



Coalition Fund Raising

Lucie Drum, BS, EMT-P
Community Education Manager
Safe Kids Portland Metro Coordinator



American Medical Response NW
Lead Organization Safe Kids Portland Metro

Safe Kids Portland Metro

Multnomah, Clackamas, Washington Counties

- 1990's Public Education committee
 - 2004 – Awarded '*Coalition*' status
- Safe Kids Portland Metro
- Lead Organization



Proud Program Sponsor

Safe Kids Portland Metro Fund Raising

Donations at CPS Events

Lessons Learned

- If you don't ask they won't give!
- Envelopes help!



Safe Kids Portland Metro Fund Raising

The Unexpected Fund Raiser...

Professional Development Workshops

Prevention Expert: Ronda Zakocs, PhD, MPH

Program Evaluation Series: Lessons Learned

- Local Expert
- ~ 20 attendees paid \$25.00
- First Program = \$310 more than costs
- Timing was right: 0930 to 1230 (no meal costs)

Safe Kids Portland Metro Fund Raising for Zoo Event

- Safe Kids Day at the Zoo 2010
 - >8,500 visitors
 - > 300 volunteers
 - Ten safety stations
 - Head Start Day



Safe Kids Portland Metro Fund Raising for Zoo Event

- Walmart Community Grant \$\$
 - \$500 pre-event grant
 - \$1500 more for >15 volunteers “VAP”
- Prize Contributions
 - Clackamas County Sheriff’s Office
 - ODOT
 - Liberty Mutual

Lessons Learned: ASK & Keep in Touch!

Safe Kids Portland Metro Fund Raising for Zoo Event

- Volunteer Activity Participation (VAP)
- 16 Walmart Volunteers in 2010
- 5 Hour shifts = 80 hours



Sandi Loomis, Walmart volunteer

Safe Kids Portland Metro Fund Raising for Zoo Event



Safe Kids Portland Metro Fund Raising

Beanie Babies Sales



Safe Kids Portland Metro Fund Raising

Beanie Baby Sales- Determine:

- Where
- When
- Pricing
 - Plushland recommends
\$5 to \$8
Cost \$2.50 to \$3.50 each
- Staff
- Storage



Safe Kids Portland Metro Fund Raising



Lessons Learned

- Where they sell themselves
- Pricing
 - \$5 too low?
- Staff (note sales staff to left)
- Storage

Questions/Comments

Lucie.drum@emsc.net

