



Writing About Your “Why” + The Raymond A. Wood Foundation’s Mission

Let’s start by letting you in on a secret...**the key to fundraising is a good story.** Whether it be inspiring, heartfelt, funny, or a combination of all three and beyond, it’s about **authenticity** and **vulnerability**. Since you’ve gotten this far, there must be a reason (or a few) you’re compelled to participate. Read on for questions you can answer to find your “why” and start telling your story. We’ve also included more information about the foundation’s, so feel free to copy and paste any and all of that content into social media captions, personalized emails, and more.

Writing About Your “Why”

- How did you first learn about the Raymond A. Wood Foundation?
- Do you have a personal connection to hypothalamic brain tumors? Is this connection from a survivorship or caregiver experience?
- What inspires you about the Raymond A. Wood Foundation?
- What aspects of the Raymond A. Wood Foundation are you most eager to support through your fundraising efforts?
- What motivates you to *Move For A Mission* and participate as a fundraiser?





More About The Raymond A. Wood Foundation

- The Raymond A. Wood Foundation is a parent-led, rare disease patient advocacy organization dedicated to improving the lives of those struggling with the effects of hypothalamic brain tumors.
- Our mission is to empower survivors of hypothalamic-pituitary brain tumors with an improved quality of life by providing access to education, technology, and evolving treatments.
- Our inaugural “Moving For A Mission” campaign aims to support key aspects of our mission to foster short and long-term improvements for the lives of rare brain tumor survivors; our Giving Tuesday fundraiser directly supports the following projects.
 - Lead the development of an at-home sodium meter that will improve care management for critical patients that suffer from diabetes insipidus (the brain's inability to manage the body's fluid balance, which can result in abnormal blood sodium).
 - Provide handheld blood analyzers to critical pediatric patients to keep them out of labs and hospitals, allowing them to manage their condition at home.
 - Build a patient registry to accelerate research that will improve outcomes for those with newly diagnosed or recurrent tumors.
 - Provide ongoing education and support to survivors and caregivers.

