

After Your Fundraiser

Send a thank you letter to all of your donors, volunteers and fundraiser participants!
All proceeds should be submitted to Children's Hospital Los Angeles no later than 30 days after your event.

Ways to Make or Collect Donations

Create an online fundraising page at [CHLA.org/fundraise](https://chla.org/fundraise)

This is a quick and easy way to collect credit card donations.

**Please register the page to the Junior Ambassador (not parent), using the child's email address.*

Check Donations

Make checks payable to: Children's Hospital Los Angeles

Memo line: Junior Ambassador's name (*very important*)

Mail to: Children's Hospital Los Angeles

Attn: Junior Ambassadors

4650 Sunset Blvd., #29

Los Angeles, CA 90027

Cash Donations

- Email ambassadors@chla.usc.edu to schedule a drop-off.
- Keep the cash and write a check or make an online donation.

**If your donor would like a receipt or tax credit – DO NOT USE THIS OPTION.*

Donating Items

Host a book drive

Please visit Literally Healing to learn more at CHLA.org/LiterallyHealing.

Host a toy drive

Before hosting a toy drive, please review our donation guidelines, items we cannot accept, and wishlist at CHLA.org/DonateToys. Next, complete the intent to donate form, which is linked on the Donate Toys web page, to receive approval for your potential donation and to schedule an appointment to deliver the items you have collected.



KEY MILESTONES

Complete registration and submit consent forms

- Purple Junior Ambassador polo shirt

\$500 Fundraised

- Purple Junior Ambassador pin

\$1,000 Fundraised (annual fundraising goal)

- Certificate of completion
- Milestone pin

\$2,500 Fundraised

- Milestone pin

\$5,000 Fundraised

- Milestone pin

\$10,000 Fundraised

- Milestone pin

\$10,000+ Fundraised

- Superstar status

*Milestone pins and certificate are mailed at the end of the program year.



LOGO USE



Benefiting Logo

You may use the benefiting logo in your fundraising materials.

Tips for Using the Logo

Centering the Logo

Please disregard the butterfly when centering the logo. It is helpful to use the midpoint of "Los Angeles" as a guide for where to center.



Color Variations



Full Color: use on a light background



Line Art: use if printing in one color or black and white

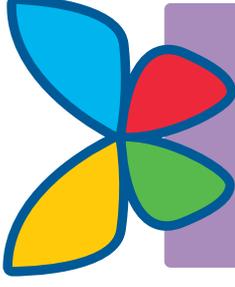


Reversed: use on a dark background



Visit [CHLA.org/JuniorAmbassadors](https://www.chla.org/JuniorAmbassadors) or scan the QR code to download the logo files and brand guidelines.

JUNIOR AMBASSADOR FUNDRAISING PROGRESS



Name: _____

Fundraising Activity	Date	Hours Spent	Amount Raised

How to Collect Donations:

- Direct donors to your online fundraising page.
- Collect cash donations.
- Collect check donations.

Make Checks Payable to:

Children's Hospital Los Angeles
Memo line:
 Junior Ambassador's name
(very important)

Mail Checks to:

Children's Hospital Los Angeles
Attn: Junior Ambassadors
 4650 Sunset Blvd., #29
 Los Angeles, CA 90027

Signature: _____



[CHLA.org/JuniorAmbassadors](https://chla.org/JuniorAmbassadors)
ambassadors@chla.usc.edu | 323-361-1700