

Bringing Hope Home Collegiate Chapter Guide Book



Providing unexpected amazingness to local families with cancer through
financial & emotional support



Unexpected amazingness
for families with cancer.

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What is Bringing Hope Home?

Bringing Hope Home is a non-profit organization that provides **unexpected amazingness** to local families with cancer through financial and emotional support. Through our Light of Hope Family Grant Program, we offer a one-time grant to pay essential household bills for families with cancer in the Greater Philadelphia Area.



THE LIGHT OF HOPE FAMILY GRANT

GUIDELINES

In order to qualify for the Light of Hope Family Grant Program, you must:

1. **Live in the Greater Philadelphia geographic area we serve.**



Please see exact counties below.

Pennsylvania: Berks, Bucks, Chester, Delaware, Montgomery & Philadelphia Counties, Leigh Valley, & Pittsburgh (Robert Morris University)

New Jersey: Atlantic, Burlington, Camden, Cape May, Gloucester & Salem Counties

Delaware: Kent, New Castle & Sussex Counties

2. **Be a diagnosed cancer patient and in active treatment at the time of nomination.**

Women currently in treatment for breast cancer need to **apply** for assistance through Living Beyond Breast Cancer Cis B. Golder Quality of Life Grant.

BHH partners with Living Beyond Breast Cancer for this grant, so please be aware that women applying for this grant are unable to additionally apply for the Light of Hope Family Grant Program.

3. Be nominated by a member of the family's oncology team. This can be a social worker, clinician, or healthcare professional.
4. Be aware that this is a **one-time grant** that is used to pay household bills such as rent, mortgage, electric, gas, oil, water, phone, transportation and groceries.
5. Be aware that grant money is paid **directly to services or vendors**. No grant money is given directly to the nominee.

UNEXPECTED AMAZINGNESS IS...

- Unexpected amazingness is the sigh of relief you experience when you get a call from Bringing Hope Home letting you know we are able to pay for some bills when you have shut off notices for your rent, oil, and phone.
- Unexpected amazingness is receiving a gift card from Bringing Hope Home for groceries when you haven't eaten in days.
- Unexpected amazingness is when you have a hole in your roof that you can't afford to fix, and every time it rains it pours into your house, and Bringing Hope Home lets you know we are able to cover all the costs and schedules it to be fixed for you.
- Unexpected amazingness is when you are told by Bringing Hope Home that we are able to fill your oil tank when moments earlier you had to turn the oil company away because you don't get paid until next week.
- Unexpected amazingness is when our Family Navigator talks to your landlord and negotiates that when we pay one month of your rent, he will give you one month free.
- Unexpected amazingness is knowing that people like Bringing Hope Home care, and are here for you and your family along your cancer journey.

AMAZINGNESS AT A GLANCE

- Families served: Over 3,800 total families helped through grant assistance since 2008
- Geographic Areas served: PA, NJ, DE Different types of cancer we work with: 65
- Number of cancer centers we work with: 62
- We help men, women and children with any type of cancer

Students Bringing Hope Program

The Students Bringing Hope Program is the definition of AMAZINGNESS. Students from all over the Greater Philadelphia Area are joining HOPE Nation to bring hope home to families with cancer by raising awareness & funds to help our incredible families. Bringing Hope Home offers a service-learning style of involvement so students can fully understand the impact they are making.



13 likes

ascswim When your team swims 7,000+ laps great things will come. ASC raised over \$5000 dollars for @bringinghopehome today during our Laps for Leukemia event. Thank you to all of those who donated and took part in the event. #unexpectedamazingness

Bringing Hope Home Collegiate Chapters



Follow the
AMAZINGNESS



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instagram.com/bringinghopehome

Search **#StudentsBringingHope**
to see how other students are
spreading the
#UnexpectedAmazingness at
their schools!

The History of Bringing Hope Home

Our story began in the Fall of 1983. Paul Isenberg was a senior at West Chester University when he met the love of his life, Nicole Makowski. Paul and Nicole dated for a few years and married in 1991. They had their first child Christopher in 1995 and shortly after, Nicole became pregnant with their second child, Gabrielle. During her pregnancy with Gabby, Nicole wasn't feeling well and finally decided to go to the doctor to see what was going on. Nicole then heard three words that changed her life forever: you have cancer.

