DAISY DAYS
SCHOOL FUNDRAISING KIT

The Children’s Hospital of Philadelphia®
“Help a child return to play, wear a daisy on Daisy Day.”

With this simple phrase, a Philadelphia tradition was born! The Daisy Days Campaign for The Children’s Hospital of Philadelphia began over a half century ago as a month-long, citywide street campaign spanning generations, including change collections, parades and a volunteer thank you celebration luncheon for our beloved CHOP.

This spring, we will continue building upon the Daisy Days tradition of uniting a million stories for one cause — The Children’s Hospital of Philadelphia. For those who grew up in Philadelphia, these initiatives will bring back childhood memories unique to our city; for new generations, they will create new traditions that support their children's hospital. As the first and the best pediatric hospital in the country, our goal is to combine tradition and innovation and blend a respected history with an exciting future as few institutions can.

TABLE OF CONTENTS
Fundraising Suggestions  2
How to Get Involved  5
Submitting Funds  6
FAQs  7
Fundraising Suggestions

**PRE-K – 5TH GRADE**

**Dress down day!** Encourage everyone to make a donation and wear their favorite pajamas to school. If your school already has a pajama day, consider supporting a sports team, dressing as a super hero, or simply wearing white and yellow like a daisy! 🌼

**Art project auction.** Build an art project, potentially one that’s Daisy Days inspired, into a lesson plan and then let parents bid on the item(s). 🌼🌼🌼🌼🌼

**Ice cream social.** Host an ice cream social (water ice, popsicles, or another treat can be substituted) collecting donations for ice cream and toppings. 🍦

**Spare change collection.** Check the couch, between the cushions. Collect any spare change you can and see how much the class can collect! Need a little motivation? Set a goal to have a pizza party in class, or have the teacher do something embarrassing like singing a cartoon theme song! 🍕

**Yoga day.** Encourage students and/or families to take a break from the stresses of life and relax with a morning stretch session, accepting donations from parents to participate. 🌸🌸🌸

---

**Parkside Elementary School: Change for CHOP**

The classes of Parkside Elementary School competed against each other to see who could raise the most money for the Children’s Fund. The winning class got to spray paint and then shave the head of a teacher, Mr. Washinko.

---

Each fundraising idea has been rated on a Daisy Scale of 1-5, with 5 daisies requiring more effort to organize.

---

**DAISY DAYS SCHOOL FUNDRAISING KIT**
Fundraising Suggestions

**6TH – 8TH GRADE**

**Daisy Days dance!** Host a springtime dance in support of The Children’s Hospital of Philadelphia. Students can surprise their dates with a daisy or present their dates with a special “daisy” ticket to the dance.

**Another man’s treasure.** Collect gently used items, clothes or unwanted (but usable) items to be sold as part of a community yard sale! Tables/spots for families or local businesses can also be sold to raise additional funds.

**Instant prize.** Sell balloons with a quote, prize ticket or “Golden Ticket,” where students can win prizes based on the contents of their balloon.

**Sell, sell, sell!** Host a fun sale each Friday during the month of May. You can sell soft pretzels, popcorn, bracelets and pins to support your Daisy Days efforts.

**You’ve got talent!** Host a talent show with an entry fee for each act, and sell tickets to attendees. Increase your fundraising efforts by setting up a bake sale/beverage sale during an intermission.

---

**Tanaya’s Story**

Diagnosed with metastatic papillary thyroid cancer at age 12, Tanaya continues to receive expert care from the Pediatric Thyroid Center at The Children’s Hospital of Philadelphia.
Fundraising Suggestions

9TH – 12TH GRADE

Dinner and a movie! Host a spaghetti dinner (or lunch) followed by a movie, collecting a donation for the dinner, movie or popcorn. Add to your efforts by hosting a drawing for movie tickets or other items.

An a-thon. Host a dance-a-thon, skip-a-thon, sing-a-thon, swim-a-thon, read-a-thon or walk-a-thon. Choose the challenge and collect pledges or donations from the community!

Indoor mini-golf course. Encourage classes, teams or departments to design a mini-golf course. Encourage students to make a donation to play a round of golf, or host a tournament.

Shopping day. Partner with the school store, or a community business/restaurant where a portion of sales from a particular day will benefit your school’s fundraising efforts.

You look great in yellow. Yellow and white are the colors of the Daisy Days daisy, so consider wearing yellow and white for a day, or some other special attire (pajamas, jeans, etc.); encourage donations to participate.

Springfield Township High School: Game-A-Thon
The Strategic Gaming Club at Springfield Township High School held a 24-hour Game-A-Thon where participants played video games, board games and card games.
How to Get Involved
1. Select a type of fundraising activity, date, time and location.
2. Register your event at www.CHOPDaisyDays.org.
3. Receive your Daisy Days Fundraising Kit in the mail.
4. Tell everyone you know (friends, family, coworkers, etc.), that you are hosting an event, and encourage them to get involved. Don’t forget to use social media (Facebook, Twitter, etc.).
5. Host your event!
6. Submit funds raised (and pictures) to CHOP.

Carly’s Story
At 15, Carly was diagnosed with acute myelogenous leukemia. She received several rounds of chemotherapy at CHOP and today, she’s a happy, healthy college student.

Central Bucks High School: Sweet Caroline 5K
Students from Central Bucks High School South have gathered together for the third year in a row to remember fellow Titan Caroline Gallagher with the Sweet Caroline 5K and 1 Mile Fun Run/Walk to support the Children’s Fund.
Submitting Funds
At the conclusion of your event, please convert all cash and coins to a check or money order, and mail the funds to:

The Daisy Days Campaign
The Children’s Hospital of Philadelphia Foundation
P.O. Box 40930
Philadelphia, PA 19107

A thank-you note and receipt will be issued to all donors who pay by check.

Downingtown East High School: Volleyball Tournament
Members of the volleyball team hosted a volleyball tournament and sold bracelets to benefit Medulloblastoma Research at CHOP in memory of their teammate Julia Kivlin.

Richard J. Rice Elementary School: Walk-A-Thon
Richard J. Rice Elementary School has hosted a Walk-A-Thon every year for the past five years in honor of former student Christopher Ennis, who received a heart transplant at CHOP. Donations collected at the Walk-A-Thon benefited the Cardiac Center.
FAQs

What are the dates of the Daisy Days Campaign?
The Daisy Days Campaign will take place throughout the month of May.

What is included in the Daisy Days Fundraising Kit?
Each kit will include a Daisy Days poster, a Daisy Days pin, Daisy Days stickers, an event poster, CHOP facts, balloons, a sample press release and a thank-you letter.

How much does it cost to register?
Registration is free!

Where do the funds go?
All funds raised support The Children’s Hospital of Philadelphia.

Can I designate the funds raised to a specific fund/area at The Children’s Hospital of Philadelphia?
Absolutely! Please be sure to denote this on your fundraising event registration to ensure that all funds are properly allocated to that area.

Who should we make a check out to?
Please make all checks/money orders payable to “The Children’s Hospital of Philadelphia Foundation,” and include “Daisy Days” in the memo line.

There are lots of people selling daisies. Am I permitted to do something different?
Flower sales are a great fundraising idea, but you can do any type of fundraiser that interests you!

Additional questions?
Please visit www.CHOPDaisyDays.org or contact us by calling 267-426-6496.

Griebling Elementary School: Pajama Day
The 5th grade student council organized a pajama day to benefit the Children’s Fund. Students who gave a donation to CHOP were allowed to wear their pajamas to school for a day.