



**SPORTS**  
**AMBASSADOR**  
**CAMPAIGN**

“\$93-A-Night” for “a place like home”

## “\$93-A-Night” Fundraising Ideas for Individuals and Organizations

### **Pledge \$93**

Have people pledge \$93 for every lap they swim, mile they run, touchdown they score, etc. Alternately, have people give \$1 for every 93 laps swum, miles run, touchdowns scored, etc. Keeping with the theme of the campaign helps people remember the reason why they are giving of their time, effort, and money.

### **A Bake or Non-Bake Sale**

Join with others to hold a bake sale where everyone brings in a couple of trays of goodies and takes turns manning the table. Or, hold a non-bake sale by buying pre-packed food in bulk and then selling it individually for \$0.50-\$1.00 apiece.

### **Car Wash**

Arrange to hold a car wash at a well-frequented gas station and either charge a set amount per car and accept donations or ask a minimum donation. Have people stand at corners by the gas station with posters advertising the car wash.

### **Office or Department Competition**

Make the campaign into a competition between offices or departments and see which can raise the most “nights” for The Inn!

### **Neighborhood or Group Sale**

Organize a garage sale with others to clear out your attic while you help fund a good cause.

### **Office Wide Auction**

Set up an office wide auction of an unused surplus of supplies or furniture.

**But don't stop here! There are many ways to raise money and awareness if you use your creativity and collaborate with others.**



**SPORTS**  
**AMBASSADOR**  
**CAMPAIGN**

“\$93-A-Night” for “a place like home”

## A Game Plan for Getting Started

Athletes don't just run right on the field or court without adequate preparation. Follow these helpful strategies and your event will flow as smoothly as Tiger Woods' golf swing!

- Choose an Appropriate Fundraiser: if you want to engage your office in the fundraiser, a garage sale may not be a practical idea because your coworkers are not neighbors which makes the gathering of sale items tricky.
- Map out a plan for the fundraiser. Sitting down beforehand and thinking through the fundraiser step by step before you begin gives you a visual of your goals and makes it easier to catch details you otherwise would have missed!
- Enlist help from family, friends, and coworkers. Delegating tasks alleviates your personal stress and makes the event a community effort.
- Get your event approved by us by contacting **Fern Stone** at (301) 451-9453 or by email at [stonefj@od.nih.gov](mailto:stonefj@od.nih.gov)
- Spread the word! Depending on the extent of this endeavor, make flyers to post around your neighborhood and in the local grocery store, call a local news reporter, phone friends, or announce the event at a meeting or sporting event. Give clear instructions about the fundraiser: when, where, who to contact, and for what cause. You can direct any media to **Meredith Daly** at (301) 451-3075 or by email at [dalym@mail.nih.gov](mailto:dalym@mail.nih.gov)

**Best of luck and a big thank you for helping out the families at The Children's Inn at NIH!**



**SPORTS**  
**AMBASSADOR**  
**CAMPAIGN**

“\$93-A-Night” for “a place like home”

## Fundraising Guidelines

- The Children's Inn at NIH (TCI) should be the only recipient of your event's proceeds, but please be sure to distinguish that TCI is not the sponsor of the event, only the beneficiary.
- Please ask our approval before printing any materials including t-shirts, tickets, flyers, banners, etc.
- Refer all media sources to **Meredith Daly** at The Inn at **(301) 451-3075** or by email at **dalym@mail.nih.gov**
- Clearly state what dollar amount or percentage of sales you intend to give to TCI, according to the standards set by the Better Business Bureau.
- Keep fundraising costs at a minimum by using community donations.
- Please send the funds with a note indicating your name and the name of your event to:

Attn: "\$93-A-Night"  
Fern Stone  
The Children's Inn at NIH  
7 West Drive  
Bethesda, MD 20814-1509
- **Make checks payable to The Children's Inn at NIH.**
- To make online donations, please visit [www.93anight.org](http://www.93anight.org)
- To make donations over the phone, please call 1-800-338-9217



## The Children's Inn at NIH - An Overview

**Mission:** The Children's Inn at NIH is a private, nonprofit, family-centered residence for pediatric outpatients at the National Institutes of Health. Its purposes are to keep children together with their families during serious illness, to reduce their stress and to facilitate their healing through mutual support.

### **General Information:**

Since its opening in June of 1990, The Children's Inn has hosted more than 7,600 families from all 50 states and 67 foreign countries

There is no charge for a family to stay at The Inn.

Children range in age from birth to young adulthood and typically stay three to seven days with frequent return trips throughout the year. Families may stay up to four months at The Inn during a single visit.

Children at The Inn are receiving treatment for illnesses such as heart, lung, blood, bone and growth disorders, forms of cancer and HIV infection.

Activities such as bingo, sports, movie nights, arts and crafts, holiday and birthday parties, and community suppers enhance mutual support among families.

The Inn has the capacity to house up to 59 families each night in private rooms with amenities including ADA accessible bathrooms, Internet, cable TV, and access to Watts telephone service. More than 1,400 children stayed at The Inn in FY 2006.

With the help of approximately 250 volunteers, 18 full-time staff, and seven part-time staff manage the tasks of running The Inn 24-hours-a-day, seven days a week, 365 days a year.

When The Inn is at full capacity, priority is given to the youngest and sickest children.

To maintain familial stability and ensure normalcy for the children, parents supervise their children, cook meals, and clean their own rooms.

The Inn has three communal kitchens and dining areas, a game room, teen room, arts and crafts studio, multi-purpose room, play room, kids' computer room, library, exercise room, gathering rooms, living rooms, business center, volunteer lounge, playground, and garden.