**Fundraising Tools**

Fundraising can be one of the most crucial components of getting your program started. Many questions arise from administrators regarding budget: Where will we get the money to sustain the program? How can I budget for this program when we are already stretched? Who will be responsible for raising money, both to start and sustain the program? What are the operating costs once we have the AED?

Ideas for fundraising for AEDs include:

* Pancake breakfasts/spaghetti dinners hosted by a local business or organization
* Car washes
* Candle, bracelet or wrapping paper sales
* Classroom penny drives
* School bake sales
* Donation jars at school offices or around the community
* Neighborhood yard/garage sales
* Auctions

Interested donors may include:

* Local businesses
* Doctor’s offices or pediatricians
* Private donors/families
* Hospitals or health systems
* Health insurers
* Private foundations
* Family foundations
* Corporate foundations and giving programs (i.e. Walmart, insurance companies, grocery store chains)
* Local and/or national civic organizations (Fire, Police, EMS, Masons, Kiwanis, Rotary, Lions Club, American Legion, women’s clubs and leagues, among many others)
* State/federal grantors (i.e. US Department of Education and FEMA)
* Parent Teacher Associations (PTA/PTO), Home and School Associations (HSA)
* Booster Clubs

*Tip: Consider asking a parent to spearhead fundraising efforts. Parental involvement is essential during your planning stages. Many parents have worked tirelessly to raise awareness and funds for schools in need. Parents may also have relationships with businesses who would be interested in supporting your program.*

Funding Ideas for Emergency Preparedness Equipment:

[Firehouse Subs](http://grants.firehousesubs.com/) - Firehouse Subs Public Safety Foundation is dedicated to improving the life-saving capabilities and the lives of local heroes and their communities.

[GotAED](https://www.gotaed.org/) - GotAED is a crowd funding site dedicated to placing AEDs in schools and wherever kids learn and play.

[CPR Savers & First Aid Supply](https://www.cpr-savers.com/AED-Grant-Programs_ep_51-1.html) - CPR Savers provides a discount for organizations starting an AED program in their community.

[Union Pacific](https://www.up.com/aboutup/community/foundation/local-grants/index.htm) - Limited to organizations located in the western & southwestern United States; Union Pacific is committed to helping prevent and prepare for accidents and emergencies and equipping residents to effectively respond to incidents if or when they occur.

Tip: There are also many funding opportunities that support local organizations in their states and communities. We encourage you to research opportunities available in your community/state.

**Fundraising Proposal**

When seeking funding for your AED(s), consider whether the funding source has specific criteria, including deadlines for submission, certain proposal components or supporting documents. It is important to justify your need for the funds as clearly as possible using the following guidelines. Please see the appendix for a sample proposal.

1. Executive summary/abstract: Typically not to exceed one page; this is the most important part of your proposal as it will “capture” your audience. Explain the purpose of your proposal as succinctly as possible to the reader.

2. Statement of need: Describe the problem for which a CPR-AED program in your school is the solution. Provide statistics on national, state and local community numbers and use references to show credibility. Include information on how schools are affected (i.e. “One in every 70 high schools will have a SCA.”) Explain the benefits of implementing a public access defibrillation (PAD) program in the school (increased CPR/AED training, community awareness, emergency preparedness measures, etc.) For additional information regarding statistics, refer to <https://www.projectadam.com/SuddenCardiacArrest>.

3. Program description: Describe exactly how the program will be implemented. Include objectives, anticipated outcomes, methods proposed to complete objectives, program evaluation plans and/or include metrics than can be used to measure outcomes.

4. Program budget: Use the budget worksheet (linked below) to create a budget tailored to your needs. Budgeting for your program is a key step. Share your budget with administration for a complete picture of the cost involved. This [Budget Template](https://www.projectadam.com/ProjectADAM/School-Manual-Docs/BudgetTemplate1.docx) may help you create a budget tailored to your needs.

5. Organizational information: school name, location, accomplishments, expertise, etc.

6. Conclusion: In a paragraph or two, summarize what will be accomplished and why it is important for your school.

7. Attachments: Include letters of support from the community, the AHA scientific statement (included in [this manual](https://www.projectadam.com/ProjectADAM/School-Manual-Docs/ProjectADAMSchoolManual_FINAL_DEC20181.pdf)) newspaper clippings from other schools that have implemented a CPR-AED program, etc.

Sample Letter to Donor

Business Name

Contact

Address

City, State

Zip

Dear X,

The *X School/District* has taken the initiative to combat a very serious health problem in and around the *city/state/area*: Sudden Cardiac Arrest (SCA). More deaths are caused by SCA than breast cancer, lung cancer, prostate cancer and AIDS combined. The good news is there is a cure: early defibrillation along with bystander CPR.

Children can be affected by SCA at any age with the events often happening during school or after-school activities. Often children are undiagnosed until they collapse. Sudden cardiac death happens in minutes and rescuers have 3 to 5 minutes to save a life before potential brain damage begins, making cardiac emergency response plans and AEDs critical.

SCA is a loss of electrical and mechanical activity of the heart resulting in sudden collapse and loss of consciousness. Each year approximately 356,000 people suffer SCA in community settings, according to the [Institute of Medicine 2015 Report, *Strategies to improve cardiac arrest survival: A time to act*](https://publicsafety.ohio.gov/links/ems_IOM-Cardiac-Arrest-Report-June302015.pdf)*.*

The treatment for SCA is provided by rapid and good quality CPR and early defibrillation from an Automatic External Defibrillator (AED). AEDs are about the size of a lunch box or small computer and provide brief but powerful electrical stimulation to a person’s chest, helping to restore the heart’s natural rhythm. The user simply places the AED pads on the victim’s chest and follows the prompts, letting the machine do the rest.

The *X School/District* will protect the community by implementing a Project ADAM Heart Safe School program. The Project ADAM program recommends the purchase and implementation of *X* Automatic External Defibrillators (AEDs), training equipment and CPR-AED training for staff and/or students. The total estimated cost of the *X School/District* Project ADAM project is *$X.*

The *X School/District* is requesting financial support from *donor name* to make this life-saving project a reality.

Thank you for your consideration. You can learn more about Project ADAM and the national impact we can make together to save more lives at [www.projectadam.com](http://www.projectadam.com).