While she was nine months pregnant, and at the age of only 32, Nicole was diagnosed with Stage IV Hodgkin's Lymphoma. Soon after her diagnosis, Nicole gave birth to a healthy baby girl and immediately started intense chemotherapy treatments. Not only were the Isenbergs faced with a whole new set of challenges with raising a newborn and a toddler, they now needed to make sure Nicole was getting the best treatment possible...all while still making sure the bills were somehow being paid. Even though this was an extremely difficult time, the Isenbergs were astonished by the love and support from family, friends, and strangers alike. They felt so blessed to have such a great people in their lives.



Over the years, Paul would often run into old friends and say things like, "I ran into Timmy, what a great guy. I just saw Mike, what a great guy." Nicole finally suggested that Paul get all of the "Great Guys" together for a benefit dinner to reconnect with his longtime friends, thank them for their support, and help other families less fortunate. This is where the concept of the "Great Guys Dinner" was born. The first Great Guys Dinner took place in 2001, gathered 100 guys and raised \$13,000 that was donated to various cancer charities. Nicole endured six years of intense chemotherapy and two bone marrow transplants. Her fight ended in 2003 at the young age of 39, but her legacy lives on through the special work we do in her honor. Nicole's "small idea" of having a dinner with close friends has now evolved into Bringing Hope Home. The Great Guys Dinner continues to be Bringing Hope Home's largest event, and raised over \$390,000 in 2015 alone.

Our Four Organizational Values

1. Integrity
2. Family Focus
3. Community Impact
4. Dedication to Growth and Opportunity

INTEGRITY

“We run Bringing Hope Home with integrity because it is the right thing to do. We also run it with integrity because building a reputation for integrity is how you make a purpose driven business successful and deliver on your mission.”

-Paul Isenberg, CEO & Co-Founder of BHH

Establishing Your Bringing Hope Home Chapter Structure

Establishing your BHH chapter is no different than how BHH internally structures its' employees. Everyone has a clearly defined role with measurable goals set in place to help move the organization forward.

As you establish chapter structure, remember to:

- Clearly define each executive board member's responsibilities.
- Establish a communication plan within your chapter. Who will maintain regular communication with BHH? How will each exec member structure their own committees? Who will help interested volunteers find the right “job” within your BHH chapter?
- Plan chapter meetings as often as necessary, but ensure that your time together is useful.
- Consider planning a BHH chapter retreat for your exec board/committee. It is important to establish strong bonds and understand each other's communication styles to ensure successful chapter operation. (Connect with BHH to help structure your retreat!)

Chapter Structure and Values

As mentioned, BHH chapters focus on the four organizational values:

- Integrity
- Family focus
- Community Impact
- Dedication to Growth & Opportunity

BHH Staff Partner

The BHH staff partner assists the volunteer leadership of the chapter in understanding Bringing Hope Home processes and information. The staff partner will provide guidance for planning and implementing activities on campus and will work with colleagues to ensure Hope Headquarters provides information about BHH, our families helped, signature events and other exciting updates to the appropriate chairpersons. The BHH staff partner will also provide and share information with the general public about your great work!

Faculty Advisor *(Optional position used on some campuses)*

The faculty advisor will assist the chapter as outlined below:

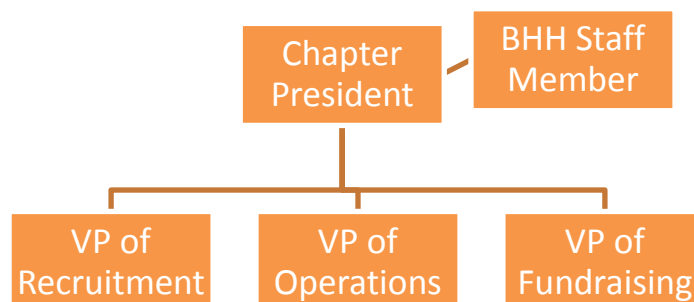
- Act as a liaison to the university administration and faculty for the BHH student group. Troubleshoot when necessary and ensure the chapter is following university guidelines.
- Attend chapter meetings or meet periodically with the BHH chapter and/or chapter president to receive updates.
- Offer guidance and suggestions for BHH programs and events based on experience and the perceived needs of the campus population.
- Guide the students through the university system as they plan projects and events. Offer knowledge of funding opportunities when necessary and appropriate. Help obtain meeting space or supplies as needed

In addition, most chapters have a lead point of contact, the president. Your BHH point-of-contact is also a huge piece of the chapter structure. This person provides the chapter with information from BHH and guidance as you plan chapter activities and goals.

Student Point of Contact (Chapter President)

The chapter point of contact is, in most cases, the chapter president. This student should develop and maintain a relationship with Bringing Hope Home. The student will also serve as a point of contact for Bringing Hope Home. This lead will distribute BHH updates and facilitate the work of Bringing Hope Home chapter.

