

Healing Blooms, A New Partnership Grows with Viola Floral

The Hirshberg Foundation is honored to partner with [Viola Flora](#) for *Healing Bloom Zooms*, a no-cost flower arranging classes for cancer patients and survivors. The class aims to support patients on their healing journey, while raising awareness for pancreatic cancer.

The *Healing Bloom Zoom* was developed by Jelena Trifunovic, M.A., owner of Viola Floral, to help lower anxiety, reduce stress, improve mood, and enhance overall emotional wellness. Mayesh, the top national flower vendor, will be donating the florals and all classes will take place virtually via Zoom. Classes are taught by Trifunovic, a floral designer and seasoned K-12 science educator. Jelena brings her years of experience as an educator to provide informative classes that teach the fundamentals of floral design while providing a safe space for patients to relax, have fun and connect.

As a child growing up, Jelena was surrounded by the beauty of the natural world. In Serbia, later Southern California, holidays and family gatherings were spent in her family's kitchen arranging flowers with her mom, Luby, sharing stories, and laughing. When Luby was being treated for pancreatic cancer, Jelena remembers taking floral arranging classes and how much joy it brought them both. It is in Luby's memory that Jelena continues to give back and provide healing through floral therapy.

We are excited to partner with Jelena, [Viola Flora](#), and [Mayesh](#) to bring our pancreatic cancer community these complimentary

flower arranging classes! Our aim is to provide resource and support for all, and we hope the *Healing Bloom Zooms* will help patients on their healing journey and support positive mental health, while we raise awareness of pancreatic cancer.

[Learn more and sign up for a Healing Bloom Zoom »](#)

Celebrate Birthdays with a Facebook Fundraiser

Over the past year, many of us have celebrated *quarantine birthdays* by finding new and unique ways to share our special day with friends and family from afar. From car parades to sending balloon bouquets and Zoom parties, one way to celebrate a family member or friend's life is to support a cause close to their heart.

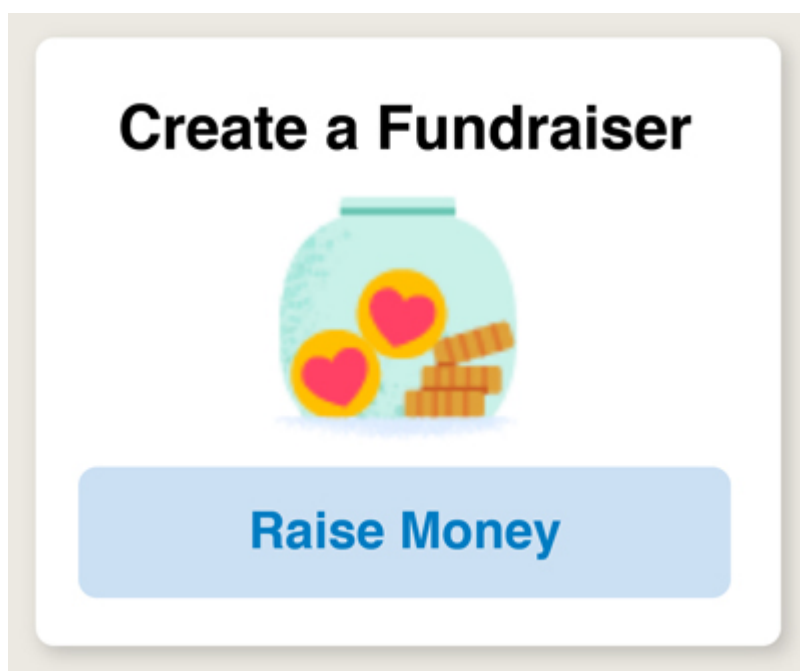
One of the easiest ways to share a cause that you care about is by setting up a [Facebook fundraiser](#) in celebration of your birthday or just because. Giving back is better when friends pitch in and that's exactly what happens when you create a Facebook Fundraiser. As we look forward to our own birthdays, as well as our friends' birthdays, celebrating with a Facebook Fundraiser for pancreatic cancer research is icing on the cake. Your support will raise awareness in the community and the generosity of friends and family will give us momentum to fight another day!

