

Charity Dollars@Work Stories

Charity Dollars@Work Story for PledgeFirst

In addition to getting your charity included as a charity choice in the Combined Federal Campaign and in private sector campaigns across the country, America's Charities manages many private sector company's workplace giving campaigns with our PledgeFirst online giving technology.

With PledgeFirst, companies are able to provide their employees with a fun and engaging giving experience. One reason that giving experience is so engaging is because of the Charity Dollars@Work stories featured in each company's employee giving pledge site.

What is a Charity Dollars@Work Story?

A Charity Dollars@Work story is one of the first and last things an employee donor sees before they decide which charity(ies) to pledge their support to for the year. So, the purpose of a Charity Dollars@Work story is to connect with that employee donor on a more emotional level and communicate how their donation can help your organization fulfill its mission. Typically, these stories are specific examples of people, animals, or communities that have benefited from your charity, and include a few examples of what a \$10, \$50, or \$100 donation can help your organization do. Often, donors are surprised or unaware of how much it costs to offer certain programs and services. When you share personal stories and share how much money it costs your organization to make those personal experiences happen, it gives donors a better sense of what their pledge can actually accomplish.

Charity Dollars@Work Story Tips:

- Your story should be a few paragraphs long and should provide a specific example of how you have made an impact
- We can embed video clips and photos with each story
- We can include a link within your story that goes back to your website, ideally a link to a page with more stories or information about your programs and services

Deadline to Submit Story:

We accept Charity Dollars@Work Stories on a rolling basis. However, the bulk of the campaigns we manage take place between September 1 – Early December, so we advise that you submit your story to us by mid-August.

How to Submit Your Story:

Email your story to Marcom@charities.org and put "Charity Dollars at Work Story" in the subject line.

Sample Stories:

A few example stories submitted by other member charities in past workplace giving campaigns can be found on the following pages.

Charity Dollars@Work Stories

A last-minute phone call saved Kenna's life.

She was alone in a field near her North Carolina home, preparing to end it all. It was a fluke, really. She was just absentmindedly scrolling through her phone, thinking about the people who'd miss her, when she stumbled upon the Boys Town National Hotline number. She made the call, and on the other end of the line, she found what she calls "an angel" who saved her life.



So how did Kenna even get to this point? What makes a bright, vivacious young woman—someone with her whole life in front of her—come to the decision to commit suicide?

In a word, shame.

At the urging of her then high school boyfriend, Kenna took an intimate photo meant only for him. Minutes later, he shared it with most of the student body—and the ensuing physical, emotional and online tormenting she received drove her to make the ultimate choice.

Today, Kenna travels around her state talking to high schools about the dangers of bullying, using her experience to help others.

Thanks to the Boys Town National Hotline, Kenna's story had a happy ending. Help write another one today.

(Embed code for video below: `<iframe src="//player.vimeo.com/video/88394353" width="500" height="281" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>`)



Charity Dollars@Work Stories

LIVESTRONG Helped Navigate My Cancer Journey

When I started feeling symptoms, I didn't go to the doctor immediately—the thought that I might have cancer never even crossed my mind. But when I was diagnosed with testicular cancer, I needed someone who could help me navigate my cancer journey today. I sent a Tweet to LIVESTRONG, and within an hour I received a response with a link to the LIVESTRONG Guidebook. I remember opening the book and thinking, “Wow. They thought of everything.”

From how to manage your appointments and medications, to how to tell your friends, family and coworkers, to dealing with your diagnosis in a spiritual way. On top of the Guidebook, the LIVESTRONG [website](#) had a ton of resources that I was able to access when I had questions during my treatment. The Foundation helped me become an advocate for my own health.

I was also able to utilize the LIVESTRONG Cancer Navigation Services from my initial diagnosis all the way through treatment and beyond. They helped me tackle some of the emotional and practical issues that I was having a hard time with on my own. While I was focused on the present, the Foundation continued to think about my future. I was only 28 when I was diagnosed; having a family was the furthest thing from my mind. I knew there were potential side effects from the chemotherapy that could leave me infertile.

LIVESTRONG Fertility connected me to a sperm bank in my area, which I visited before I started treatment. I'm now 32 and the idea that I'll have a family one day is far more important to me than it was four years ago.

In addition to the tools and resources they provided, I think the biggest impact that LIVESTRONG had for me and my family was the sense of community and togetherness the organization provided to us.

LIVESTRONG became an attitude for our family to live by. They helped me live my life the way I wanted to live it.



Charity Dollars@Work Stories

Address One of the Most Urgent Needs in Your Community – Children’s Health

Ronald McDonald House Charities® of Greater Washington D.C. (RMHCDC) addresses one of the most urgent needs of our community – children’s health. RMHCDC programs that significantly affect children’s health include its two local Ronald McDonald Houses, a Ronald McDonald Family Room® in the Hematology/Oncology unit at Children’s National, and the KIDS Mobil Medical Clinic/Ronald McDonald Care Mobile® that provides free healthcare to children in some of Washington D.C.’s most impoverished neighborhoods, including homeless children.



