

MAULI OLA

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MAULI OLA

2017

Fundraising Packing
Ideas For The
YOUTH

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MAULI OLA

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According to the NIH, there are nearly 7,000 Rare Diseases

Your Efforts Matter, Tremendously.

Why cystic fibrosis and genetic conditions? Founders Charles and James Dunlop found an article in New England Journal of Medicine, "A Controlled Trial of Long-Term Inhaled Hypertonic Saline in Patients with Cystic Fibrosis". This article provided scientific support that ocean water provides natural therapy for people with CF, and inspired creation of the Maui Ola Foundation. MOF originally served kids with CF but soon expanded to serve all individuals with genetic conditions.

WORDS BY CHRISTY MOORE, CERTIFIED GENETIC COUNSELOR

What is cystic fibrosis?

Cystic fibrosis (called "CF" for short) is a genetic condition. That means a person is born with it – it cannot be "caught," like a cold or flu. There is a very broad range of how serious the health problems can be: some people have a severe form with lung and digestion problems, and some people have a very mild form, with few health problems.

People with CF can have very thick, sticky mucus in the lungs, which is difficult to cough out. This can cause wheezing and shortness of breath, and also creates an environment for bacteria to grow, causing serious infections. People with CF can also have problems with their pancreas, which helps us digest our food. When the pancreas isn't working properly, it is hard for our body to digest food, and this makes it hard for us to maintain and gain weight. For someone with CF, troubles with gaining weight can begin as a young baby.

Most rare diseases are genetic:

Here are some fast facts from globalgenes.org:

- In the United States, a disease is

defined as "rare" when it affects less than 200,000 at any given time.

- Rare Diseases affect 30 million Americans, or 1 in 10 people, and 350 million people worldwide
- If all of the people with Rare Diseases lived in one country, it would be the world's 3rd most populous
- country
- Approximately 50% of the people affected by Rare Disease are children
- Rare Diseases affect more people than AIDS and Cancer COMBINED
- 95% of Rare Diseases do not have a single FDA approved drug treatment and there are no cures
- Approximately 50% of rare diseases do not have a disease specific foundation supporting or researching their rare disease

What is saline?

Simply put, saline is salt water. The water inside our bodies (like in our skin, eyes, and organs) has salt in it. You may have used saline drops to help moisten your eyes, or saline nasal spray to moisten your nasal passages. This is called "isotonic" saline, which is a fancy way of saying that it has the same level of salt as the water in your body. It feels refreshing. If you've ever gotten tap water (which has less salt in it than

what is inside your body) in your nose, you'll know it because it hurts! There is also something called "hypertonic" saline. This means that the level of salt is higher than what is inside your body. The best example of this is ocean water! If you've ever gone swimming in the ocean and gotten "pruney," with wrinkled hands and feet, it's because of the hypertonic saline. The high level of salt in the ocean water actually draws water out of your skin and dries you out. This is why they say to never drink salt water if you're thirsty – it will actually dry you out.

How can saline help?

Studies have shown that hypertonic saline can offer medical benefits. This is especially true in people who have cystic fibrosis (CF). By breathing in hypertonic saline in the air, water gets drawn out of the lining in the lungs, the same way it gets drawn out of your skin when you swim. Since people with CF have thick, sticky mucus in their lungs, that extra water can mix with it and make the mucus thinner and easier to cough out. People can get hypertonic saline treatments at home or in a hospital, but guess what is much more fun to do, for people who are healthy enough – surfing!

STORIES + INSPIRATION

from our ohana



"I love Maui Ola! Surfing is fun and helps me breathe better. Everyone is so kind and I really love surfing with Sunny!! When Sunny takes me out on the surfboard, the salty air helps me cough stuff up so I feel much better and it is so much fun. For one whole day I can go out and have fun and forget CF. It helps me feel better for a few days and that is nice."