What is a Facebook Fundraiser?

Facebook Fundraisers are a feature on the social media platform that allows users to create and share a fundraising page with friends and family. The page helps supporters collect donations for a cause they care about in honor of their birthday or just because they want to give back. Users may add a photo or write a story to share why they are fundraising or keep it simple with the default text and image. Select the Hirshberg Foundation as a beneficiary and then post to your page. Fundraisers are easily shared with Facebook friends to help raise money. Give your birthday special meaning and make a difference in the fight to cure pancreatic cancer!

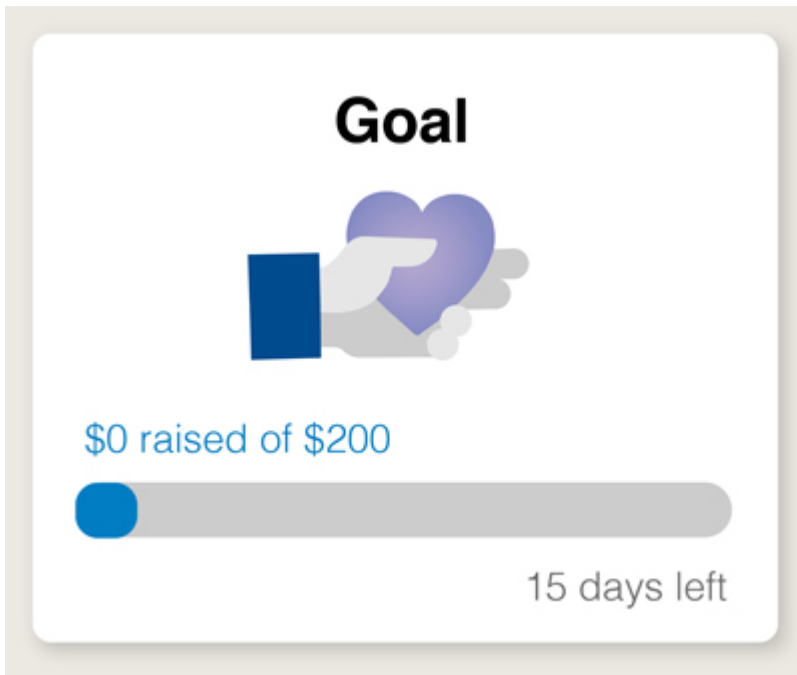
Get Started in 3 Easy Steps!

[Create a Facebook Fundraiser](#) with a few simple steps to create and launch your page. If you're curious what a Facebook Fundraiser looks like, preview these wonderful Facebook Fundraising pages for a [Birthday](#) and another to [Honor a Loved One](#).



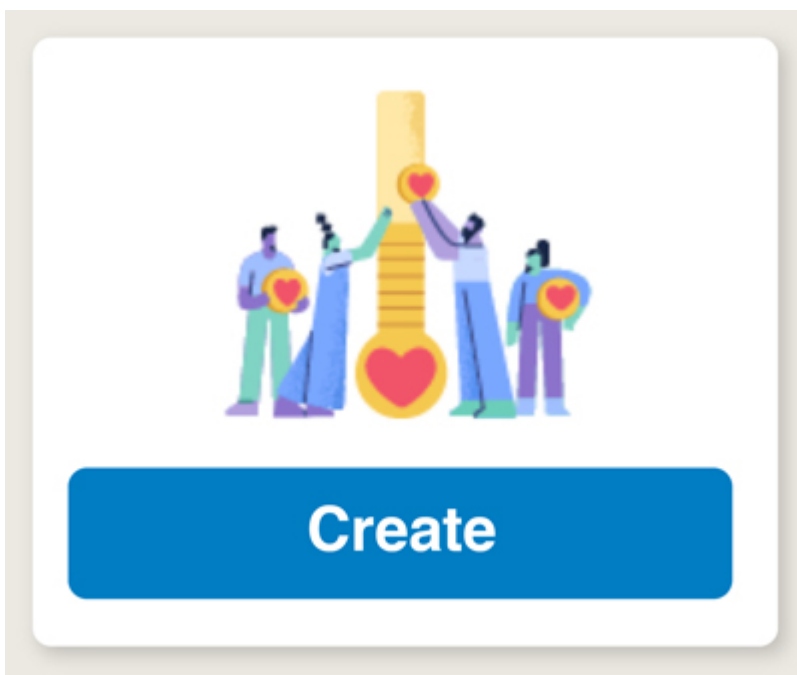
Step 1:

Click the link to open a new [Facebook Fundraising page](#)



Step 2:

Add a Fundraising Goal. Text and a Photo are Optional.



Step 3:

Click the blue 'Create' button and your fundraiser will launch!

How to Host a Virtual Fundraising Event

Give friends and family a fun night in, alleviate that cooped up feeling and serve a greater purpose – raising awareness for pancreatic cancer. All of these goals can be accomplished by hosting a virtual fundraising event online and we guarantee it will be an exciting and fulfilling experience. The big difference between an in-person event and a virtual event is moving everything to a video conferencing platform and selecting an activity everyone can participate in – we've plenty of ideas and resources for you!

5 Steps to Get Started

1. Choose a Virtual Event Idea
2. Ask a Friend to Help Plan & Co-host
3. Create a Fundraising Page
4. Choose a Video Conferencing Platform
5. Follow our Virtual Event Checklist

Step 1: Choose a Virtual Event Idea

You'll Enjoy

Make your virtual event interesting and memorable with a few fresh ideas. Here are some suggestions to get your imagination going! Give your event some purple pizzazz when you [order a Purple Spirit Box](#) and send them to attendees to share amongst their households.

- Scavenger hunt at home
 - Game night (virtual card & board games)
 - Wine & Cheese Tasting
 - Pajama Brunch
 - Holiday Trivia Party
 - Simultaneous crafting projects
 - Teach a yoga class
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- Amateur Music concert
 - Amateur a cupcake wars baking class
 - Netflix Watch Party
 - Costume party
 - Pre-Thanksgiving Family Reunion
 - Do crafts or a DIY project
 - Video Game Competition

Example: A Virtual Scavenger Hunt is a game anyone can participate in right from home. Each household team can scour their home and the web for funny items or mysterious clues. Split your event attendees into teams and turn the hunt into a race, or you can award points based on the originality and absurdity of the answers. Prompts or theme ideas: Family photo gone wrong, terrible present, elaborate decoration, getting a stocking full of coal, pet dressed up in Christmas clothes, Drunken Santa and more!

Step 2: Ask a Friend to Help Plan & Co-Host

This is an optional step, but really, everything is more fun when you do it with friends. Brainstorm ideas, divide up tasks and spread the word together. And if you want to go it alone, that's fine too!

Step 3: Create a Fundraising Page

A fun event idea combined with a cause you care about will inspire people to not only attend your virtual event but also make a donation. Your online gathering will serve a greater purpose – raising awareness and funds for pancreatic cancer research and patients services. So, don't hold back, present a strong call to action to drive donations and attendance.

Fundraising is key but it can be kept simple. Two easy ways to collect donations are:

Event Fundraising Page

When you set up a fundraising page you'll have a link to direct donors and event attendees to give. Follow up each donor by sending them a link to access your event!

[Create an Event Fundraising Page »](#)

Facebook Fundraiser

When you start a Facebook Fundraiser, you can direct people to your Facebook Fundraising Page to give. Follow up each donor by sending them a link to access your event!

