

A male cyclist is riding a teal and orange mountain bike through a grassy field. He is wearing a black cycling jersey with yellow and white accents, black shorts with yellow and white accents, a black helmet with red accents, and black gloves. The background is a vast, green, rolling landscape under a cloudy sky. The text "LIFE TIME FOUNDATION" is overlaid in large white letters on the left side of the image.

LIFE TIME[®] FOUNDATION

Foundation Athlete Fundraising Guide

Everything you need to know about raising funds and awareness for the Life Time Foundation



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Life Time Foundation

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Our Mission

The Life Time Foundation is dedicated to inspiring Healthy People, a Healthy Planet, and a Healthy Way of Life. Through financial grants and direct action, we support Youth Nutrition by helping schools serve wholesome, nourishing, minimally processed food to students; Youth Movement by championing physical movement programs that get children active and excited to move for life; and a Healthy Planet by supporting forestation and conservation initiatives, so everyone can live healthy, happy lives.



Healthy Planet

WHY

Today, we are in a severe environmental crisis. To combat climate change, specifically the rapidly rising amounts of carbon dioxide (CO₂) in our atmosphere, our focus intensifies on improving the health of the world our children inherit through forestation and conservation initiatives. Our actions are simple, and immediate. **Plant more trees and protect existing forests and habitats.**

WHAT

We are on a mission to plant more trees. Through partnerships with schools and non-profit organizations we work to educate and promote reforestation and conservation to help combat the escalating impact of greenhouse gas emissions. From local tree-planting initiatives to broader forestation and conservation programs, the Life Time Foundation is committed to working together to address one of our most urgent challenges, climate change.

IMPACT

The Life Time Foundation has committed to provide a \$1 million grant to support the permanent conservation of 100,000 acres of North American forest to benefit the environment, wildlife habitat, biodiversity, climate resilience and public access and recreation.



Youth Nutrition

WHY

When children are nourished with delicious, nutritious, minimally-processed food their minds and bodies can flourish. But too many of our nation's children are under-nourished, putting them at risk of a variety of physical, cognitive, and socio-emotional chronic diseases. There isn't a more effective, efficient way to positively impact kids' nutrition across the country than through our nation's public school food programs and a movement is growing to assure that school food is as delicious and nutritious as possible.

WHAT

Collaborating with school leaders that are committed to serving the best food possible, Life Time Foundation helps school districts navigate the many barriers to positive systemic change. We provide free ingredient analysis software, Green Onion, the guidance of a registered dietitian, make grants to fund culinary trainings and capital equipment purchases, help measure and track progress, and much more.

IMPACT

To date, Life Time Foundation has given \$7.5 million to connect 508 school districts, 10,930 school sites and 6.3 million students to healthier, more nourishing school meals.



Youth Movement

WHY

As children, we build lifelong habits, and a physically active lifestyle for kids can set positive social, emotional, physical, and cognitive long-term trends. Unfortunately, not all families have equal access to enriching physical activity. Various obstacles make it more difficult for these kids to find their passion for movement and more likely for them to fall into sedentary patterns that cause both immediate and long-term damage.

WHAT

Life Time Foundation's grantmaking program ("Get Kids Moving!") supports school districts, school sites, and local community organizations nationwide as they help kids in underserved communities get moving in safe, fun, and enriching ways and establish healthy, active lifestyles.

IMPACT

In 2022, Life Time Foundation contributed **more than \$600,000** to provide **19 community organizations and school districts** and **more than 25,000 kids** with access to community-building physical activity, specifically those living in areas unequally hindered by obstacles like school budget cuts, "pay-to-play" sports, and diminishing safe public spaces.

Fundraising Strategy





Tell Your Story

Your story is the most important part. Why are you choosing to race with Team Life Time Foundation? What is your ‘why’? Donation appeal language will come preloaded on your fundraising page, but people care about our mission because they care about you and you care about our mission, the more personal you make things, the more people will resonate and want to support your efforts!

1



Organization

Create a plan. Make a list of people you can reach out to for donations and fundraising ideas. Create a calendar.

Whether you have a year, 6 months or 4 weeks leading up to your event, layout a timeline that works with your training schedule, work schedule and most importantly, your life.

2



Think about the WHO

Who will you ask for donations? They will help by donating and spreading the word. Four easy steps to get things moving:

1. Get the ball rolling by making a personal donation.
2. Ask family members to match your donation.
3. Challenge friends, co-workers, and neighbors to show their support.
4. Reach out to your favorite local business to support you by donating an amount they're comfortable with.

3



Sending Requests

How will you ask for donations? In Person? Write a letter? Social media posts?

Keep it simple, keep it personal, and keep it comfortable. Remind people that any size donation will make an impact!

Our team is standing by ready to help draft up appeals that work with your style.

Feel free to reach out to Lindsay Gaesser at athletes@lftfoundation.org.

4



Get Out of Your Comfort Zone

First start by asking the people you're most comfortable with.

Do not be afraid to ask for larger donations, people surprise you, but it's always good to start with asking for an amount you'd be comfortable donating.

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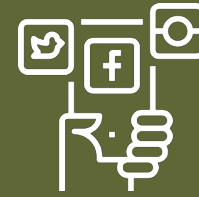


Get Creative

There's no right or wrong strategy, there's just the right strategy for you.

Authenticity is key when asking people to support a mission and if you show why you care in a genuine way, they're more likely to support you.

6



Social Media

Online fundraising has grown to be extremely successful since social media has become more popular. Tag us on Facebook (Life Time Foundation) and Instagram (@life_time_foundation). We'll show some love!

