

## Penny/Coin Wars

### What is it?

This is your chance to have fun while raising funds for Children's Cancer Research Fund. Penny wars (also called coin wars, coin drives and penny drives) are popular at schools, are easy to organize, can raise substantial cash quickly, builds spirit and promotes friendly competition—and lots of participation!

### How does it help?

Every day, 43 kids in the U.S. will be diagnosed with cancer. That number is no fun. But the good news is, this is your chance to help change that! By dedicating your coin war to Children's Cancer Research Fund, you will be raising money to support the amazing scientists looking for better, safer treatments to help children everywhere.

### How It Works

Kids bring spare change to school for a set period of time, typically a week, and deposit it into containers throughout the week. Points are gained for pennies and deducted for silver change. At the end of the collection period, the class that netted the most points can be rewarded.

- **Positive pennies:** Each penny is worth one point and counts “positively” toward a group’s point total; each silver coin or dollar bill gets points based on its value (1 nickel = -5 pts., 1 dime = -10 pts., 1 quarter = -25 pts.), but counts “negatively” toward the total. In a competition between classrooms or grades, students who want their class to win will place pennies into their own buckets and place nickels, dimes, quarters, or dollar bills into other classrooms’ buckets.
- **Where to set up the containers:** Organizers should set up containers in a central location--those containers can start to get heavy quickly with all the coins you are collecting! Depending on the size of your school, the number of grades, and the number of classrooms per grade, they can also be organized by grade in several locations.
- **Motivation:** Depending on the length of your penny war, it’s suggested to do daily counts of the change/points and give daily updates either during the morning announcements and/or through fun visuals displayed in a central part of your school. This can help build momentum and excitement throughout the entire fundraiser.

### Post-Event Wrap-Up

Be sure to thank your supporters. You can do it in person or with a thank you note. Ask if you can add it to the school announcements, to an email to parents or use the same methods you used to promote your fundraiser to thank donors for supporting you.

Once all costs are paid for, you can write a check to CCRF or donate through the personal fundraising page you set up at [ChildrensCancer.org/Fundraise](https://ChildrensCancer.org/Fundraise). (If mailing in a check, please enclose a letter about your event – the name, date, and how many participants).

**Send checks to:**

**Children's Cancer Research Fund  
Attn: Community Fundraising Manager  
7301 Ohms Lane, Suite 355  
Minneapolis, MN 55439**

If you created a CCRF fundraising page but mail in a check, we will add the check to your fundraising page totals.