**RONALD MCDONALD
HOUSE CHARITIES®
GREATER WASHINGTON D.C.**

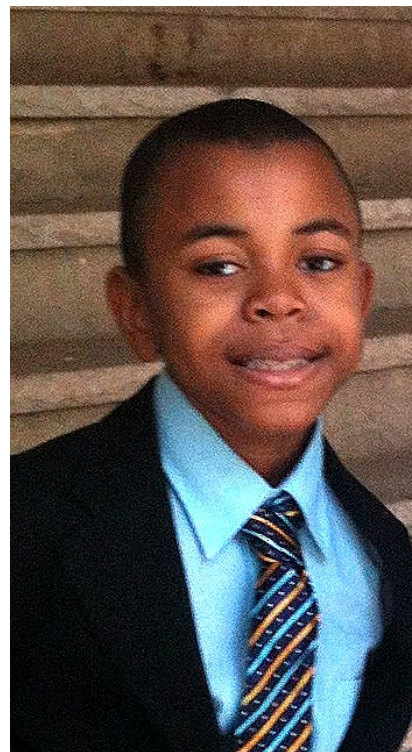
Our cornerstone program, the Ronald McDonald House®, is filled with more than help, it is filled with hope. Our Ronald McDonald Houses allow children to get the best care possible, even if it is hundreds or thousands of miles away. “When your child is seriously ill, you feel like you are fighting for his every breath” - that is what one mother told us after staying at our DC House for over six months. *Jason’s Story:* “When our son, Jason, was about four weeks old, he developed a disease that destroyed his small intestine. He waited on a transplant list for more than a year. When your child is seriously ill, you feel like you are fighting for his every breath. In the middle of one night, we finally got the call saying MedStar Georgetown University Hospital had a transplant for Jason. We left New York immediately. The surgery was successful, but we had to stay close by for over six months so doctors could monitor him. That’s when we became part of the Ronald McDonald House (RMH) family. There, you have a natural support system from other families going through similar situations. RMH also provides home-cooked meals and little or no cost rooms, especially helpful since we both had to leave our jobs to attend to Jason’s health. We couldn’t have survived without the Ronald McDonald House.



Ronald McDonald House means so much to our family; it truly is a *home-away-from-home*. Nine years from that first scary night at the hospital, Jason is doing well. We return for annual check-ups and stay at the D.C. RMH. During that time, we found out what supporters of RMH already know: that it is very important to have a place like Ronald McDonald House because you can’t go through things in life like this by yourself.”

To hear Jason’s story and that of another family who stayed at the DC RMH, go to <http://www.youtube.com/watch?v=N2ZEo6clfAk>

For more stories on children and their families helped by Ronald McDonald House Charities of Greater Washington D.C., visit www.rmhc.org.



Charity Dollars@Work Stories

Meet Inn Resident Zach Toppins

Seventeen-year-old Zachary Toppins has been visiting The Children's Inn at NIH for the past three years while he receives treatment for a rare chromosomal disorder that causes tumors in the heart, endocrine glands, skin, and nerves at the National Institutes of Health (NIH).

His parents noticed symptoms immediately after he was born, but it took years of visits to hospitals in several cities, and for the field of genetic testing to advance before doctors could reach a diagnosis of Carney Complex. The Toppins family lives in rural Ohio, and at one point were driving to Columbus—a three-hour trip—several times a month in search of answers. Because of severe reflux caused by his condition, Zach experienced permanent lung damage and endured multiple surgeries to remove tumors on his thyroid and adrenal and pituitary glands.

“We were on a quest to find out what was wrong,” says his mom, Lisa. She joined an online support group, where one of the other moms told her about a study at the NIH that sounded promising. Doctors with the National Human Genome Research Institute (NHGRI) were able to make a more definitive diagnosis and are now monitoring Zach and watching for signs of tumor growth on his heart.

The family stays at The Inn and participates in support programming completely free of charge. “The staff at The Children's Inn were so welcoming and we felt so cared for,” says Lisa. “It's a peaceful, happy place to be after a day of doctors appointments and tests. We left here feeling very touched.”

Lisa and her husband, Glenn brought their bicycles with them to explore the local bike paths on their most recent visit, and borrowed a large stroller to take Zach (who has severe scoliosis and delayed motor skills) to the National Zoo.

“There are lots of beautiful and peaceful places at The Inn,” adds Lisa. “I especially loved sitting [in the Light Tower] by the upstairs window with the prisms.”

You can make a difference in the lives of families like Zach's. Many families with chronically ill children experience extreme financial hardships, but you can help:

- \$25 purchases calling cards for a family to stay in touch with family and friends back home for a week.
- \$50 buys groceries for a family during a week-long stay.
- \$165 pays for a family to stay at The Inn and participate in programming for one night.

For more info about The Children's Inn at NIH, visit www.childrensinn.org.

To read about other courageous Inn kids and families, click here:

http://www.childrensinn.org/site/c.kk11KiMXIvF/b.2002469/k.93A8/Family_Stories.htm



**The Children's
Inn at NIH**

