



Cape Ivy Fundraising Guide

Help fundraise for Cape Ivy!

Connected by Cape's Introduction

Connected by Cape is a student-led project organized by Mailinh Nguyen and Jiya Patel. They are partnering with Cape Ivy to raise more awareness in the Richmond area.



Mailinh Nguyen



Jiya Patel

Connected by Cape's Rationale

On November 17, 2023, Mailinh was transported over to UVA Children's Hospital due to a severe case of multi-organ system failure caused by a flare-up of Systemic Lupus Erythematosus. As a result of the severity of her condition, she had to undergo chemotherapy along with other treatments during her long stay at UVA Children's Hospital. Naturally, the hospital is already very cold. Additionally, having a sick body made it extremely difficult for Mailinh to retain warmth. When Mailinh received the gift of a poncho from Cape Ivy, being in the hospital became much more comfortable for her. Now that Mailinh is fully recovered and back home, she and Jiya want to spread this gift in the area where they live.



Fundraising Made Easy

Even you can fundraise for Cape Ivy in your area!

School Outreach

Get your school involved in helping Cape Ivy spread its mission!

[Learn more](#)



Community Outreach

Spread awareness about Cape Ivy in your local community to help bring smiles!

[Learn more](#)





School-Based Fundraising Methods

SCHOOL OUTREACH

- Change Challenge
- Club Involvement
- School Sponsored Sports Event
- Awareness Table

CHANGE CHALLENGE

What is it?

The Change Challenge is a fun game that will be held at the concession stands of high school events. There will be 2-4 options (related to the event) that people can drop change into for whichever option they prefer.

Execution Plan

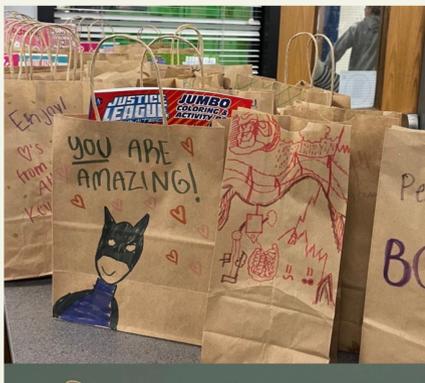
1. Get in touch with the coordinators of the event.
2. If they allow, put 2-4 jars with different options near the concession window for convenience.
3. Aim to do the Change Challenge at popular events.

Goal

The goal is to raise awareness of the organization's mission among students, families, and faculty, along with raising funds.

Potential Issues

- School may not approve of trying to receive the funds
- Some concession stands may not give back coins (bills work fine too, but the rate of donations may be less).
- Overall may not raise a lot of money



CLUB INVOLVEMENT

Service

During club meetings, have the members participate in a fun service project. This could include making:

- Positive affirmation cards
- Hospital-friendly goodie bags

These gifts can be handed to patients who also receive a poncho.

Another great way to include the student body through service is by offering volunteer hours to hand out ponchos to children at the hospital.

*DISCLAIMER: Make sure to check in with Cape Ivy and the hospital before arriving.

Guest Speaker

A great way to get out the motive of Cape Ivy is to invite a founder of the organization to club meetings. Guest speakers can answer questions and provide better details about their efforts.

Execution Plan

1. Check with the guest speaker to make sure they are available.
2. Make the club sponsor aware of the guest speaker coming out.
3. Once a date for the guest speaker to come out is approved, get business cards/flyers for students at the meeting to take home for later.

Fundraising night

Host a fundraising night at a restaurant for the cause of Cape Ivy! A percentage of proceeds made that day will go to the organization.

Execution Plan

1. Reach out to local restaurants by speaking to the manager in person/online to arrange a spirit night.
2. Make sure to exchange all information needed so proceeds made that night can be transferred.
3. Once a date has been chosen, promote the event to your school/clubs for the best outcome.

Goal

The goal of a spirit night is to help raise funds while also involving the community in a fun way! It brings people together to help with a good cause.

Potential Issue

- Restaurant may not have your preferred date available for a spirit night
- The give-back percentage might not be enough for your desired goal.
- The marketing of the event may not be sufficient, resulting in low attendance rate for the spirit night.

SCHOOL SPONSORED SPORTS EVENT

What is it?

These are school sports events that are themed after Cape Ivy. The proceeds made from these events go to Cape Ivy.

Guest speakers from Cape Ivy can come during that night if available, to further promote.

Execution Plan

1. Contact the sports event's coordinator for permission to do a Cape Ivy-themed game.
2. Promote the event to the school/clubs.
3. Reach out to Cape Ivy to see if a guest speaker is available to be at the event.

Goal

The goal of school-sponsored events is to raise funds at events with large crowds for the most outreach.

Potential Issues

- The event coordinator may not approve of a Cape Ivy-themed game.
- Proceeds may be withheld
- Events with a low number of spectators won't raise as much or bring as much awareness. Contact the sports event's coordinator for permission to do a Cape Ivy-themed game.
- Promote the event to the school/clubs.
- Reach out to Cape Ivy to see if a guest speaker is available to be at the event.



AWARENESS TABLE

What is it?

At school events, set up a table/booth for the cause of Cape Ivy. Examples of school events include fall festivals, football games, etc.

Execution Plan

1. Reach out to your school/event's coordinator to get permission to set up an Awareness Table at event.
2. If permitted, set up table and educate others about Capely.