Additional Chapter Positions



Social Media Chair • Volunteer Coordinator • Awareness & Advocacy • Campus Development

While modifying your BHH chapter structure may require some significant changes at first, the end result will be a chapter that operates efficiently and communicates effectively.

Recruiting a Strong and Dependable Membership Base

Here are some best practices and ideas for places where you can find volunteers for your chapter:

- Service organizations: There are a variety of service fraternities and organizations on campuses that are dedicated to service and might be willing to help.
- Greek life
- Pre-professional organizations: Many of these organizations require their members to complete service hours, and they are often made up of students who enjoy being involved in extracurricular activities.
- Recruit at your involvement fair
- Create a social media presence for your chapter

Leadership

At the heart of every strong, impactful leader is integrity. The following pages outline important skills and valuable information to develop or enhance your ability to lead. A great way to build leadership skills throughout your entire chapter is to highlight a portion of this guide at each meeting. Continue reading to learn more about:

- Delegating
- Communicating
- Transitioning leadership

Leaders stand out by the nature of their commitment and the integrity of their character.

Responsibility and Task Delegation

When a leader defines the tasks to be accomplished and helps uninvolved members become an important part of the success, he is delegating. By trusting volunteers with different tasks, members feel empowered to help achieve success. When they feel successful, volunteers are more likely to remain committed to your BHH chapter's future goals and projects. As a leader, delegating tasks allows you to focus on other, more difficult, tasks.

A leader who delegates authority:

- Determines what needs to be done and shares responsibility with the group
- Clarifies the intended result
- Chooses someone to take on the task
- Is easily approached by volunteers who have questions or need advice
- Checks in with volunteers to track progress
- Provides necessary resources to assist volunteers
- Shares confidence and appreciation to volunteers for their assistance

Group Facilitation

Unclear group communication can be the source of distress. To avoid this, consider these tips when leading a discussion:

- Start each meeting with an ice-breaker to build community

- Repeat questions aloud to the group to ensure that all members hear.
- Answer questions with confidence – if you do not know the answer, then say so. Then find out the answer and follow up.
- Keep the group focused on the purpose of the meeting.
- Point out similarities in the messages different members are sharing.
- Consider all contributions and kindly move away from those that are off topic.
- Correct inaccurate facts or conclusions.
- Make eye contact with members who have not had a chance to answer; avoid making eye contact with those who monopolize the discussion.
- Make it fun!

As important as it is to direct your chapter's discussion toward an end goal, actively listen to members' thoughts and concerns.

- Give the speaker your full attention. If you are preoccupied with something else, it is nearly impossible to be a good listener.
- Restate, in your own words, what the speaker has said once he has finished talking. Be sure not to interrupt.
- Reflect on what you have heard by stating the feelings that you think have been conveyed. By acknowledging the speaker's feelings, he will know that you support his thoughts.
- Clarify your perception through questions. This will ensure that you have understood the speaker's message.
- Maintain good body language.

Transitioning Leadership

A great way to ensure smooth chapter leadership transition is by having committee co-chairs, one underclassman, and one upperclassman. When the upperclassman graduates, there is now a trained underclassman in place to take over the committee chair responsibilities.

Transition planning is crucial to the long-term success of your BHH chapter. Work with your BHH staff partner and committee to set your three-year goals, and include a BHH Volunteer Career Plan to identify new leaders and transition them into committee chair positions.

While losing seasoned leaders may seem to be a challenge, it also presents a unique opportunity to recruit new volunteers and continuously gain new ideas. As the school year progresses, each committee should identify leaders who have demonstrated an interest and the ability to take on a larger role in the chapter. An ideal BHH Volunteer Career Plan will include opportunities for incoming committee chairs to shadow outgoing leaders as the year ends. Invite the incoming chairs to attend chapter leadership meetings, so they will have a good understanding of how the chapter operates before they are in their role.

Here are some additional tips for transitioning leaders:

- From the start of the year, begin identifying emerging leaders.
- Encourage potential leaders to take on a leadership role, and help them develop skills and awareness about the chapter's goals. Serve as a role model for them by demonstrating an effective leadership style.
- Hold elections for new leadership halfway through the second semester.
- Meet with newly elected leaders to orient them to their new roles, and set goals for the next year together.
- Outgoing leader(s) can hold meetings with the person filling their role in the chapter to explain duties more in detail
- Invite outgoing leader(s) to remain in contact with the new leader(s) throughout the following year. This relationship can be more formalized by naming the outgoing leader(s) as advisors.
- Transfer information and materials to new leadership.
- Plan the second to last meeting as one group, with both the outgoing and new leadership.
- Document steps taken throughout the year in a binder to provide a detailed guide for new leader(s).
- Invite the new leadership to plan the adjourning meeting, with the outgoing leaders attending to provide support.