Step 4: Select a Video Conferencing Platform

Video conferencing tools have become a popular way for people to communicate with family, friends, and the organizations they care about. Around the world, people are getting creative in how they are using livestreaming thanks to inexpensive technology. New to hosting online events? Check out this collection of resources.

- **Zoom** – Allows free video meetings for three or more people for up to 40 minutes with their free plan. The next tier lets you set up video calls for up to 100 participants long.
- **Skype** – Up to 10 people can join a Skype group video call. Skype is free to download and works on phones, tablets and computers with webcams.
- **Google Hangouts** – If you have Gmail, that means you already have a Google account you can use to set up Hangouts for free. Up to 25 people can join a video Hangout and up to 150 people can join a voice-only Hangout.
- **Houseparty App** – This app was made for up to eight participants can participate on a FaceTime-like call. It also features third-party games that can be played simultaneously throughout the call.
- **FaceTime** – You can set it up as a Group FaceTime with up to 32 people (requires newer devices and updated iOS).

Step 5: Follow our Virtual Event Planning Tips

This [virtual event checklist](#) will help guide you as you dig into the details of your virtual fundraising event. From start-to-finish, we're helping you set up your fundraising page, select an event idea, plan an event agenda, thank your attendees and more!

*Resources and articles

LA Times: [How to have Zoom parties that are actually fun](#)

LA Times: [Ultimate guide to hanging out with your friends online](#)

Style Caster: [How to Throw an Epic Zoom Party Your Friends Will Never Forget](#)

Team Building Blog: [32 Fun Virtual Holiday Party Ideas in 2020](#)

Your Virtual Fundraising Event Checklist

We've officially entered the age of the social video call for remote work, social events and family/friend gatherings. This virtual event checklist will help guide you as you dig into the details of your virtual fundraising event. From start-to-finish, we're helping you set up your fundraising page, select an event idea, plan an event agenda, thank your attendees and more! If hosting a virtual event online is new to you, make sure you read our 'How to Host a Virtual Event' instruction sheet first. We share 5 steps to get started, video platforms, resources

available and more.

Select a Virtual Event Idea!

Before selecting an activity, check out the section below about partnering with a small business for an easy additional way to fundraise. Select an activity that you'll enjoy planning and isn't too complicated. Here are a few ideas to consider:

- Scavenger hunt at home
- Game night (virtual card & board games)
- Wine & Cheese tasting
- Holiday Trivia Party

- Amateur cupcake wars baking class
- Pre-Thanksgiving Family Reunion
- Do crafts or a DIY project
- Video Game Competition

Ask a Friend or Family Member to Co-host

Co-hosts can support each other through the planning process, learn how to set up the video call together and guide attendees through the online event.

Create a Fundraising Page & Set a Goal

A fun event idea combined with a cause you care about will inspire people to not only attend your virtual event but also donate! Don't hold back, present a strong call to action to

drive donations and attendance. Fundraising is key but it can be kept simple. We suggest two easy ways to collection donations:

- Create an [Event Fundraising Page](#) to collection funds and follow up with each donation with a link to access your event.
- Create a Hirshberg Foundation [Facebook Fundraiser](#) to collect funds and follow up each donation with a link to access your event.

Collect Donations or a Suggested Donation Entry Fee

It's a fundraising event! In addition to collecting donations, if you partner with a business there may be a fee to purchase a product or service. If not, ask for a 'suggested donation admission fee' for an appropriate amount. Attendees donate to your fundraising page to cover the fee.

Create your guestlist

Virtual fundraising events can range from small to large-scale depending on the activity. Set a limit of attendees based on what you're comfortable with and the activity you choose.

Plan an Agenda

Set an agenda so people know what to expect and how long you'll dedicate to each part. For example: "We'll chat from 6 to 6:30ish, then at 6:35 we'll share the instructions for the activity, we begin the activity and at 8pm we wrap up by thanking everyone for participating and donating.

