

Change Maker Program



Benefiting



Akron Children's



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Dear Change Maker,

Thank you so much for becoming a Change Maker and choosing to help Akron Children's! Your kindness, creativity and big heart are making a real difference for kids and families in our hospital.

The Change Maker Program is all about helping kids like you turn great ideas into something amazing. Whether you're fundraising on your own, with friends, at school or with a group, every effort you make helps bring care, comfort and support to patients who need it most.

We are so excited to be part of your journey! If you or your parent, guardian or teacher have any questions along the way, we're always here to help.

Thank you for being a Change Maker!

With gratitude,

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Program Overview

What is the Change Maker Program?

This fundraising program gives kids and teens the chance to make a difference in the lives of Akron Children's patients. Your efforts have an impact whenever a child walks through our doors, whether it's for an annual checkup or more complex, long-term care.

As a Change Maker, you can fundraise any way that works best for you — there's no "right" way to do it! Some examples of fundraising ideas include:

- Collect cash donations.
- Create a personal online fundraising page.
- Set up a lemonade stand.
- Host a school event.





Change Maker impact at Radiothon.

Each year, Change Makers also have a special opportunity to celebrate their hard work by bringing their donations to the **Akron or Mahoning Valley Radiothons** in February. At the event, you may even get the chance to go on the radio, share your story and talk about your fundraiser!

No matter how you choose to participate, being a Change Maker means using your ideas and kindness to help other kids.



How to Get Started

1. Talk with your parent or guardian.
2. Choose a fundraiser.
3. Submit for approval using the online [Change Maker Application - Fill out form](#).
4. If applicable, sign up for your online fundraising [page](#).
give.akronchildrens.org/campaign/changemakers-2027/c543778
5. Start fundraising!

As part of your planning process, you may want to set up a QR code to make it easy for your supporters to make donations. Once your code is generated, you can use it on all your material, at your stand or anywhere else donors can scan the code.



Steps to Generate a GoFundMe QR Code:

1. Log In: Sign in to your GoFundMe account (this is your Change Maker account).
2. Access Dashboard: Select “Your fundraisers” from the menu in the top right corner.
3. Select Fundraiser: Choose the specific fundraiser you wish to share.
4. Share Fundraiser: Click the “Share” button and select the QR code option.
5. Download & Print: Save the generated QR code image, which can be printed on posters, flyers or used on digital displays to facilitate donations for a donation canister.

Planning Your Fundraiser



Becoming a Change Maker starts with a great plan! Thinking through the details will help your fundraiser run smoothly and make a big impact.

Ask Yourself:

- What will your fundraiser be?
- Where will it take place?
- When will it happen?
- Who will help you?

Plan for Success

- Choose a safe, accessible location like a church, school auditorium/gym or park.
- Pick a date with enough time to prepare.
- Build a team of helpers (friends, family, teachers, co-workers).

Your Change Maker Welcome Kit

Once you begin planning, you'll receive an **Akron Children's Change Maker Welcome Kit** to support your success:

- Two Akron Children's banners.
- Change Maker branded donation bucket.
- 10 Change Maker Buttons.
- Thank-you cards.
- Logo usage guidelines.
- Akron Children's handouts.

You're Ready!

With a plan in place and your toolkit in hand, you're on your way to making a difference.



Fundraiser Ideas



Not sure where to start? Try one of these popular options, which are great for classrooms, clubs, sports teams or whole schools.

- ✓ **Bake sale** – Sell homemade treats during lunch or after school.
- ✓ **Coin drive competition** – Classrooms compete to collect the most spare change.
- ✓ **Spirit week fundraiser** – Pay \$1-\$5 to participate in themed dress-up days.
- ✓ **Hat/pajama day** – Students donate to dress out of uniform.
- ✓ **Teacher challenge** – Students raise money to see a teacher do something fun (pie in the face, silly costume, etc.).
- ✓ **School event night** – Host a movie night, talent show or game night.
- ✓ **Candygrams** – Sell notes/treats during holidays (Valentine's, holidays, etc.).

Here are some ideas for kids fundraising on their own or with family:

- ✓ **Lemonade or snack stand.**
- ✓ **Car wash** – Team up with friends or family.

- ✓ **Birthday fundraiser** – Ask for donations instead of gifts.
- ✓ **Chore-a-thon** – Do extra chores for family/friends in exchange for donations.
- ✓ **Pet sitting/dog walking.**
- ✓ **Craft sale** – Sell bracelets, art or handmade items.
- ✓ **Online fundraising page** – Share your QR code with friends and family.

Here are some ideas for family businesses or community partners supporting Change Makers:

- ✓ **Give-back Night** – Donate a percentage of sales on a certain day.
- ✓ **Round-up campaign** – Customers round up their purchase to donate.
- ✓ **Donation jar at checkout.**
- ✓ **Product fundraiser** – Sell a special item where proceeds go to Akron Children's.
- ✓ **Community event** – Host a fundraiser event at the business.
- ✓ **QR code at register** – Let customers easily donate digitally.