FAMILY FOCUS

“Here at Bringing Hope Home, we know that cancer affects the whole family, not just the patient. Families are the focus of everything we do.”

Amy Forkin, Director of Family Outreach at Bringing Hope Home



For Bringing Hope Home, our families always come first. When a family calls into our office, we treat them as if it were own mother, father, brother or sister on the line. It is this intent passion that allows us to serve as a light of hope to these families during a really tough time.

As a Bringing Hope Home chapter, your focus should always be for the well-being of BHH families as well. We want your experience with Bringing Hope Home to be as impactful as possible. To ensure this, appoint one member of your chapter to serve as the BHH Family Chair. The Family Chair will connect with Bringing Hope Home on how to connect families to their chapter's activities & programs. Examples include:

- BHH Family Speakers
- Family Focused Activities
- Inviting BHH families to your events
- Participation in the Adopt-A-Family Program
- Volunteering to serve meals at Hope Lodge (The kitchen at Hope Lodge is dedicated to Nicole Isenberg!)

QUOTES OF THANKS FROM FAMILIES HELPED:

“I wanted to thank you for the help that you have given my wife and me as we are a family in need during this trying time. My wife is suffering from stage IV lung cancer and your gifts and financial assistance have helped ease the burden and make things a little easier to bear. We sincerely appreciate all that you have done.”

Benjamin and Tracy, BHH Family

“Thank you so very much for your kindness in helping our patients. It is truly a blessing to all of us that you and your volunteers so generously reach out to make a difference in their lives. I am thankful beyond words. May God bless you and your organization for all that you do.”

Barb Francks, Breast Care Nurse Navigator; Virtua Fox Chase Cancer Program

COMMUNITY IMPACT



Effective Programs

With a strong base of BHH history, committee structure, and leadership skills, your chapter is well equipped to begin implementing programs to financially and emotionally support local families with cancer. This portion of the BHH training program will provide you with a guide to event management and detailed best practices.

Program Preparation

Plan, promote, execute, and evaluate

Once the chapter (the executive board, leadership team, a specific event planning committee, or the entire chapter) has agreed on an event or activity for your campus or community, the first step is to consider all aspects of the event or activity by planning, promoting, executing, and evaluating. It is critical to complete this cycle each event or activity because each will benefit and target a slightly different audience.

Mission Focused

Beginning with initial planning and throughout the event, recall the mission and vision of Bringing Hope Home. Does your event or activity help maintain the BHH mission of providing unexpected amazingsness to local families with cancer through financial and emotional support?

Program Planning

Once you have decided on a project, start the actual planning. Plan an event by using a worksheet or by writing on a large flip chart so the entire planning committee can view the notes. If your committee has difficulty brainstorming ideas, utilize your resources. BHH Staff is ready and willing to attend a meeting or jump on a conference call to guide you through the planning process.

As a leader in program planning, remember to:

- Review previous follow-up notes on the event (if applicable).
- What was successful? What wasn't successful? Did any students ask for additional resources?
- Seek the opinions of the entire chapter.

- Delegate responsibilities. Once the planning committee has agreed on a plan, divide the tasks necessary to make the event possible. In some cases, you may be working with other committee chairs that already exist within your BHH chapter. For example, your treasurer or corporate relations/sponsorship chair may work with businesses for donations to ensure that your chapter is able cover other costs that may occur. Your secretary might be the person who files project proposals to your college administration for permission to hold the event or activity.
- Consider the details of your plan. If your staff partner was not present when the committee began planning an event, communicate your ideas to him. With your staff partner, carefully consider all of the details of your plan:
- What materials will your committee need? How many of each item will your committee need? How will your committee obtain those materials?
- How many volunteers will be needed to execute the event? How will you organize the volunteer schedule?
- Does your committee need to obtain permission or permits from your school or city?

