WONDERLAND FAMILY CARE FUND

# FUNDRAISING OUTREACH GUIDE

### Family Care Fund Goal:

We are aiming to raise $400,000 to fully fund Wonderland's Family Care Fund—our promise that no child is ever denied care due to their family's inability to pay.

### What is the Family Care Fund?

Approximately 37% of households in WA state experience financial hardship and are unable to afford basic necessities (Source: United-ForALICE). Around 30% of Wonderland's families qualify as low to very low income, often forced to decide what services they can and can't afford.

Wonderland created the Family Care Fund to ensure no family is turned away.

Supporting Wonderland's Family Care Fund ensures that Hope Rising Clinic and Wonderland's Early Support families who are faced with financial challenges are able to receive the essential care they need.

Thank you for being a part of the Family Care Fund year-end fundraising drive and helping us reach our goal to support families in need!

**Questions?**
**Send us a message!**

**info@wonderlandkids.org.**

## How to Share the Family Care Fund:

01 **Start with the Impact**
Explain how a donation supports families during crucial developmental stages—building the skills and stability children need to thrive in school and throughout life—without financial barriers.

02 **Make it Personal**
You know the impacts of these services first hand—you see both the challenges and successes. Your personal and/or professional "why" invites a donor into the solution.

03 **Highlight Our Goal**
Be clear and specific: We must raise $400,000 to fully fund Wonderland's Family Care Fund. Every dollar brings us closer to covering the cost of services so we can serve even more children.

04 **Make It Easy to Give**
Share the link to the donation page and let supporters know they can give any amount that feels right to them.

### Did You Know?

Wonderland believes no family should have to choose between health care and basic needs. It costs nearly $400,000 each year to deliver on Wonderland's commitment to serve families regardless of ability to pay.

## Quick Shareables:

*"Help Wonderland raise $400,000 this season to fully fund the Family Care Fund, which ensures every family has access to life-changing care—regardless of their financial situation. Together, we can change children's lives!"*

*"Did you know? Through the Familly Care Fund, Wonderland supports families facing financial challenges so they can still receive vital services. Join me in supporting the Family Care Fund!"*

## Tips & Tricks for Effective Outreach

01 **Use a Personal Connection**
Sharing a personal story of how Wonderland has impacted a family is incredibly powerful. Share it anonymously or vaguely if needed. Stories highlight real impact.

02 **Be Yourself**
People respond best to authentic messages. Speak from the heart, and let them know why **these** services matter to you. You've seen them matter to families.

03 **Offer to Follow Up**
Encourage folks with questions to reach out for information or to hear more about Wonderland's mission.

04 **Use Social Media**
Share posts from Wonderland's social media channels and add a personal message. Tag friends or family who may also want to support the cause.

05 **Thank Generously**
Every supporter should feel valued. Express appreciation in all your interactions, no matter the donation amount.