

ASA-Lifebox Resident Challenge Guide

Introducing the ASA-Lifebox Resident Challenge!

The ASA-Lifebox Resident Challenge is a peer-to-peer fundraiser spearheaded by anesthesiology residency programs across the US to raise funds for Lifebox's work to improve anesthesia safety. This important signature event builds awareness about the barriers to delivering safe surgery globally while also raising funds to support anesthesia providers worldwide.

The Challenge is run in partnership with the American Society of Anesthesiologists (ASA) Charitable Foundation.

This guide provides an overview of Lifebox, the ASA-Lifebox Resident Challenge, and ideas for fundraising and information on using our online donation platform to power your efforts.

This year we have set a goal to raise at least \$80,000.

We are here to support you with every step of the way!

Your contact at Lifebox for the Cook Off is Alissa Cecala.

You can reach Alissa at alissa.cecala@lifebox.org with any questions.



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Who is Lifebox?

Lifebox was founded to tackle the global crisis of unsafe surgery

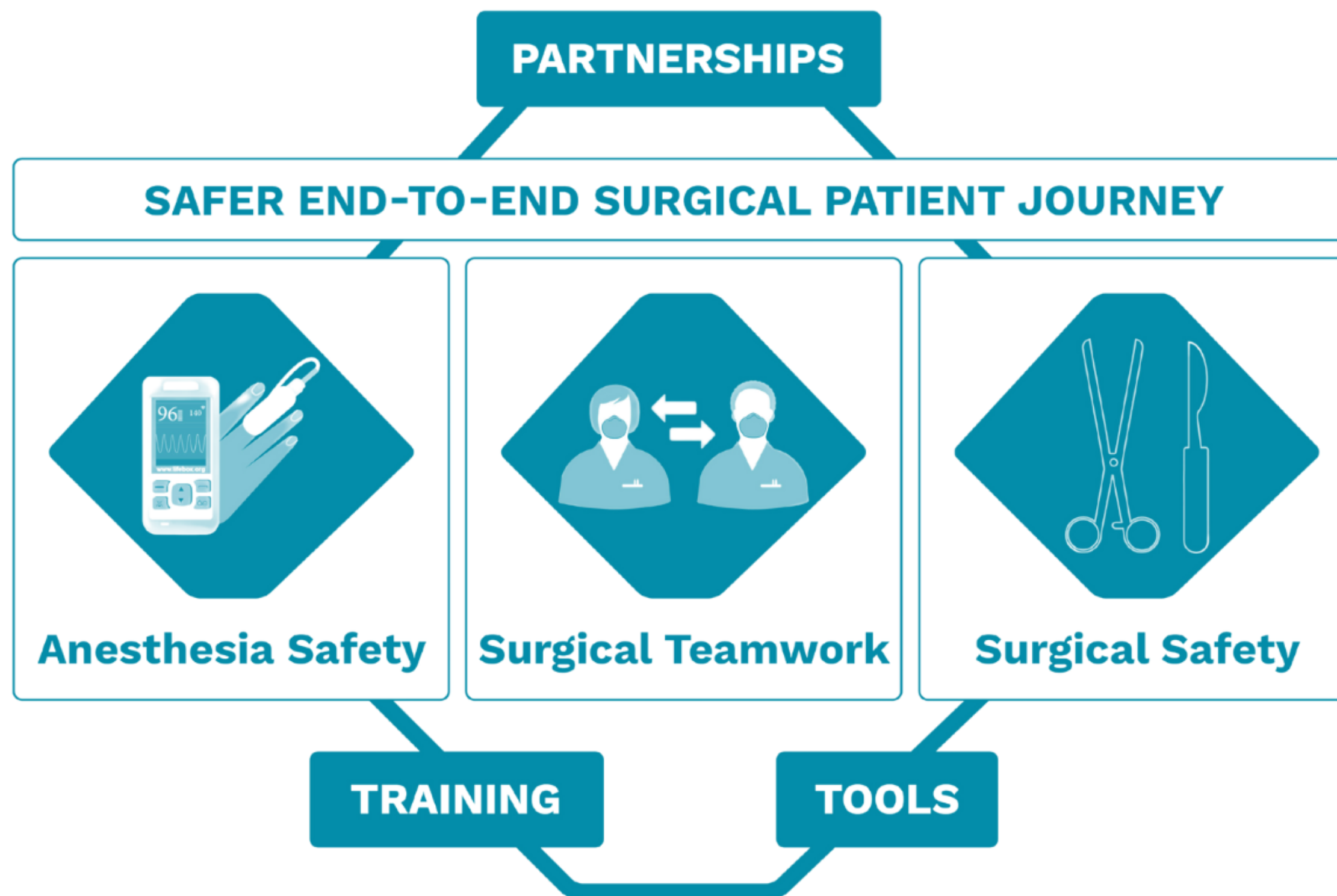
One third of human disease requires surgical treatment. Surgical care can treat conditions, from a lifesaving cesarean section or cancer treatment, to injury and infection.