-Sydney Hauta, MOF Participant

"Since Matthew was diagnosed at the age of 10, I listened to my heart calling for the ocean. We went to our first MOF event at Haleiwa back in 2010. Ever since then, he has been outrigger canoeing the waves every other day and getting stronger each and everyday. May the wave heal us all." -Teresa LaGrave, Mother of a MOF Participant

"Learning the value of surfing and the therapeutic effect the ocean could have on my lungs was priceless knowledge passed on to me through the Maui Ola Foundation. They have embraced me as part of their ohana for almost a decade supporting me in every way to continue my efforts towards surfing and

maintaining my health. Integrating surfing into my lifestyle was the missing piece to the puzzle of keeping me healthy. After having received a double lung transplant, I can confidently say that going into the ocean is the closest comparison a CF patient can have to breathing clear and free



as if their lungs were healthy. I am forever grateful for the Maui Ola family and the impact they have made on my life."

-Melissa Pappageorgas,
MOF Participant & Volunteer



GETTING STARTED

01

PICK A FUNDRAISER IDEA YOU LIKE

Choose a fundraiser idea from this packet or be creative and create your own. Do the fundraiser by yourself or with a group of friends! The more the merrier, we say!

02

SET UP AN ONLINE FUNDRAISING PAGE

If needed, set up an online fundraising page at support.mauliola.org/fundraise or just collect the donation in-person. Make sure to keep it in a safe spot!

03

SEND IN YOUR COLLECTED MONIES

After collecting your monies from the fundraiser, please send a final check made out to Maui Ola Foundation to 120 Vantis Suite 300 Aliso Viejo, CA 92656 or by credit card mauliola.org/donate.

04

ASK QUESTIONS AND BECOME AN ADVOCATE

if you have any questions, please feel free to reach out at info@mauliola.org. If you need some talking points on why you support MOF and want to help raise funds, check out our suggestions below.



USE THESE TALKING POINTS AS AID IN YOUR MESSAGING

OUR LARGEST PROGRAM IS THE SURF EXPERIENCE DAYS (SED). THEY ARE HOSTED THROUGHOUT THE COUNTRY INCLUDING HAWAII.

- Surf Experience Days (SED) introduces kids with cystic fibrosis to ocean water (which is high in saline) in order to experience what natural therapies can do for their lungs. The saline in the air and water breaks down the congestion in their lungs.
- This congestion causes them to constantly go to hospitals and take lots of medication on a daily basis.
- With natural salt water treatments, their hospital visits are significantly less, leading to a healthier and more fulfilling life with fun activities that all kids should have.

CF + GENETIC CONDITIONS FACTS

PEDIATRIC VISITS

- 30,000 Americans are diagnosed with cystic fibrosis
 - Genetic conditions affect people of all ages and ethnic groups
 - 3 - 7% of people will be diagnosed with a genetic condition
 - 1 in 10 people in the U.S. has a rare disease
 - Everybody has mutations in their genes; nobody has a perfect genome
 - 80% of rare diseases are caused by faulty genes
 - Approximately 50% of people affected by rare diseases are children
 - There are nearly 7,000 rare diseases
- Pediatric visits were created to build the connection, hope, and warmth that the surf days provide to those who are not well enough to make it to the beach.
 - The visits involve playroom and bedside interactions with professional athletes and entertainers.
 - Patients receive gift totes with art kits, hats, and signature posters.

FUNDRAISING IDEAS

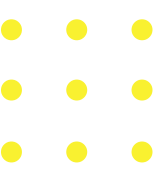
FUNDRAISING IDEAS 05



OR MAKE

YOUR OWN FUNDRAISER. BE CREATIVE AND HAVE FUN!

Make sure to take pictures along the way and tag
[@mauiolafoundation](https://www.instagram.com/mauiolafoundation), so we can cheer you on along the way!



Birthday donation fundraiser

WHAT YOU WILL NEED:

- Access to Internet

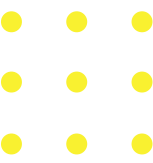


WHAT YOU WILL DO:

- Set up a donation page on support.mauliola.org/fundraise
- Share the unique link to your donation page on your Facebook, Twitter, Instagram, and Tumblr accounts and let friends and family know that you'll be taking donations for the Maui Ola Foundation instead of receiving gifts this year
- See fundraising tip page on www.mauliola.org
- It is key to keep your donors updated with each milestone you reach and on how much has been raised during the fundraiser
- Thank donors by making personalized thank you cards or sharing a creative video with them
- Go to www.mauliola.org/donate to submit all funds

HELPFUL TIPS:

- When promoting the link on social media, be sure to tag us on social media @mauliolafoundation and use the hashtag #maythewavehealusall, to let donors know where their money is going.
- Here is an example of a caption: "I am excited and honored to raise money for the @MauiOlaFoundation this year instead of receiving gifts for my birthday! Please join my cause by donating to 'insert your personal URL fundraising page here.' Let's continue to spread the love! #maythewavehealusall"
- Add the mauliola.org link to the fundraising page so others can explore the organization as well!