Materials Needed:

- Table/tent
- Cape Ivy table cover, banner
- Business cards, flyers, brochures
- Display poncho(s)
- Incentive/interactive game for gathering donations

Our Examples

For Connected by Cape's incentive, they made bracelet-making kits for the kids to take home. This was a great way to get people intrigued to come over to the table.

At the table, the people learned about Cape Ivy's mission. They were given brochures and business cards to take along with them to refer to later.

A section of their booth was designated to "Stickers for Smiles". The concept is that people would donate a dollar for a sticker. The stickers were customized with optimistic messages, and they were to be sent out to the children along with the poncho.

Community-Based Fundraising Methods

COMMUNITY OUTREACH

[Awareness Table](#)

[Grants](#)

AWARENESS TABLE

What is it?

At school events, set up a table/booth for the cause of Cape Ivy. Examples of school events include fall festivals, football games, etc.

Execution Plan

1. Reach out to your school/event's coordinator to get permission to set up an Awareness Table at event.
2. If permitted, set up table and educate others about Capelvy.

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- Incentive/interactive game for gathering donations

Our Examples

For Connected by Cape's incentive, they held a raffle for chances to win a poncho and other prizes. Donations would enter you into the raffle.

They held two separate raffles people could enter into: one raffle with poncho related prizes and the other with non-poncho related prizes.

Prices of tickets

Poncho Raffle:

- \$10 = 1 ticket
- \$15 = 3 tickets
- \$25+ = 7 tickets

Non-poncho raffle:

- \$15 = 1 ticket
- \$20 = 3 tickets
- \$30+ = 5 tickets
- Gift Basket (sponsored by Texas Roadhouse)

A section of their booth was designated to "Stickers for Smiles". The concept is that people would donate a dollar for a sticker. The stickers were customized with optimistic messages, and they were to be sent out to the children along with the poncho.

Goals

The goal of awareness tables is to educate the community about Capelvy and their mission while also raising funds for their cause.

Potential Issues

- Certain places may not allow a table
- Low attendees at the event
- Supplies may be difficult to gather, especially if looking for specific items with the organization's logo



GRANTS

What is it?

Grants are big sums of money given by entities such as foundations, corporations, companies, etc. They are given to support organizations (such as Capelvy) in achieving a specific purpose.

Execution Plan

1. Research and find grants where Cape Ivy fits the criteria for eligibility.
2. Send the grant to Cape Ivy to have them fill out.

Goal

The goal is to get grant opportunities by reaching out for them. Grants will normally give a reasonable amount of money that can help with the production and delivery of many ponchos.

Potential Issues

- Many times people under the age of 18 are not allowed to apply, so you will have to get help from Cape Ivy for this.
- Cape Ivy may not be eligible for the grant
- The application deadline may have already passed



GAINING CONNECTIONS

An important factor to spreading awareness is finding important connections/contacts that are essential to achieving your goal.

Reach out to Cape Ivy for contacts that might be necessary for executing your plan. You may also have to search for other contacts on your own.

Who To Contact

Change Challenge - Event coordinators

Club Service - The Club's Sponsor and/or the hospital

Guest Speaker - Cape Ivy

Fundraising Night - Local restaurants

School Sponsored Sports Event - Athletic Director or the event coordinator

Awareness Table - Local Awareness Tables

Community Foundation - Community Foundation in your area





Money Management

MONEY MANAGEMENT

Organizing and keeping track of the funds you've raised is very important for accurately achieving your goal. Find a safe and reliable payment method where people can donate.

Trusted sources include:

- Venmo*
- Paypal*
- Online School Payments (OSP)

Cape Ivy may also have a personal source where they'd like to gather their funds, so make sure to communicate with them.

Remember to manage donations responsibly!

*A personal account is fine to use; however, if you plan for the long term, then a business account could be a better choice.

BOYS VOLLEYBALL

6 PM

OCTOBER 9, 2025



ENTRY: \$10

ALL PROFITS GO TO CAPE IVY

NON PONCHO RAFFLE

1 Ticket 3 Tickets 5 Tickets

\$15 \$20 \$30+

ENTER TO WIN A GIFT BAG WORTH \$45

Connected By Cape

CHANGE CHALLENGE

EVERY HERO NEEDS A CAPE

DONATE CHANGE TO MAKE A CHANGE!

Your donation goes directly towards nonprofit organization Cape Ivy.

Cape Ivy keeps chronically ill children in hospitals warm by creating IV-safe ponchos

Publicity

Connected By Cape



EVERY HERO NEEDS A CAPE
DONATE TO CAPE IVY



CONNECTED BY CAPE

Fundraising for Cape Ivy, a nonprofit organization, to provide IV-safe ponchos to children with chronic or critical illnesses.

OCTOBER 18 AND 25 | 9 A.M.-12 P.M.
DOREY PARK

ALL PROFITS GO TO CAPE IVY

PONCHO RAFFLE

1 Ticket 3 Tickets 5 Tickets

\$10 \$15 \$25

ENTER TO WIN A PONCHO

PUBLICITY

Publicity is a key factor in maximizing awareness among your community while raising the most donations.

Various forms of publicity include:

- Social media
 - *events got posted on clubs/Cape Ivy's Instagram pages
- Press Releases
 - *featured in the newsletter of Dorey Park
- Word-of-Mouth
- Hosting events
- Branding
 - *created a personal logo, stickers, and shirts