**5 OUT OF 7
PEOPLE**
LACK TRUE ACCESS
TO SAFE SURGERY

**4 MILLION DIE
ANNUALLY**
FROM COMPLICATIONS
ARISING FROM SURGERY

**HALF OF
THESE DEATHS**
ARE PREVENTABLE

We concentrate on three core areas to make surgery safer:



The Lifebox-Smile Train Pulse Oximeter

For \$250, Lifebox distributes highly effective pocket-sized pulse oximeters to anesthesiologists and anesthesia service providers in countries throughout the world. To date, Lifebox has distributed over 34,000 oximeters.

The ASA-Lifebox Resident Challenge is one of the important ways we secure resources to help fund the provision of pulse oximeters to the thousands of anesthesiologists in low- and middle- income countries, who desperately need them.

Since 2011, Lifebox has...



Worked
in over
116
countries



Trained more
than
12,000
healthcare
providers



Made surgery
safer for
181 million
patients

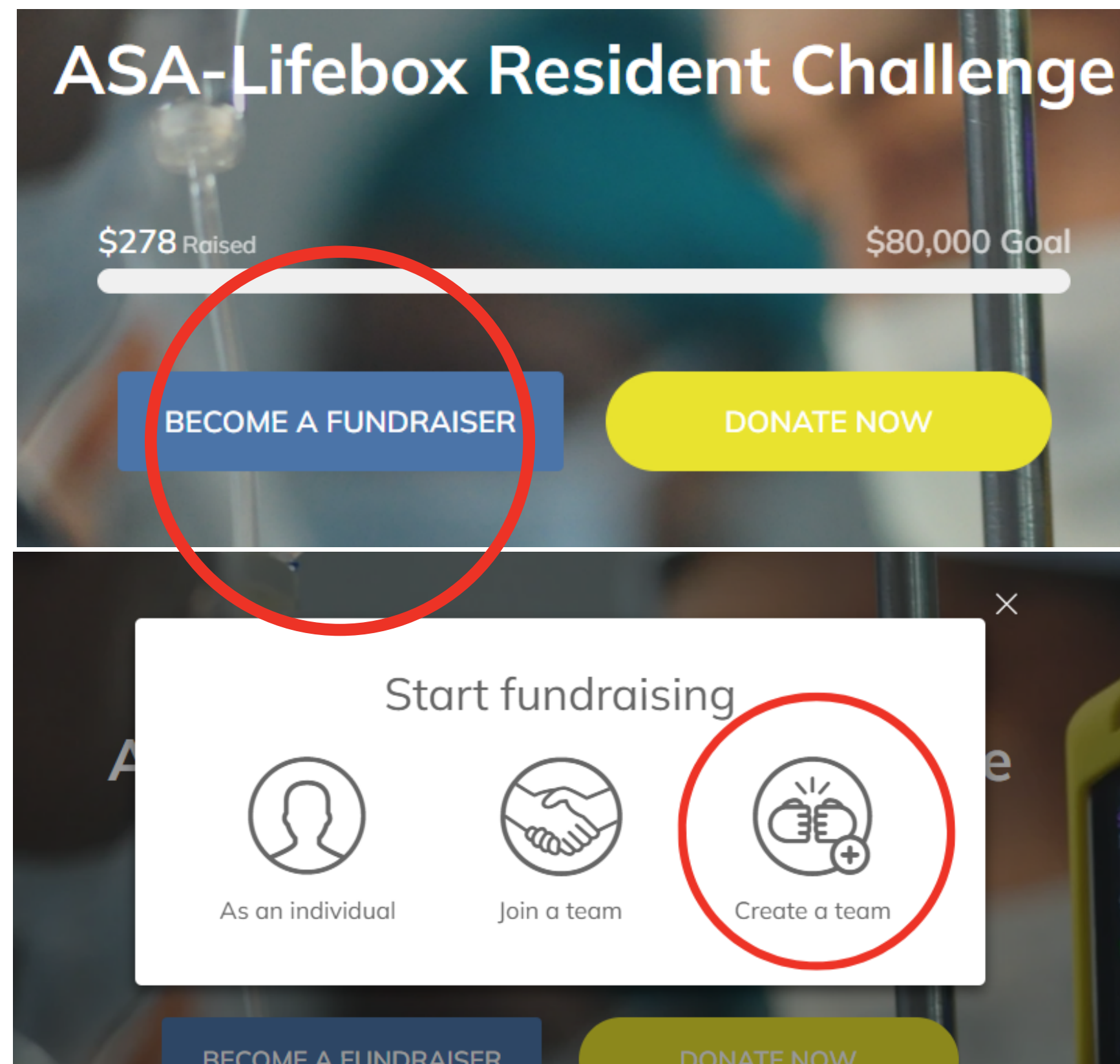
Why participate in the Resident Challenge?