Program Promotion

With effective marketing and publicity, your event or activity will have even greater impact. As a leader in program promotion:

- Think of creative ways to get your message across. Whether it is chalking on the ground, playing corn-hole while handing out flyers, etc... think outside of the box and get your event noticed!
- Brand the event with Bringing Hope Home and the Students Bringing Hope Program. Be sure to tag BHH in all event posts and use the hashtags #studentsbringinghope #bringinghopehome #hopenation and #UnexpectedAmazingness to join in on the BHH conversation and hopefully inspire other groups of students to get involved!
- ACME is a huge sponsor of our Students Bringing Hope Program. Be sure to include the ACME logo on the back of all of your event t-shirts and thank them at the end of the year for their support of your organization!

Program Execution

The day of your event has arrived. Gather volunteers together and give them any day-of-event information they need. Consider the details of your execution. Will the volunteers need transportation, food, or water throughout the event? Is appropriate safety gear available, if needed? Will someone take pictures? This is a great way to show prospective committee members the chapter's activities. Support the event volunteers. Even if you will not be able to attend the entire event, ensure that volunteers have your contact information. Leave materials in a previously discussed place with clear instructions.

Show your appreciation. Make sure to let event volunteers and the rest of the planning committee know how much you appreciate all of their help. After all, the event would not be possible if it were not for their time and efforts.

Program Evaluation

- Spend time with the planning committee evaluating the event.
- Document notes for future reference. Chapters should document the outcome and details of events for the future. Consider creating a worksheet that each committee chair can use to document the planning process, contact information, and post-event evaluations.
- Send notes of gratitude to those who helped make the event possible. The notes can be short, but it's the thought that counts. Show your gratitude to the school administrator who went out of his way to secure the date of the event, and he will be even more likely to help your chapter next time.

Here are some BHH Signature Programs to involve your chapter in:

1. Form a chapter team for one of our 5K Stomps!

BHH Stomps cancer in West Chester and Sea Isle City each year- raising awareness and funds to help our amazing families. Your club could form a team, be matched with a BHH family, and run in support of them! You can also come out as volunteers for these runs too!

2. Volunteer at the Love Run

For every volunteer BHH provides at the Philadelphia Love Run, we receive a \$25 donation. Join us for this (early but fun) morning of group volunteerism!

3. Giving Tuesday

We have a day for giving thanks. We have two for getting deals. Now, we have #GivingTuesday, a global day dedicated to giving back. On Tuesday, December 1, 2015 ,charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

It's a simple idea. Just invite your family, your community, your company or your organization to come together to give something more. Share your donation page via email, facebook, and twitter to ignite a spirit of giving!

4. Adopt-A-Family Program

The Adopt-A-Family Program (AFF) allows the community to truly connect to Bringing Hope Home's mission and directly give to local families who are struggling the holidays due to cancer diagnosis. Through the AFF Program, you are paired with an actual family who has been nominated to the Light of Hope Family Grant Program and needs financial assistance and/or holiday gifts as they battle cancer.

Through the AAF Program you have the opportunity to raise funds to pay essential bills that will help keep your adopted family in their home, with the lights on & food on the table during their rough time.

5. Mr. and Mrs. Hope

Mr. and Mrs. Hope are the winners of a student organized talent show. This event allows students to showcase their talents and raise money for families in need. The way to become Mr. /Mrs. Hope is to raise the most money and showcasing your talents for the panel of judges. The more money you raise, the greater the chance you have at being a winner. Contact caitlinmahon@bringinghopehome.org for information on how to run this event from start to finish!

6. Volunteer at our Signature Events

The Great Guys Dinner • The Ella Bella Fashion Show • Our STOMP Cancer 5K series • The Adopt-A-Family Program

DEDICATION TO GROWTH & OPPORTUNITY

Bringing Hope Home is constantly looking to grow and further develop. The more people that know about BHH, the more families we are able to help. With a small but mighty staff, there is only so much we can do to get the word out.

That's where you come in!



Hope Nation, we need your help to spread the amazingness far and wide!

Here are a few suggested ways to spread awareness about your chapter and BHH in general:

- **Gain campus support**

Invite other campus clubs (Greek life, service organizations, etc...) to send a club representative to your meetings. The club representative can take BHH information back their own organizations and involve them in your fundraising opportunities!

- **Gain community support**

Create a sponsorship packet for your events. Involving the local community is a great way to promote BHH and spread our mission.

- **Spread to others campuses**

Do you know friends at other schools who you think could help start at BHH club on their campus?

**** BHH challenge!** We challenge each club to spread the amazingness to 1 other school this year and have them either host an event or start a club of their own!



And sadly, when your college years are over—take BHH with you! Share BHH with your new employers, join our Young Professionals HOPE Network, or sit on one our event committees. It's not goodbye, it's see ya tomorrow!