



KICKING FOR CAUSES

Buy

Break

Believe



ROCKY SILVA'S AMERICAN

KARATE

Saturday, June 10th, 2017

Karate Students Embark On A Campaign From The Heart, For The Heart

Kicking for Causes is a non-profit public charity fundraising and advocacy campaign program designed to engage community members, families and children in leadership development, creative fundraising and martial arts training to further the growth and sustainability of local institutions including those dedicated to education, youth athletics, community development, medical research and more. Over the past 4 years, Kicking for Causes has helped raise nearly \$100,000 for charitable causes.

This year for the 2017 Kicking for Causes fundraising event at Rocky Silva's American Karate, we will be partnering with the American Heart and Stroke Association of New England. Our event will help support the many efforts of the AHA/ASA including their upcoming Heart Walk in downtown Providence. The American Heart Association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. They fund innovative research, fight for stronger public health policies, and provide critical tools and information to save and improve lives.

This year we are excited to introduce our "From the Heart, For the Heart" board breaking fundraiser which will be held at Rocky Silva's American Karate on Saturday June 10th 2017. Thousands of boards will be available for a recommended minimum donation of **\$10** per board. Sponsor a board in support of the AHA/ASA, RSAK, family members, friends or simply to rally behind an important philanthropic opportunity. Boards may be decorated and commemorated the day of the event at RSAK in honor of those who have donated. When you arrive on June 10th, the instructors of Rocky Silva's American Karate will assist students and families in their breaking of these honorary boards.

The day will also include other exciting activities including live music, food, games, educational classes, raffle prizes for kids and adults, face painting and much, much more. Together we can raise funds for a great cause, all while having fun and "Kicking Heart Disease". All donation forms can be downloaded at

www.RockySilva.com/SocialSite/KickingCauses

**ALL DONATIONS SHOULD BE COLLECTED PRIOR TO JUNE 10TH, HOWEVER
DONATIONS WILL BE ACCEPTED THROUGH THE DAY OF THE EVENT**

Information & Questions

Please Contact Andrew Lazouras

Kicking for Causes, CEO

401-439-7748 KickingCauses@gmail.com

Venue Location for Fundraiser

Rocky Silva's American Karate

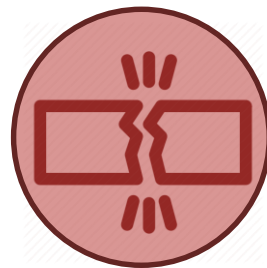
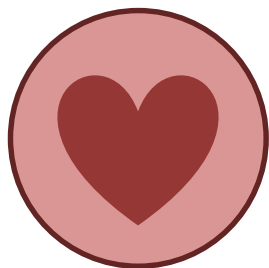
1275 Fall River Avenue

Seekonk, MA 02771



To benefit the American Heart & Stroke Association

FROM THE HEART
FOR
THE HEART



1 Find Your
Passion
& Cause

2 Team Up
& Come
Together

3 Raise
Funds For
The Cause

4 Make a
Break-
Through

- ♥ Board Breaking & Decorating
- ♥ Guest Speakers & Family Resources
- ♥ Gift Basket Raffle for Kids & Adults
- ♥ Games & Activities for the Whole Family
- ♥ Exciting Performances & Prizes to Win
- ♥ Live Music, Food and Fun



Each year, about

357,000
Americans

have sudden
cardiac arrest
outside of a hospital...

...and only about

12%

of these victims survive.



STROKE BY THE NUMBERS

Every
40 seconds
someone
has a
stroke



55,000

About 55,000 more
women than men
have a stroke each year



1 in 4

strokes
are in people who have had
a previous stroke

#5

Cause of
death
in the USA



**80% OF ALL STROKES
CAN BE PREVENTED**



Our Mission & Purpose

Kicking Causes is a Non Profit Public Charity and advocacy campaign program designed to engage community members, specifically children, in leadership development, creative fundraising solutions, and martial arts training to further the growth and sustainability of local institutions including those dedicated to education, youth athletics, community development, research and more.

Buy

Sponsor a Kicking Causes Board and have it broken in honor, memory, or support of a great cause or person

Break

Where Does My Donation Go?

Every Kicking Causes Board fundraised helps support key initiatives including:

- ✓ *Supporting Local & National Causes*
- ✓ *Providing Leadership Development Training for local youth & professionals*
- ✓ *Green Initiatives including eco-friendly and sustainable contributions*
- ✓ *Provide funding into the Kicking Causes Endowment Fund for youth scholarships & growth opportunities*
- ✓ *Support local business growth including martial arts studios/programs*
- ✓ *Help Kicking Causes continue its mission in reaching its community based goals*

Watch supporters of all ages make actual breakthroughs towards their causes through exciting exhibitions

Believe

Every board broken helps make a breakthrough in areas of youth athletics, medical research and other great causes. Together we can kick for a cause and truly make a difference

How Do I Fundraise?