Donate your time & babysit



WHAT YOU WILL NEED:

- Willing neighbors and family friends
- A bag filled with toys, games, crafts or books

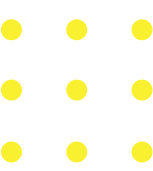
WHAT YOU WILL DO:

- Let your community know you are in business! Advertise your babysitting services to family, friends or neighbors
- Meet and greet. It always makes the child more comfortable when you meet them before the day/night you are looking after them
- Plan ahead. Think of fun activities to entertain the kids. Ideas for activities:
 - Arts and crafts
 - Dance party
 - Outdoor games
 - Board games
 - PG rated movies
 - Snacks and baking goods

HELPFUL TIPS:

- Spread the word on your Facebook, Instagram and Twitter accounts about being available to babysit! Remember to tag us @MauiOlaFoundation in your posts
- Let everyone know that you are babysitting to raise money for the Maui Ola Foundation. You could say something like: "HI, everyone! I would love to babysit for your family and help raise money for the @MauiOlaFoundation! All of the money will go to help the organization which introduces surfing as a natural therapy for kids with genetic conditions #maythewavehealusall".
- To prepare talking points, please visit mauiola.org in case parents want to know where their donations will go
- Keep all the money you earn in a safe place
- Go to mauiola.org/donate to submit all funds





Get your baking skills on



WHAT YOU WILL NEED:

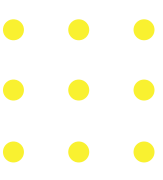
- Baked goods (brownies, cookies, cupcakes, muffins)
- Feel free to use recipes or grab the easy bakes at the store
- A table
- Flyers
- A moneybox
- Cash to make change
- Plates and napkins
- Paper and markers to make signs
- Friends or family to help out

WHAT YOU WILL DO:

- Create and place flyers around your neighborhood or school before the event
- Make the baked goods
- Set up your table in a busy area that people will see (ex. busy street corner, sidewalk or school area)
- Make signs to hang and hold. Write, "All proceeds go to the Maui Ola Foundation" on your signs
- Sell as many baked goods as you can
- Go to mauiola.org/donate to submit all funds

HELPFUL TIPS:

- Check out www.mauiola.org to learn more about what the Maui Ola Foundation does, so you can tell your customers where their money is going
- Share on social media, call, and send an email to your community to let them know that you will be having a bake sale
- Post photos of your bake sale on Facebook, Instagram, Twitter or Snapchat and tag @MauiOlaFoundation
- Make sure to share the photos with a caption that tells friends you're raising money for the Maui Ola Foundation. You could say something like, "Bake sale in front of school today! All the money I make will go to @MauiOlaFoundation to help introduce surfing as a natural therapy for kids with genetic conditions. Come eat cookies! #maythewavehealusall"



Share your smarts for MOF

WHAT YOU WILL NEED:

- Knowledge on the subject you are teaching
- A pencil or pen
- Papers to demonstrate work on
- Flyers with contact information
- Teaching tools and strategies

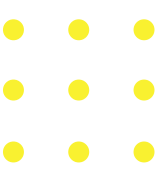
WHAT YOU WILL DO:

- Set a rate for your services (ex. \$20/hour, 3 sessions for \$55, etc.)
- Create and place flyers around your neighborhood or local schools to promote your tutoring services (make sure to add your email or number)
- Specify that the money will go to the Maui Ola Foundation. Include the link, mauliola.org, so they can learn more
- Bring creative and interactive ways to teach: handouts, snacks, games (Google some creative ways to do so)
- As an addition, use the discussion guide and curriculum to educate your students about the Maui Ola Foundation, and ask if they would like to set up another time to meet
- Go to mauliola.org/donate to submit all funds

