

# The Power of Many: Start a Grassroots Fundraiser to Support COVID-19 Patients and Inova Frontline Heroes

Across the country and here in our community, patient care related to the COVID-19 pandemic is creating an unprecedented demand on healthcare workers and resources. Many of us have friends, family and neighbors who are asking, “How can I help?”

The Inova Health Foundation has its own peer-to-peer fundraising platform - similar to sites like Go Fund Me, but without fees deducted from donations.

Inova’s platform allows people to create their own fundraising page - and we encourage you to share this information with others in the community who are looking for ways to care for Inova patients and team members.

## How do I create my own fundraiser?

The Inova Health Foundation has developed headlines and descriptions that you can easily integrate into your fundraiser. Now you can offer an easy and tangible way to make a difference. To set up your own fundraiser, go to [inova.gives/p2p](https://inova.gives/p2p):

1. Create an account. If you login with Facebook or Google, your social profile information will be added to your fundraising page.
2. Fill in a few details about your fundraiser. Add a headline and summary description. Samples included on page two here.
3. Set a goal.
4. Share with your social networks and make your own gift to get started!

## What do I need to know about the Emergency Preparedness Fund?

Inova worked hard to be prepared for this pandemic. The Emergency Preparedness Fund helps support both anticipated and unanticipated expenses related to caring for our community during this pandemic, such as additional staffing; specialized equipment; and increased telehealth and homebound care needs.

## My friends and family are worried about their own financial situation. Is this the right time to ask for support?

During times of crisis and tremendous uncertainty, many of us are looking to help in any way possible. The amazing thing about grassroots fundraisers is the “power of many.” Gifts as small as \$5 can make a difference when they are added to a large group of donations.

# Sample Description for Inova's Emergency Preparedness Fundraiser

**Name of Fundraiser:** My Fundraiser to Support Inova's COVID-19 Response

**Headline:** Support Inova's COVID-19 Response

**Description:** Inova's Emergency Preparedness Fund helps ensure that we have a ready source of flexible funding to meet the community's escalating healthcare needs during a crisis, both now and in the future. Today, the fund is helping to cover outlays for additional staffing, specialized equipment for the unique needs of COVID-19 patients, increased services for telehealth and homebound patients, and other resources to address the rapidly-changing situation. Please consider supporting the evolving needs of our community with a donation to Inova's Emergency Preparedness Fund.

**\$50** will allow Inova to purchase approximately 44 more ear loop masks

**\$100** will allow Inova to purchase approximately 23 more isolation gowns

**\$500** will allow Inova to purchase approximately 90 more N95 masks

**\$1,600** will allow Inova to purchase a VersaFlo Powered Air Purifying Respirator (PAPR) System

## Share on Facebook, Twitter and Instagram

### Suggested post:

As the COVID-19 situation continues to rapidly evolve, Inova's exceptional team of physicians, nurses, and other frontline heroes are working 24/7 to provide care to our community. Right now, Inova is preparing for a surge in patient care. I'm starting this fundraiser for Inova's Emergency Preparedness Fund which is the quickest and most efficient way to get supplies immediately from vendors and suppliers Inova trusts, into the hands of our frontline heroes. Gifts as small as \$10 can make a difference when they are added to a large group of donations.

Thank you for considering Inova, as you think about helping our community!

### OR

For those of you looking for a way to help our patients and Inova team members on the front line, I'm starting this fundraiser. This is the quickest and most efficient way to get supplies immediately from vendors and suppliers we trust into the hands of our frontline heroes.

**REGISTER NOW**