- Raising funds for Lifebox gives students the opportunity to contribute to safe and accessible healthcare around the world!
- It's a fun bonding activity that brings programs together.
- Brings media attention to your program.
- Improves students' teamwork and collaboration skills.
- Positions students for charitable outreach through their careers.

Sounds like fun! Let's get your team started!

Organize and Set Up

- Talk to your fellow residents, organize a team, and pick a team captain.
- Sign your team up on the [fundraising page](#)






ASA-Lifebox Resident Challenge

\$278 Raised \$80,000 Goal

[BECOME A FUNDRAISER](#) [DONATE NOW](#)

Start fundraising

-  As an individual
-  Join a team
-  **Create a team**

[BECOME A FUNDRAISER](#) [DONATE NOW](#)

Create Your Plan

Decide when to run the Challenge

- You can run the challenge anytime from now until October 14 at midnight Pacific Time (the Challenge ends at the ASA Annual Conference in San Francisco).
- You can run the challenge for a set number of weeks, a month, or throughout the challenge period

Make a target donor list

- Your list should include all of the people in your community who understand just how important anesthesia is for safe surgery and successful patient outcomes. So consider:
 - Anesthesia professionals at your hospital (your professors, others)
 - Your Anesthesia program staff
 - Other doctors and administrators at your hospital
 - Key suppliers that your hospital secures anesthesia, surgical equipment and other materials from
 - Friends and family



The Fundraising Plan

Build Awareness about the Campaign

- List Lifebox and the Challenge on your program's social media.
- Include information in a bulletin board or newsletter
- Set up a table in a visible location

Plan some exciting fundraising events. Here are some of our favorites:

- fitness challenge
- walk-a-thon
- car wash
- bake sale
- a tournament, like kickball
- birthday fundraiser
- dance off
- film night
- obstacle course



Tips to make your goal

- Start early. Begin contacting the folks on your target list as soon as possible.
- Make it relatable. Share your belief in safe anesthesia for everyone globally and the importance of closing the pulse oximeter gap by supporting Lifebox's work!
- Make a personal ask. People will respond to you and your passion for this effort so explain why this appeal is important to you!
- Share/show the story. People respond to pictures, especially ones with a personal touch. Share with donors why it's important.
- Follow up. Remind your colleagues, friends, and family about why their support is important and how it helps make anesthesia and safer
- Use social media. Talk about this fundraiser on your personal page. Set up a link to the donate page in your email signature and social media bio.



Essential Challenge Information

The Challenge ends on 10/14/2023 at 11:59pm PT.

Only one Challenge Team per Resident Program so you will need to create or join a Team to participate in the 2023 Challenge.

All of the donations made by your donors must be made via your team page so that you can track your donations and get credit for all of the funds you are working to raise.

Your gift has a direct impact – lasting change in people's lives

Invest in Lifebox and contribute to saving patient lives every day. Your gift helps us deliver essential tools and training for safer anesthesia to those on the front lines of care in low resource settings across the world.

ONE TIME MONTHLY

Choose a **one-time** amount

Dedicate my donation **in honor or in memory** of someone

Would you like your **employer** to match?

Would you like to credit this donation to a specific fundraiser or team (optional)?

Your Information

First Name *

Last Name *

Hide my name from the public. 

Helpful resources

- [Lifebox Flyer](#)
- [Slideshow](#)
- [About Lifebox - Video](#)
- [Lifebox Brand Guidelines](#)
- [Lifebox Pulse Oximeter Report](#)
- [Lifebox 2022 Annual Report](#)



FAQ

Are donations tax-deductible?

Yes.

What do I do with checks?

If someone wants to donate by check, that's great, we can handle checks! Please do the following: Send Alissa (alissa.cecala@lifebox.org) a short email with Resident Program name, contact person, number of checks, name on the check, and amount. Alissa will respond with the address to send the checks to.

What if people give me cash?

Please convert all cash received to credit card donations, money orders, or checks. Please send the money order or check with the donor's name and donation amount to Lifebox to the address above.

If someone wants to join the Lifebox mailing list how can they?

Lifebox has a mailing list. [Here](#) is a link for signing up. Simply click "Join Our Mailing List" on Lifebox's "[Contact Us](#)" page, or if the person makes a donation online they can also select the "I'd like to receive communications from Lifebox" option.



Contact Information

Lifebox contact:

Alissa Cecala

Fundraising Operations Associate

alissa.cecala@lifebox.org