HELPFUL TIPS:

- See if your school has a tutoring center or library. They can help you with tutoring tips, materials, and potential clients
- Spread the word through Facebook, Instagram and/or Twitter. In the caption, let your friends know that you are tutoring to raise money for the Maui Ola Foundation . You could say something like: "I'm raising money for the @MauiOlaFoundation by tutoring! All the money will go to help the organization introduce surfing as a natural therapy for kids with genetic conditions and pediatric visits for those who cannot make it to the ocean. #maythewavehealusal".
- Visit mauliola.org to learn more about what the Foundation does and to explain to people where their money will be going to





Car wash community fundraiser



WHAT YOU WILL NEED:

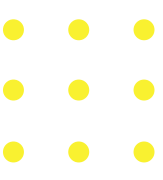
- Lots of helpful, fun friends
- Buckets
- Sponges
- Hoses
- Soap
- Towels
- Paper and markers to make signs
- Money collection container

WHAT YOU WILL DO:

- Pick a date, time, and location for your car wash in advance
- Make sure to talk to the owner of the space and follow all protocols
- Ask them if they can help advertise for you
- The best locations are in big parking lots on busy streets
- Make posters to advertise your event. They can say things like "Car Wash for Maui Ola Foundation" or "Car Wash for Genetic Conditions" or "Car Wash for Cystic Fibrosis" along with the time, date and location
- Post around town a week in advance so people know it will be happening
- On the day of your car wash, split up your team. Some volunteers should hold up signs on streets nearby, others should coordinate the flow of cars through the car wash, and others should be washing and drying the vehicles
- Have fun!
- Go to mauliola.org/donate to submit all funds

HELPFUL TIPS:

- Have a clear route for cars to follow through the car wash
- There should be a money station, a washing station, and a drying station to ensure an efficient flow of cars through the event
- Social media can be super effective in getting your peers, community, friends, and family to visit your car wash
- Post pictures of your event on social media to get more people to drive through. You could say something like, "Car wash today in front of the high school! All proceeds will go to the @MauiOlaFoundation to benefit those living with genetic condition." #maythewavehealusall



Dog sit and walk fundraiser



WHAT YOU WILL NEED:

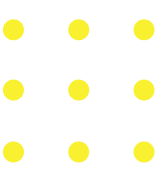
- Neighbors and friends who have dogs or puppies
- A list of people who can refer your service
- A written instructions from the homeowner or one they provide you
- An emergency contact sheet
- Homework, books, iPod
- Patience and a good attitude!
- Dog Treats
- Poop Bags
- Comfortable shoes

WHAT YOU WILL DO:

- Ask friends and neighbors if they need a house/ dog sitter
- Create and advertise yourself through social media, emails, and or fliers placed all around the neighborhood with information on your service and contact
- Visit the house beforehand to get familiar with it and to meet any pet(s) the owner has
- House/ dog sit / walk for as long as the owner needs
- Bring homework and books to keep yourself entertained and occupied while on the job
- Follow instructions from the homeowners/ walk safe routes
- Itinerary may include:
 - Feeding and playing with pet(s)
 - Getting the mail
- Leave the home clean and lock up before you leave
- Go to mauliola.org/donate to submit all funds

HELPFUL TIPS:

- Be sure to advertise yourself on your Facebook, Twitter, and Instagram by tagging @MauliOlaFoundation and let potential customers know that their money is going to the Maui Ola Foundation. You could say something like: "I am starting a small social venture to raise money for the @MauliOlaFoundation. If you or someone you know needs a dog sitter or walker, please contact me. All money will go directly to the the Maui Ola Foundation where they introduce surfing as a natural therapy for kids with genetic conditions and pediatric visits for those who cannot make it to the ocean. #maythewavehealusal".
- Visit mauliola.org to learn more about the Maui Ola Foundation so you can share what you've learned with those interested in your business



Family Charity Bank Fund



WHAT YOU WILL NEED:

- Mason jar
- Colored paper
- Stickers
- Paint / pens/ markers
- Ruler / straightedge
- Cardboard

WHAT YOU WILL DO:

