



# IMPACT THE HEALTH OF THE ENTIRE REGION **COMMUNITY FUNDRAISING**

To benefit Upstate Medical University

The Upstate Foundation is pleased to collaborate with members of the Central New York community who wish to raise funds to impact the health and well-being of the entire region. Although these events are planned, promoted and run by community members, they may also benefit from the expertise and guidance of the Upstate Foundation staff.

Our dedicated staff will listen to your ideas, offer suggestions for success and provide support for your event to whatever extent possible. We can also advise you on ways your special event can help support our mission to improve the health of the communities we serve through education, biomedical research and health care.

With COVID-19 still a major health concern, we understand that in-person events may not be the best option. There are many virtual events that can raise money to support Upstate Medical University. The Upstate Foundation is happy to help you get started with these virtual event ideas!

Take the first step to implementing your fundraising initiative by contacting the Upstate Foundation to set up a phone call or Zoom meeting to discuss your ideas!

**Rebecca Flint**

Director of Corporate Development  
[FlintR@upstate.edu](mailto:FlintR@upstate.edu)  
315-464-5747

**Terry Toscano Shenfeld**

Director of Foundation Relations  
Corporate Development Officer  
[ShenfeldS@upstate.edu](mailto:ShenfeldS@upstate.edu)  
315-464-4284

**Danielle LaTour**

Director, Retail Development  
Upstate Golisano Children's Hospital  
[LatourDa@upstate.edu](mailto:LatourDa@upstate.edu)  
315-464-7857

**UPSTATE**  
FOUNDATION

Where your gift impacts the health of the entire region.

**DID YOU KNOW** if you establish a donor-advised fund at the Upstate Foundation you can use the fund to donate to other qualified not-for-profit organizations?

**Our mission:** Impacting patient care, education, research, and community health and well-being through charitable giving.

# VIRTUAL/ONLINE EVENTS

## VIRTUAL RUN OR WALK

Run or walk from anywhere! Runners and walkers of all ages and abilities are encouraged to participate in your neighborhood, on a treadmill or at a nearby park! Set your own pace, distance and fundraising goal, and ask friends and family to support you by donating! Share your run or walk on social media with pictures or a video to encourage more donations!

## VIRTUAL CONCERT

Raise funds and have fun by hosting a virtual concert! Performances can be live streamed with "tickets" sold prior to the event and an option to donate during the concert.

## VIRTUAL GALA

Get creative! A virtual gala gives you the option to get creative, have fun and join together in raising funds for our mission. Partner with a local restaurant to provide a take-home dinner and dress up at home and share pictures!

## VIRTUAL MOVIE NIGHT

Pop some popcorn! Pick a movie close to the cause (i.e. a documentary) and have everyone start watching at the same time. Ask your friends and family to join you for this event and raise money and awareness!

## CLIMB YOUR MOUNTAIN CHALLENGE

Hike, walk or bike the equivalent of one or five mountains – Mount Everest, Denali, Mont Blanc, Glacier Park or Mount Washington! Challenge your friends, family and colleagues to join you!

## FACEBOOK FUNDRAISERS

Utilize your social media. Facebook fundraisers are very easy to set up and promote. For your birthday, anniversaries, or just because you can... email, text and post on social media asking friends and family to donate.

## VIRTUAL TRIVIA NIGHT

Test your knowledge! Partner with a local trivia host to have a virtual trivia event. Make tickets affordable and offer prizes to the top three participants.

## VIRTUAL BOOK CLUB

During one of your monthly book club meetings, ask your members to donate and invite their friends and family to donate as well.

## VIRTUAL CLASS OR WORKSHOP

Invite a local chef or artist to host a virtual class that teaches a dish or an art project.

## PEER-TO-PEER FUNDRAISING

Encourage individual fundraising pages that supporters can share with friends and family. Easy and very effective way of fundraising.

## VIRTUAL COFFEE BREAKS

This is a great option for companies! If you and your team are working from home, encourage a virtual coffee break where all employees donate the price of a coffee (\$5)!



The Upstate Foundation was founded in 1976 as a 501(c)(3) non-for-profit corporation. The corporation is a public charity designed to receive and administer gifts and bequests exclusively for charitable purposes with a focus on the provision of patient health care, the education of health care providers, scientific research, and community health and well-being. The Upstate Foundation is an independent organization whose mission and charter focus on receiving and distributing philanthropic gifts for Upstate Medical University.

# UPSTATE FOUNDATION

Where your gift impacts the health of the entire region.