Remember to ask your friends and family to share your page, as donating money isn't the only way to show their support! FYI, if you don't already actively post on social media, starting with donation requests may not be the best approach.

7



Give Thanks

Saying "thank you" is essential.

The more personal the better. A handwritten note, text, or call is always best, but an email or social media call out works too.

You will receive an email every time someone donates to your page. Best practice is to send thank you messages within 24 hours of receiving the donation, but within 7 days is totally acceptable.

8

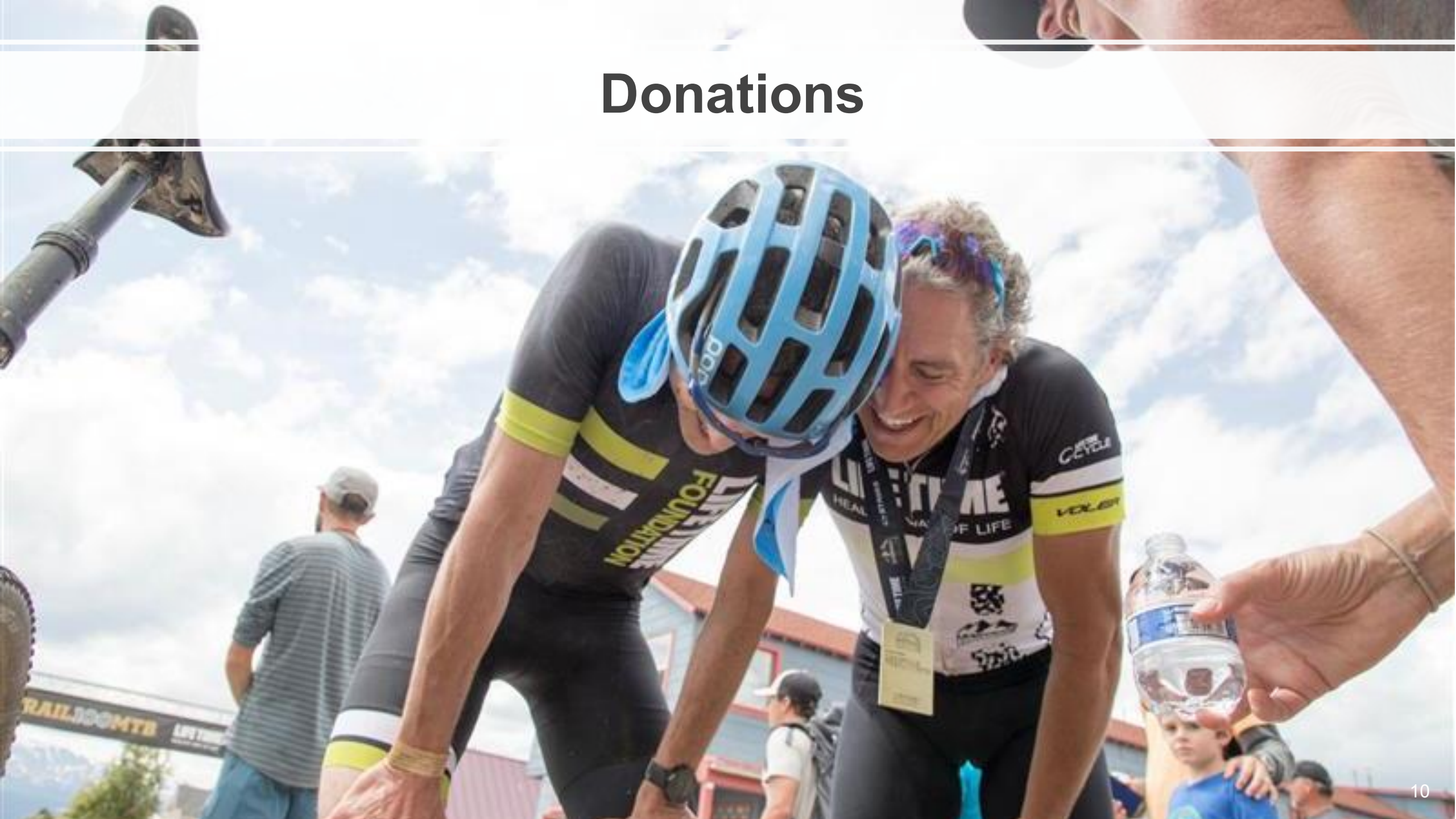


Those who use social media raise 6x more and increase their funds by 40%

Did you know that donors that get a personal thank you are 4x more likely to donate a second time?

The average fundraiser raises \$568 from 7 donors

Donations



Donations & Contact

Life Time Foundation

Donation Info

- Life Time Foundation is a registered 501(c)(3) Public non-profit organization. Federal Tax ID #: 03-0533192
- For donations made from **charitable giving funds, corporations, or corporate match programs**, please email Lindsay Gaesser at lgaesser@lftfoundation.org for assistance. These donations will be reflected on your fundraising page as soon as they are confirmed.
- **To donate by check**, please make payable to the Life Time Foundation and put the fundraiser's name in the memo line. We will mail a tax receipt to your supporter once the check is received. Checks will be reflected on your fundraising page as soon as they are confirmed. Please have supporters mail checks to:

Life Time Foundation
Attn: Lindsay Gaesser
2902 Corporate Place
Chanhassen, MN 55317

Contact Us

Need help? We're here for you every step of the way! Email Lindsay Gaesser at lgaesser@lftfoundation.org with any questions or for assistance in getting things going.

Our Athletes



Thank you for your support.

“Real food has allowed us to perform at our best through this process, so it’s only fitting we help bring healthier meals to school districts across the U.S.”

– Lindsey, Leadville Trail 100 Run

