

# ROAR for Kids Fundraising Toolkit

Welcome to your ROAR for Kids Fundraising Toolkit! Thank you again for registering for Kennedy Krieger Institute's ROAR for Kids! We are so grateful to participants like you who help make our mission possible. In this toolkit, you'll find tips and tricks to help you fundraise online.



## About Kennedy Krieger Institute

Located in the Baltimore-Washington, D.C., region, Kennedy Krieger is an internationally recognized nonprofit organization known for improving the lives of children, adolescents and adults with neurological, rehabilitative or developmental needs through inpatient and day hospital programs, outpatient clinics, home and community services, education, and research.

Please visit **KennedyKrieger.org** for more information. Please contact Abby Johnson at **JohnsonAbb@KennedyKrieger.org** with any questions or for additional information.

## 6 Quick Steps to Setting Up Your Personal Fundraising Page

1. Go to: **ROARForKids.org**
2. Click on: "Register Now"
3. Follow the prompts to complete your registration!
4. Add a photo and share why you are supporting Kennedy Krieger in a short message for your page!
5. Next, make sharing your personal fundraising page easier by changing its URL. It will look like: KennedyKrieger.DonorDrive.com/Participant/YourName
6. Finally, share your page with your friends and family on social media using the share buttons at the bottom of the page!

## Guidelines to Help You Reach Your Goals!

Use this fill-in template to help promote your fundraising goal on your personal fundraising page or social media, or through word of mouth.

I am excited to be raising funds for:

\$ \_\_\_\_\_ - \_\_\_\_\_

\$ \_\_\_\_\_ - \_\_\_\_\_

\$ \_\_\_\_\_ - \_\_\_\_\_

\$ \_\_\_\_\_ - \_\_\_\_\_

## Get Started With an Email

While you can always send fundraising emails from your Participant Center, you're also welcome to simply personalize the email below to send to your family and friends through your personal email account:

Dear [\[Contact Name\]](#),

I am excited to share that I am helping raise funds for the children at Kennedy Krieger Institute by participating in the 20th annual ROAR for Kids, the Institute's annual 5K race and fun walk. ROAR for Kids helps raise critical funds for research and programs at Kennedy Krieger.

ROAR for Kids 2024 will be held on April 20, but the race toward my fundraising goal starts today! The event will be located at The Maryland Zoo, featuring a 5K, a low-mileage fun walk and a family festival, which will include the popular Mascot Challenge!

Can you help me support the children at Kennedy Krieger? [\[insert fundraising link\]](#)

Thank you so much for your support!

Best,

[\[Your Name\]](#)

## Take to Social Media!

Below are sample social media posts that you can personalize and use to promote your team:

I am excited to be participating in the 20th annual ROAR for Kids, benefiting the kids and families at Kennedy Krieger Institute. This event means so much to me because [\[insert why\]](#). This year, I am fundraising for [\[insert program name or "the Institute's general fund" here\]](#). I hope you will consider donating today to help me reach my goal! [\[insert personal fundraising page link here\]](#) #ROAR4Kids

I'm excited to be fundraising for ROAR for Kids 2024! Check out my personal fundraising page to learn why and make a donation toward this amazing cause: [\[insert personal fundraising page link here\]](#) #KennedyKrieger

I am so excited to be ROARing at The Maryland Zoo this year! ROAR for Kids is celebrating its 20th anniversary by racing at The Maryland Zoo on Saturday, April 20! I am so excited to be supporting Kennedy Krieger once again and walking/racing for such a great cause. I hope you will join me! Click on the link here to join my team and race with me on Saturday, April 20! [\[insert personal fundraising page link here\]](#) #ROAR4Kids2024

# Kennedy Krieger Institute Quick Facts

(All numbers are from fiscal year 2023, unless stated otherwise.)



Kennedy Krieger Institute  
KennedyKrieger.org

**One in six children** in the U.S. has a brain disorder, disease or injury. That's more than 12 million kids. At Kennedy Krieger Institute, we're working to change that, through research, clinical trials and exceptional, interdisciplinary patient care.

## 80+

INTERDISCIPLINARY PROGRAMS

- ### OUR AREAS OF SPECIALIZATION INCLUDE:
- Autism spectrum disorder
  - Behavioral disorders
  - Bone disorders
  - Brain injury and concussion
  - Cerebral palsy
  - Communication disorders
  - Developmental disorders
  - Down syndrome
  - Epilepsy
  - Feeding disorders
  - Learning disorders
  - Long COVID-19
  - Muscular dystrophy
  - Neurogenetics and rare neurogenetic diseases
  - Rehabilitation
  - Sleep disorders
  - Spina bifida
  - Spinal cord injury and paralysis
  - Sturge-Weber syndrome

## 27,000+ PATIENTS SERVED

## 110,994 TELEHEALTH APPOINTMENTS

9% ages 0-3   61% ages 4-14   20% ages 15-20   10% ages 21+

## 475 STUDENTS

FROM MORE THAN 15 SCHOOL DISTRICTS IN MARYLAND, VIRGINIA & D.C. (in 2022-2023)

## 100 TEACHERS AND MORE THAN 100 CLINICAL SPECIALISTS

FROM **24** MD COUNTIES & BALTIMORE CITY

**50** STATES

**35** COUNTRIES

### STUDENT REFERRALS FROM 10 COUNTRIES

## 896 CHILDREN

with special needs placed in **LOVING** foster or respite CARE since 1987

## 593

Patients & families received legal help from Project HEAL

## OVER 526 ACTIVE RESEARCH STUDIES

## 194 RESEARCHERS

## 75+ COMMUNITY TRAINING SESSIONS

conducted by the Maryland Center for Developmental Disabilities

## 29 ADAPTIVE SPORTS PROGRAMS FOR CHILDREN & ADULTS

## 999 TRAINEES IN 34 DISCIPLINES