Please fill out the fundraising log sheet and return it with the below information to Rocky Silva's American Karate

- ☐ *Correctly recorded and attached donations in the form of cash, check, or online cc*
- ☐ *Individual donor forms with message information*
- ☐ *Other supporting documents*



**FROM THE HEART
FOR THE HEART**





Share Our Mission & Purpose

Kicking Causes is a Non Profit Public Charity and advocacy campaign program designed to engage community members, specifically children, in leadership development, creative fundraising solutions, and martial arts training to further the growth and sustainability of local institutions including those dedicated to education, youth athletics, community development, research and more.

How Do I Make Fundraising Simple?

Fundraising can be a challenge at first glance, but with a few easy, quick and realistic goals, fundraising becomes fun and achievable!

Online Fundraising: www.Crowdrise.com

Have you asked these folks for their support?

- ☐ Your parents
- ☐ Your grandparents & extended family
- ☐ Your current and past teachers
- ☐ Your family's coworkers or employers
- ☐ Your neighbors
- ☐ Friends from school & home
- ☐ Your coach or teammates
- ☐ Have you yourself made a donation yet?

Important Info to Share

- ☐ Where does the person's donation go?
- ☐ Who will be breaking the actual boards?
- ☐ You can have a personal message written on your customized board!
- ☐ Broken boards may be returned back to donor per request or donated as recyclable!



Have you tried Social Media yet?

Facebook & other social media outlets can be a huge resource in spreading the fundraising word. Try some of the following easy and fast methods of reaching new donors:

- ☐ Change your status weekly to tell people what you are up to and how they can help
- ☐ Repost the following video to help explain what Kicking Causes is all about

<https://youtu.be/xt-UOeulBpl>

- ☐ Share our Facebook page with others and follow us to help spread the word
- ☐ Try taking a photo of you holding your fundraising board and insert text over it. Then change your profile photo to this image to spark curiosity (see below)



**FROM THE HEART
FOR THE HEART**



HOW TO USE CROWDRISE TO ACCEPT CREDIT CARD DONATIONS ONLINE & BOOST YOUR FUNDRAISING



CREATE
a fundraiser

EXPLORE
crowdrise

FIND
an event

Search

Log In

Step 1: Visit www.crowdrise.com and search for Kicking For Causes by clicking the Find Event button in the top navigation bar (or log in if you have an existing account with Crowdrise)



KICKING FOR CAUSES' FUNDRAISER:

KICKING FOR CAUSES 2017 - FROM THE HEART, FOR THE HEART - THE AMERICAN HEART & STROKE ASSOC.



BENEFITING: [Kicking For Causes](#)

EVENT DATE: JUN 10, 2017

DAY TO GO

THE STORY:

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DONATE

TO THIS FUNDRAISER

\$0

MONEY RAISED

FUNDRAISE FOR THIS CAMPAIGN

[Join this Fundraiser Team to help Fundraise and Volunteer](#)

Step 2: Select the From The Heart, For The Heart fundraiser. Click either "Fundraise for this campaign" or "join this team". You can register through Facebook or using email. Click "Sign up on first screen at bottom to set up new account for free."

Facebook login screen with fields for Email Address and Password. Includes a "Log In" button and a link to "Sign Up" for new users.

Facebook sign-up screen with fields for Name, Email, and Password. Includes a "Sign Up" button and a link to "Log In" for existing users.

Fundraiser team page for Mr. Silva. Shows the team name "KICKING FOR CAUSES", the amount raised (\$0), and the goal (\$30,000). Includes a button to "Add Profile Photo".

Fundraiser profile page for Mr. Silva. Shows the profile picture, name, and a list of fundraisers. Includes a button to "Edit" the profile.

Step 3: You can now edit your own customizable fundraising page with photos, videos, notifications, updates, you can share your page with friends and family on social media, set your own goals and earn points for free swag! Please see Mr. L or Ms. Rae for support or questions.



KICKING FOR CAUSES

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Break

Believe



Donor's Board Dedication Form

Donor Name: _____

Address: _____ City, State, ZIP: _____

Email: _____ Phone: () _____

My Board is:

In ☐ Memory ☐ Honor ☐ Support ☐ Appreciation of _____

Message for Board: _____

of Boards: _____ Donation Amount (\$10 Per Board): \$ _____

Cash ☐ Check ☐ All checks should be written to the order of "Kicking Causes"

Credit Card Donations ☐ *All Credit Card donations must be processed separately through your own online fundraising page or through Crowdrise. Kicking for Causes is not responsible for any online donation disputes or missing funds. It is the individual fundraiser's responsibility to securely collect funds online prior to the event date. Questions: See Mr. L for more information or for an easy way to fundraise online.*



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