



The FPIES Foundation
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Our Family Story: Partnering with a Local Business for Fundraising Success

Our family decided to meet our fundraising goals by partnering with a local restaurant chain to create a fundraiser. Like many other chain restaurants, the business we chose hosted “Family Fun Nights,” at which 20% of the restaurant's sales between the hours of the event would be donated to our cause. We had to plan our event a couple of months in advance and fill out basic paperwork with the restaurant, detailing information about our cause and including our personal contact information.

We also organized a sweepstakes for the evening of our event--- collecting donations from local businesses for prize baskets to be given away via sweepstakes drawing. At the event, patrons were given the opportunity to donate five dollars to our cause and then receive 10 sweepstakes tickets. They used the tickets to enter drawings for select items in the sweepstakes. The sweepstakes drawing actually brought in as much money in donations as the percentage received from the restaurant.

We provided awareness materials at the event and myself or my husband was always available to answer any of the patrons' questions about FPIES and/or our event.

How did we get people to attend? We created a simple flyer with a picture of our daughter and the basic details about our cause, time/date/location of the event, and a few lines to entice potential patrons to attend our event, mainly regarding the sweepstakes items. We also contacted our local news station, who in turn featured our daughter's story on their healthcare report. They also attended our event and interviewed us live on the evening new broadcast, encouraging local families to come out to the restaurant and support our cause.

This was an easy way to execute a fundraiser-- little to no cleanup/set-up, a business partner to support our efforts, and a family friendly environment that allowed our daughter to be present for much of the event. For families or individuals looking to fundraise without the time to organize a large event, partnering with a local business can provide an excellent option. In addition, community awareness is directly being raised because of the partnership with the local business.

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