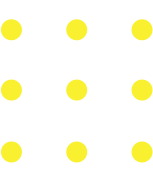
- Use your creativity and imagination to decorate your mason jar with your pens, stickers, markers, paint, etc. Make it stand out!
- To make the money slot lid, trace the metal insert of the mason jar lid onto a piece of cardboard. Trace the cardboard cutout onto scrapbooking paper, cut it out and tape it to the top of the cardboard
- Use the straight edge to cut a slot in the middle. Now, place the cardboard circle on top of the jar and screw on the metal ring
- Now that you have the jar finished, keep it some where in your house so you and your family can put change in it as much as possible
- When your jar is full, donate the money to the Maui Ola Foundation at mauliola.org/donate

HELPFUL TIPS:

- Spread the word about your Charity Bank by posting a photo of it on social media and let your friends know you are raising money for the the Maui Ola Foundation. You could say something like: "I am raising money for the @MauiOlaFoundation by saving money in my 'Charity Bank', Any extra money or allowance I get, I will be contributing it to my bank. Let me know if you would like to donate! #maythewavehealusall"
- You can also offer to create and sell Charity Banks for your friend and family, and donate the money you make to the Maui Ola Foundation. Go to mauliola.org to find out more information about the organization



Lemonade stand fundraiser



WHAT YOU WILL NEED:

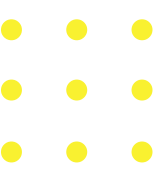
- Lemonade (ingredients to make it)
- A serving pitcher
- Ice
- A table
- Paper and markers to make signs
- Paper cups
- Some cash to make change
- Money or cash box
- Friends if they would like to join you
- Optional: cookies, chips, granola bars, etc.

WHAT YOU WILL DO:

- Make the lemonade. You can buy lemonade, or you can make it using powder or lemons and sugar
- Pour it into your serving pitcher
- Choose a street corner or a patch of sidewalk near home that gets a lot of foot traffic (make sure to review safety protocols)
- Set up your lemonade stand. Place your lemonade, cups, and moneybox with cash inside on a table in your chosen location
- Make big poster signs to hang
- The more decorations, the better! You can write, "All proceeds go to the Maui Ola Foundation" on your signs
- Wait for people to walk and drive by. When they stop, tell them about the Maui Ola Foundation and why you're raising money. Sell as much lemonade as you can!
- Go to mauliola.org/donate to submit all funds.

HELPFUL TIPS:

- Check out mauliola.org to learn more about what the Maui Ola Foundation does. That way, you'll be able to talk to people about where their money is going
- Post pictures of your stand on Facebook, Instagram Twitter and/or Snapchat. Make sure you share the photos and tag us @MauiOlaFoundation
- You could use a caption the photos with something like this: "I've set up a lemonade stand to raise money for the @MauiOlaFoundation! All of the donations will go towards this amazing organization's mission to introduce surfing as a natural therapy for kids with genetic conditions and pediatric visits for those who cannot make it to the ocean. #maythewavehealusall".



Run for a cause fundraiser



WHAT YOU WILL NEED:

- A local race (i.e. 5K, Turkey Trot, marathon, etc.)
- Athletic clothes and running shoes

WHAT YOU WILL DO:

- Set up a donation page on malala.org/fundraise
- Advertise on social media, email and through word of mouth about your cause and race, linking them to the donation page
- Update donors on milestones when reached
- Inform them of the date and time of the race so they can come out and support you
- Wear a shirt that creatively displays “The Malal fund” or “#RunwithMalala” to let everyone know what cause you’re supporting
- Share a photo of yourself at the race online to thank everyone for their support
- Go to malala.org/proceeds to submit all funds

HELPFUL TIPS:

- Check out mauliola.org to learn more about what the Maui Ola Foundation does. That way, you’ll be able to talk to people about where their money is going
- Post pictures of your stand on Facebook, Instagram Twitter and/or Snapchat. Make sure you share the photos and tag us @MauiOlaFoundation
- You could use a caption the photos with something like this: “I’ve set up a lemonade stand to raise money for the @MauiOlaFoundation! All of the donations will go towards this amazing organization’s mission to introduce surfing as a natural therapy for kids with genetic conditions and pediatric visits for those who cannot make it to the ocean. #maythewavehealusal”.