Here's one example of an individual fundraiser:



*Mia came up with a simple but powerful idea: She collected every \$5 bill she could find for nearly a whole year! Saving little by little, she turned small moments into a big impact. At the end of her fundraiser, Mia proudly donated **over \$400** to Akron Children's. She showed that even the simplest ideas can make a huge difference.*

You are not limited to the options listed above. Your imagination and creativity are great sources of fundraising ideas!



Fundraising With Adult Support

Every awesome fundraiser goes even better with a little help from adults. Having a parent, guardian, teacher, coach or another trusted adult on your team can help make sure your fundraiser is safe, organized and successful.

Adults aren't there to take over; they're there to guide you and cheer you on. Here's how they can help:

- Give the thumbs-up on your fundraiser idea and plan.
- Help pick a safe place and time for your event.
- Share tips on how to tell people about it.
- Keep money safe and organized.
- Be there during the event to make sure everything goes smoothly.



Even with their help, this is your fundraiser. You're the leader, making the big decisions and seeing your ideas come to life. With adults supporting you, your fundraiser can be fun, organized and make a real difference for Akron Children's.

You've got the ideas, the heart and now a little extra support to make something amazing happen!

Thanking all your supporters is an important part of your fundraising for Akron Children's. Make your thank you as personal as possible. For example, you can include information about why you did the fundraiser and what their donation is supporting.

Here is an example of some language you can use in a thank-you letter or email:

Hello,

Thank you SO much for your efforts in supporting the children and families at Akron Children's!

What you've helped accomplish is truly special. Your support means so much not just to me, but to every patient and family at Akron Children's. Because of you, we're able to bring more comfort, care and support to kids who need it most.

I hope you feel pride in knowing all the children you helped with your donation. Whether your donation was big or small, you made a real impact, and that matters more than anything.

It has been so exciting to see our fundraising idea come to life, and I'm so grateful you chose to support my Change Maker fundraiser.

Thank you again for making a difference.





Rethinking What Counts as Service

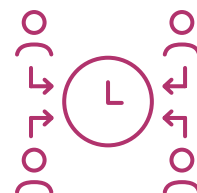
Service isn't just where you volunteer—it's what you take initiative to create.

Akron Children's Foundation offers a flexible opportunity for students and employees to earn service hours by planning and leading fundraising efforts that support children and families in need. **Service hours are based on time, effort and leadership — not dollars raised.**

How It Works

Participants design and lead a fundraiser. Participants can submit their idea at [Change Maker Application – Fill out form](#)

- ✓ Hours are based on **time and effort**.
- ✓ Not tied to money raised.
- ✓ Individual or team-based participation.
- ✓ Encourages leadership, creativity and ownership.



What We Provide

- ✓ Clear participation guidelines (Change Maker Toolkit).
- ✓ Fundraising ideas and planning support.
- ✓ Verification of service hours.
- ✓ Optional reflection component.

What Counts as Service

- ✓ Planning and organizing a fundraiser.
- ✓ Promoting and coordinating the initiative.
- ✓ Executing the event or campaign.
- ✓ Managing logistics and communication.

Note: Donating money or simply attending an event does not qualify.

How Hours Are Earned

- 1 hour of service = 1 hour of active work.
- Hours must be tracked and documented.
- Final approval is subject to school or employer policies.

Ethical Guidelines

- Hours are not tied to money raised.
- Service hours cannot be “purchased”.
- Projects should be inclusive and accessible.
- Activities must align with school/company policies.



Verification

Akron Children's Foundation provides:

- Service hour confirmation.
- Participation documentation.





Deliverables:

For individuals, businesses and school groups

Fundraising Level	Recognition and Rewards
\$100-\$1,000	• Change Maker Welcome Kit. • Invitation to Radiothon for check drop-off and interview opportunity. -or- • Hospital tour with donation drop-off or mail in check.
\$1,000-\$2,500	• Change Maker Welcome Kit. • Invitation to Radiothon for check drop-off and interview opportunity. -or- • Big check presentation and photo opportunity at Akron Children's or mail in check.
\$2,500-\$5,000	• Change Maker Welcome Kit. • Invitation to Radiothon for check drop-off and interview opportunity. • Big check presentation, photo opportunity at Akron Children's, and hospital tour, or mail in check. • Featured on Akron Children's Foundation social media.

For a sports team or whole school building

(Based on previous year's fundraising totals. Can include deliverables from both lists)

Fundraising Level	Recognition & Rewards
\$100-\$1,000	• Change Maker Welcome Kit.
\$1,000-\$2,500	• Change Maker Welcome Kit. • Digital pep rally prior to fundraiser start at your school or event location.
\$2,500-\$5,000	• Change Maker Welcome Kit. • In-person pep rally prior to fundraiser start. -or- • Akron Children's representative at event or school.





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