



Mikey's Way Foundation

Helping kids cope with cancer...Mikey's Way

Workplace Giving Programs to Benefit Mikey's Way

How you can help through work:

Workplace giving programs can benefit both the workplace and Mikey's Way.

- One of the best ways for companies to increase employee engagement is through workplace giving programs that are fun, include shared experiences and encourage teamwork toward a common goal.
- Companies and their employees can leverage their networks, create new ambassadors who will spread the word about Mikey's Way and help to raise funds in support of our mission to help kids cope.

The most effective workplace giving happens when companies lead their staff in campaigns that have a little pizzaz. How to put the fun in fundraiser!

In-Office Corporate Giving Ideas:

Include company-provided incentives for participation, ie participate/donate at a certain level and receive an extra day off or a "work from home week"; free lunch for the winning department, etc.

Create teams (by department, age, gender, first-letter of last name) to compete for fundraising and fundraising events:

Game on. Be it charades, trivia, Cranium or color wars, team-based games offer the opportunity to raise money for causes through entrance fees charged to employees, sponsorships of competing employees or other creative channels (e.g., charging for game chips at a company casino day.) Prizes are the cherry on top; find the budget for them, get them donated or, best yet, offer unique and free prizes like dinner with the CEO.

Spice up seasonal giving. Why wait 'til Christmas? Holidays throughout the year offer a focal point for giving - even Valentine's Day, Groundhog Day, President's Day...all can be turned into moments for giving back. Ie. In-office Halloween costume competition.

Office Olympics – Set up an obstacle course in the lunchroom, several offices, and several floors of offices or outside. One station can be for typing a couple of paragraphs, another station for filing, another for photocopying, etc. The contestants pay an entry fee with the funds going to Mikey's Way.

Hallway Golf – Form teams, get creative, and create golf holes throughout your office floors. Employees pay to participate in the golf. Consider getting your corporate vendors to sponsor holes.

Wall of Wine – Have leadership donate bottles of wine, including a couple of high-value bottles. Bag the wines and display them on a table. Employees purchase tickets for \$20 and get to select one of the bottles of wine

Executive Auction – Get the executive staff to donate half a day to the campaign. Then auction each executive off to employees. The executive must take over or assist with the employee's job for that half day.

Tricycle Race – Set up an office relay course for participants to go through, either sitting in a chair or on tricycles. Have employees “bet” on their favorite contestants to win.

Parking spot fundraising challenge – The highest money raiser wins reserved parking for a month/quarter.

In-kind we trust. Many companies have the ability to make in-kind donations. Put a spin on dollars for doers and matching gifts by complementing all employee-generated donations with in-kind donations from the company.

Mini-microfunder. Launch a crowdfunding campaign with a twist; no donation can exceed a wee limit (whatever that may be). Employees compete to raise the most donations, but this time the winner will be determined solely by the quantity of donors, not the size of donations.

The agony of defeat. Organize participating employees into teams, with an odious consequence befalling the losing team. Winners pick the poison - be it delegating work, wearing “loser” shirts, washing the cars of triumphant team members...the torture is endless.

Dress-Down Days. Employees who make a donation of \$x can wear jeans for the month. Even better, allow employees to “purchase” two months for double the donation!

Really, the only limit to your corporate giving program is the bounds of your imagination. So, think about the giving imprint you'd like to establish for your company, the corporate culture you want to create and the best ways to engage your employees in fundraising. Then light the fire of employee giving and keep it burning throughout the year.

Retail/Sales Giving Ideas:

Icon Sale – Invite your customers to donate to Mikey's Way by purchasing a MW icon at the register. You set the donation amount (\$1, \$5, and \$10 are most common) based on your philanthropic goals and business objectives. Icons are hung in-store to demonstrate your business's commitment to Mikey's Way.

Cause-marketing – Consider donating a portion of sales from a specific item or service to Mikey's Way.

Percentage of sales – Donate a percentage of sales during a pre-determined window of time. Great for retail, restaurant or if you're an independent sales person.

Other Giving Opportunities:

Event Sponsorship – Sponsor one of the many events we hold throughout the year. We can work with you to find a sponsorship opportunity that meets your company's marketing needs and provides meaningful engagement for employees and customers:

- Drive for Dreams Gala and Golf in Buffalo, NY
- Designer Handbag Bingo in Connecticut
- Beacon of Hope Event in Connecticut
- Annual Comedy Night in Connecticut

For more information, contact us at:

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