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.

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.

“Help a child return to play, wear a daisy on Daisy Day.”

With this simple phrase, a Philadelphia tradition was born. Daisy Days began 60 years ago as a monthlong, citywide street campaign to support The Children’s Hospital of Philadelphia. People of all ages participated in Daisy Days activities such as change collections and parades to benefit CHOP.

During this year’s Daisy Days campaign, we invite you to join the fun and support CHOP by hosting a fundraising event. Your school’s students — along with everyone in your community — can learn the power of one small flower and make hope bloom for children at CHOP. You, your students and your school can participate by:

- Organizing a dress-down or spirit day
- Selling colorful paper daisies for a fun Daisy Days display
- Creating your own Daisy Days event

The following pages offer fundraising suggestions for different grade levels. Once you have an event idea, follow the “How to get involved” instructions on page 7.

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 a dynamic future. We hope you and your students will be part of our efforts.

Learn more about the Daisy Days campaign at CHOPDaisyDays.org/schools.
Parkside Elementary School: Change for CHOP
The classes of Parkside Elementary School, part of the Penn-Delco School District, 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.

Students at Excel Learning Center in Marlton, N.J., sold paper daisies, flowers and refreshments to parents and faculty on May 15, raising $200 for Daisy Days.

Fundraising Suggestions

PRE-K – 5TH GRADE

Dress down day! Encourage everyone to make a donation and wear their favorite dress down day clothes to school. Or, consider dressing up by wearing gear from your favorite sport team, dressing as a superhero, 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).

I scream, you scream, we all scream for ICE CREAM! 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 find 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.

Each fundraising idea has been rated on a Daisy Scale of 1-5, with 5 daisies requiring more effort to organize.
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 inside,” where students can win prizes based on the content 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 paper daisies 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.

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.

Central Bucks High School: A Run for the Heart
Students from Central Bucks High School South in Warrington, Pa., gathered together to remember fellow Titon Caroline Gallagher with a 5K Run and 1-mile Fun Walk/Run to support the Cardiac Center, raising $26,000 in three years.
Churchville Elementary School: Cultivating Daisies with Kindness
Mrs. Gavaghan’s sixth-grade class at Churchville Elementary School of the Council Rock School District participated in a good behavior program and raised $140 for Daisy Days.

How to Get Involved

1. Select a type of fundraising activity, date, time and location.
2. Register your event at CHOPDaisyDays.org/schools.
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.

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.

BASIS Independent Brooklyn: Bake Sale
On May 4, BASIS Independent Brooklyn in Brooklyn, N.Y., held a school bake sale, raising $1,000 for Daisy Days.
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 includes a Daisy Days poster, a Daisy Days pin, CHOP fact sheets and latex balloons. When you register online you can also order Daisy Days stickers and paper daisies for no cost!

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 — School Campaign” in the memo line.

There are a lot 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 CHOPDaisyDays.org/schools or contact us by calling 267-426-6496.