

# YOUR PINK PASSION. OUR MISSION.

## Rays of Hope DIY Fundraising FAQ

### ***How is this different from the Rays of Hope Walk & Run Toward the Cure of Breast Cancer event?***

The addition of this do-it-yourself (DIY) option is intended to provide an online platform and resources for you to conduct your own independent fundraising effort apart from participating in the actual walk/run event. Now you are empowered to fundraise and raise awareness how you want in the way that works for you while still supporting Rays of Hope's mission! You decide how to get your family, friends and community to be a part of the Rays of Hope family, because Family Means No One Faces Breast Cancer Alone.

### ***How do I get started?***

Decide what you'd like to do! Celebrate your birthday or another special milestone, dye your hair pink if your friends help you reach your goal — there are so many ways to support Rays of Hope. Let your imagination run wild! This DIY program is designed to empower you to raise money YOUR way. Choose something you love!

1. Set a goal! Setting a fundraising goal will help motivate you and will encourage your family and friends to help you reach it.
2. Next, create your fundraiser online. Be sure to customize your site with photos and all the details about your fundraiser and include the story of why you are raising funds for Rays of Hope.
3. Now it's time to let everyone know! Send emails and post on social media. Let people know WHY you are fundraising to support Rays of Hope. Share your personal story and why it's so important to you.

### ***I am participating in an athletic event – can I fundraise for Rays of Hope too?***

If you are taking part in an athletic event, biking trek, or another type of event, like the Boston Marathon or the NYC Marathon, consider challenging yourself to also fundraise to support Rays of Hope. Just sign up, choose "Organized Event," and then select the official event you are participating in. If you don't see it listed you can search for it or add your own.

### ***Are donations to my fundraiser tax-deductible?***

Donations made directly to Rays of Hope and/or Baystate Health Foundation online or via check made payable to Rays of Hope or Baystate Health Foundation are tax-deductible and will receive an acknowledgement from the Baystate Health Foundation.

### ***What do I do with cash and checks I receive?***

Requesting your supporters to donate online is the easiest way to ensure your fundraiser is credited appropriately and that donors receive a receipt. However, should you collect cash or checks, they can be submitted and credited to your fundraiser in a few easy steps:

- Ensure that all checks are made payable to Rays of Hope or Baystate Health Foundation.

- Consolidate any cash into a personal check or money order made payable to Rays of Hope or Baystate Health Foundation.
- Complete [this donation submission form](#) to ensure the checks are properly credited to your fundraising efforts.
- Within 15 days of the end of your fundraiser, please mail the form and all checks together to:

Rays of Hope DIY Fundraising  
Baystate Health Foundation  
280 Chestnut Street  
Springfield, MA 01199

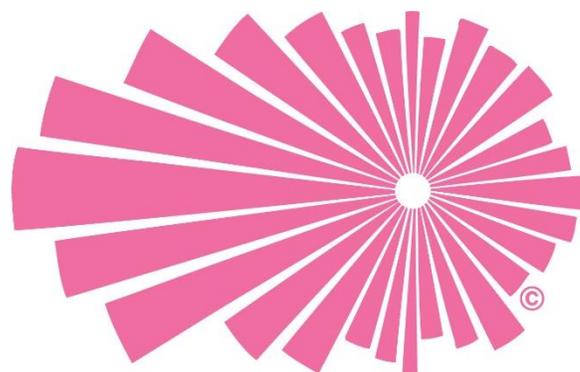
Include your first and last name, email, phone number and name of your fundraising event in all correspondence.

### ***Can I use a donate button on Facebook to collect donations for my fundraiser?***

Yes! If you would like to have a fundraiser for Rays of Hope on Facebook, you can choose “Baystate Health Foundation” as your charity. Gifts made from your fundraiser will be credited toward Rays of Hope.

### ***Can I have money I raise credited to my Rays of Hope Walk & Run Toward the Cure of Breast Cancer team?***

YES! However, DIY fundraising dollars will not appear on your ROH Walk & Run Toward the Cure of Breast Cancer fundraising pages. You will need to add the amount you raise to your ROH Walk & Run Toward the Cure of Breast Cancer fundraising page as an offline donation and it will be counted toward your goal. It will even count toward your goal of becoming a BIG WIG! Be sure to reach out to our office to let us know you have a DIY event and we will confirm the amount counts. Contact us by [email](#) or by phone at 413-794-8001.



**Rays of Hope**

Walk & Run Toward the Cure of Breast Cancer

Baystate  Health Foundation