



ANAD
YOUR FUTURE IS WORTH FIGHTING FOR

National Association of Anorexia Nervosa
and Associated Disorders

Fundraising Guide



The tools you need to help plan your own ANAD Fundraiser at home, in your community, or on campus!

Dear ANAD Community,

Since 1976, The National Association of Anorexia Nervosa and Associated Disorders, (ANAD) has been dedicated to the prevention and alleviation of eating disorders by providing many multi-faceted programs for the entire eating disorder community. We are the nation's first non-profit organization dedicated to helping suffering individuals and their hurting families with eating disorder recovery.

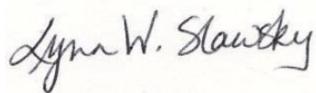
ANAD receives no federal funding and depends on the generosity of individual donors and corporations to support our life-saving mission. That's why your support matters so much. Without you, ANAD could not continue to provide free support services to people working on recovery.

The money you raise for ANAD helps to pair mentors with those who need their wisdom, trains support group leaders, keeps the helpline available, and helps us plan and implement new services such as Grocery Buddies!

We love speaking and working with our community. Please do not hesitate to call us at 630-577-1333 or email at hello@anad.org if you have any questions, or want to let us know how you're doing.

Again, thanks so much for supporting ANAD!

Sincerely,



Lynn Slawsky
Executive Director

Raise Awareness All Year Long

Fundraising & Awareness Campaign Overview

While ANAD Week comes once a year, you can host events and activities to benefit ANAD at any time! Here are some ways you can raise funds to fight eating disorders, and keep support services free!

Buy/sell group/event T-shirts and ANAD bracelets

- Create your own t-shirt and buy/sell ANAD bracelets to the community, people at work, entire Greek system, and school.

Participate in Eating Disorders Awareness Week.

- Check the ANAD website for activities to participate in and bring to your community and campus.

Plan an Auction or Raffle

- Ask local businesses to donate spa services, gift certificates, or goods to auction or raffle off in support of ANAD.

Organize a Walk-a-Thon or Run for ANAD

- Organize a day in which individuals can raise money and awareness by participating in a 5k or a 1 mile race or walk-a-thon dedicated to supporting eating disorders.

Plan a Picnic and Games Day

- Charge a small cover fee and grill out in a local park. Plan a free-throw contest, three legged race, and other fun events. If weather is an issue, reserve your local gym or events center and host sports tournaments!

“Loose Change” Jar

- Create a “loose change” jar that people can throw their spare change into at work. You would be surprised how quickly this can add up! Remember that even the smallest contributions to ANAD are deeply appreciated and will help out our organization greatly. Don't forget to place the jar in a visible location that will remind people to contribute daily but also be sure that the jar is in a safe place.

Free Yoga/Aerobics

- This can be held during the entire week on campus, and there can be a basket or jar where students, parents, etc. can put in donations in support of ANAD. You may also provide information regarding physical fitness and healthy eating habits.

All Shapes & Sizes Fashion Show

- Any student would be able to participate in this event. Local stores could loan their clothes in exchange for acknowledgement in the program. This would then promote acceptance of a variety of sizes, shapes and body types in order to combat unrealistic ideals in the media and in the fashion industry. You can charge a small cover fee for those who attend this event.

Bowl-a-thon

- This event would promote physical activity and wellness. People can pay to participate in this activity and proceeds would then go to ANAD.

Art Show

- Whether you're exhibiting your own artwork or someone else's, setting up an art exhibition can be a creative, fulfilling endeavor to raise awareness and funds.

Concert/Battle of the Bands

- A battle of the bands can bring members of your community together, promote local music and raise money for charity by asking for a cover charge at the door.

Bags/Cornhole Tournament

- When you hold a bags tournament you need 12 people. This number of people is ideal so the scores and games turn out properly. You will need to have three bag boards and six sets of bags to play an individual tournament. You will also need to print out tournament cards so each of the players can keep score of their points. You can find bags tournament cards, boards, bags, and other equipment on the internet to set up your tournament.

Letter Writing Campaign to Friends and Family

Write a personalized letter and send to friends and family. Some tips for letter writing:

- Keep your letter brief
- State your own commitment to the ANAD cause—wellness, self-esteem, advocacy
- Mention your specific fundraising event
- Explain why donating is important and where their money will go: ANAD!
- Ask for a specific donation amount/goal
- Outline ways your donors can get their money to you and your organization
- Thank your donor
- Sign your letter and address your envelope by hand

If you mail a letter, be sure to include a self-addressed (and stamped) envelope.

Dear [Name],

This year, I'm participating in [Event name and date]. Please help me meet my fundraising goal of [Goal] by sponsoring our initiative. You'll feel confident in knowing that your generous gift is being used efficiently and effectively: contributions go towards funding support services for those in eating disorder recovery. And, your gift is tax deductible. Making a donation is easy. You can donate online at <http://www.anad.org/donate/> and enter [our organization name] as a donation message.

You can also send a donation in cash or by check payable to ANAD at any time before [Event Date] to [Treasurer's name and address] in the envelope I have included. Any amount you can donate is greatly appreciated!

Donating to ANAD is such a simple and effective way for you to show your support for this important cause. Together, we can make a difference in the lives of those who are celebrating recovery or are still fighting against an eating disorder. Once again, thank you for supporting the mission of ANAD. For more information, please log-on to the ANAD website. www.anad.org.

All the Best,

[Enter your name here]

Sample Letter to Businesses

If you mail a letter, be sure to include a self-addressed (and stamped) envelope

Dear [enter vendor's company name here] Partners:

My organization, [Enter your organization name here], has made a commitment to raise money for The National Association of Anorexia Nervosa and Associated Disorders (ANAD) [information about event]. I am writing to ask for your help and to enlist your support for this most worthwhile event.

Did you know there are 30 million people in the U.S. who suffer from eating disorders, and someone dies EVERY HOUR as a result? I am volunteering with ANAD, and this organization believes everyone deserves to live without the dangers and preoccupation of these eating disorders. That's why ANAD provides services to anyone who wants free support. ANAD offers Helpline, support groups, recovery mentorship, and help raise awareness.

I will be participating in the [Event] with a large group of students and people from other local companies and organizations to raise awareness of eating disorders and funds for ANAD. Collectively, our team would like to raise more than [Enter your organization goal here] for eating disorder awareness, prevention, education, and advocacy programs.

Would you please consider donating [Enter amount or need for donated goods here]?

Your charitable contribution is 100 percent tax deductible. Please let me know if you will be making a donation, and send your check, made payable to ANAD.

Your contribution will enable ANAD to continue to raise awareness of eating disorders and support those who are still fighting.

Sincerely,

[Enter your name here]

How to Collect Donations

There are several ways you can collect donations. Here are our recommendations*:

1. **ANAD Website:** Direct your donors to www.anad.org/donate/ and ask them to include your organization name as their “Donation Message.”
2. **Check:** Checks can be made out to ANAD and sent to the address below. Sorority chapters checks need to be made payable to the chapter, so that the chapter can send one large check to the Educational Foundation. They will then send all donations to ANAD.
3. **Cash:** Cash can be sent to ANAD at the address below. For chapters, before sending in your donations from bracelet, ribbon, or t-shirt sales, chapters will need to convert cash to a money order to deposit in Billhighway.
4. **GiveButter:**

*If you are part of a Delta Phi Epsilon chapter, please refer to your chapter’s policies on fundraising.

Thank you to our ANAD Treatment Center Partners,
who fight eating disorders alongside
ANAD every single day.



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