Restaurant good eats fundraiser

WHAT YOU WILL NEED:

- Willing local restaurant, café or store
- Palm-sized flyers with summarized Maui Ola Foundation info

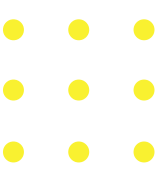
WHAT YOU WILL DO:

- Negotiate the percentage of funds to go towards the Maui Ola Foundation with the owner
- Create and pass out the flyers in front of the restaurant, if allowed, asked to have it placed at the front or on the table menus
- Advertise on social media where you'll be and for what hours to have your friends come and make a purchase and support the cause
- Inform them about the Maui Ola Foundation and the basics of genetic conditions if customers are unaware
- Reuse flyers that the cashier has collected in order to use less paper
- Recycle flyers once the fundraiser is over
- Go to mauiola.org/donate to submit all funds.

HELPFUL TIPS:

- If the owner is not immediately willing, send them to the Maui Ola Foundation website mauiola.org so they learn more about the mission
- Be prepared to be there for a couple of hours for maximum reach. If you'd like, ask your friends to help out and take half-hour shifts during the time
- Create a digital flyer that can be emailed to friends and family in the area
- Post on Facebook, Twitter, Instagram, and Snapchat about the event. You could say something like, "Come to _____ today and ___% of your purchase will go to the @MauiOlaFoundation helping this amazing organization introduce surfing as a natural therapy for kids with genetic conditions and pediatric visits for those who cannot make it to the ocean. #maythewavehealusall".





Friendship bracelet fundraiser



WHAT YOU WILL NEED:

- Embroidery thread/floss
- Bracelet patterns (can be found on friendship-bracelets.net)
- Location to sell
- Optional: Online web store (i.e. Etsy)

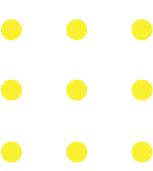
WHAT YOU WILL DO:

- Weave together colored friendship bracelets using the embroidery thread and various patterns discovered online
- Advertise through social media, email, and by word of mouth that you are selling them to support the Maui Ola Foundation
- If you'd like, you can sell the bracelets at an event or setup a stand or create a shop on etsy.com to display the various bracelets that you've made so they can be purchased
- Update purchasers when milestones have been reached and inform them at the end of how much has been raised for the fund
- Go to mauiola.org/donate to submit all funds

HELPFUL TIPS:

- Post on Facebook, Twitter, Instagram, and Snapchat about your friendship bracelets to help spread the word. You could post a photo of one of the bracelets you have made and say, "I am making and selling friendship bracelets to support genetic conditions like cystic fibrosis. All the money I make will go to the @MauiOlaFoundation to help introduce surfing as a natural therapy for kids with genetic conditions and pediatric visits for those who cannot make it to the ocean. #maythewavehealusall".





Yard work fundraiser



WHAT YOU WILL NEED:

- Willing home/property owners
- Yard tools (depending on what kind of work is requested):
 - Gloves
 - Clippers
 - Shovel
- If you don't have your own yard tools, ask the homeowner if you can borrow theirs
- Comfortable work clothing
- Sun protection (ex: hat, sunscreen)

WHAT YOU WILL DO:

- Ask friends, family, and neighbors to do their yard work for a fee
- Explain to them you will be donating all of the proceeds to the Maui Ola Foundation
- Examples of work you might do: mow the lawn, trim bushes and trees, rake leaves, etc.
- Once you have finished the yard work, ask them if they would like to schedule a date for you to come back to do more, or if they know anyone who would be interested in having you do yard work for them too
- Go to mauiola.org/donate to submit all funds

HELPFUL TIPS:

- Post a before and after picture of the yard work you finished on Facebook, Instagram, Twitter and/or Snapchat
- In the caption, let your friends know you are doing yard work to raise money for the Maui Ola Foundation. You could say something like: "I'm raising money for the @MauiOlaFoundation by doing yard work around my neighborhood! Come join me or start doing yard work for your family, friends, and neighbors to raise money! All the money will go to help introduce surfing as a natural therapy for kids with genetic conditions and pediatric visits for those who cannot make it to the ocean. #maythewavehealusall".
- Visit mauiola.org to learn more about the Maui Ola Foundation and to explain to people where their donations will go