Provide a Virtual Background

Zoom video conferencing allows you to upload your own photos, so you can really go wild with this one or allow everyone to spice up their own lives by adding backgrounds to their screens.

Purple Décor

For pancreatic cancer awareness, add some purple accessories and decorations. The Hirshberg Foundation provides a [Purple Spirit Box](#) in our e-store that you can suggest or send to attendee households!

Keep it short

One-hour-to-90-minute range tends to be the sweet spot for most online gatherings. Give them too much and their brains will shut off, give them too little and they will get bored. Give attendees a chance to get up, walk around, and grab drink.

Keep it interactive but monitor noise

Even if your audience is not outspoken enough to ask questions, they typically will be willing to participate. Make sure you can mute everyone when the host needs to speak or if someone has to step away and there's background noise.

Play games

Tap into your attendees competitive side. Puzzles or riddles, crosswords, memory games, ordering tasks are all great ways to keep your attendees engaged and on-task. For added drama, impose

a time limit. Try introducing a quick quiz and offer a small prize for the winner.

Offer reward or prizes

Attendees will be more motivated to participate You should also consider extra incentives such as a competition or small prizes. [Ask the Hirshberg Foundation](#) if we can provide a few fun items to offer!

Thank your donors and attendees!

As you finish your event, remember to thank your attendees for participating and giving. Let them know how they're making a difference and send a thank you email or note to people who donated but didn't attend.

Partner with a Local or Online Small Business

Before you decide on an event idea, consider whether a local small business would be interested in partnering with you. Do a little local research and you may find a business that provides a service or product to be the theme of your event. Many businesses are taking their in-person services and transitioning them to online while mailing products. Ask if they'll donate 20% of their sales towards your fundraising. Examples include: a yoga studio teaching a virtual class if you sell the tickets, they'll donate a portion of the proceeds; a wine bar that provides a cocktails/mocktails recipes or wine & cheese package and then offers an online tasting class; or a local baker willing to teach a pie making class online, provides a list of

ingredients and offers a discounted pie for attendees for Thanksgiving. Get creative and simply ask. Small businesses are looking for exposure and community support and they recognize the value of supporting something their customers believe in and partnering with a charity!

The Journey to Complete 52 Races for 52 Faces

In March of 2019, Julie Weiss, the “Marathon Goddess,” embarked on a new campaign, 52 Races for 52 Faces, in partnership with the Hirshberg Foundation, to shine a light on pancreatic cancer. On March 8, 2020, a year of races wrapped up with Julie’s incredible finish at the LA Marathon. Running for the [Hirshberg Training Team](#), she ran her 109th marathon to date. That evening, at our team’s celebration dinner, we reflected on the incredible dedications made over the past year and Julie’s incredible journey.

Participating in full and half marathons, 10K’s and 5K’s, Julie has run for pancreatic cancer survivors of all ages and backgrounds. She’s run for 10+ year survivors, for fathers and mothers, for a Congressman and Supreme Court Justice, for a veteran and female triathlete, for loved ones lost too soon and for a community fighting to cure this devastating disease. The past year has included both triumphs and trying moments for Julie as she’s pounded the pavement across the United States, all in the name of pancreatic cancer. By the end of this journey, Julie had raced in 8 different states (California, Massachusetts, Nevada, New Jersey, Washington DC, Illinois,

Hawaii, and Washington) and collectively helped fundraise over \$275,000 for the Hirshberg Foundation!

She's crossed the final finish line for the 52 Races for 52 Faces campaign but the stories shared will never be forgotten. Thanks to all who of you who have helped make [52 Races for 52 Faces](#) possible, by making runner dedications or giving [donations](#), by cheering for Julie in person or following her journey online. Together, we will continue to fund research for a cure, to shine a light on survivors and will never give up.

CPK Philanthropizza

Every time you use your Philanthropizza card, 20% of your food & beverage purchases will be donated to the Hirshberg Foundation.