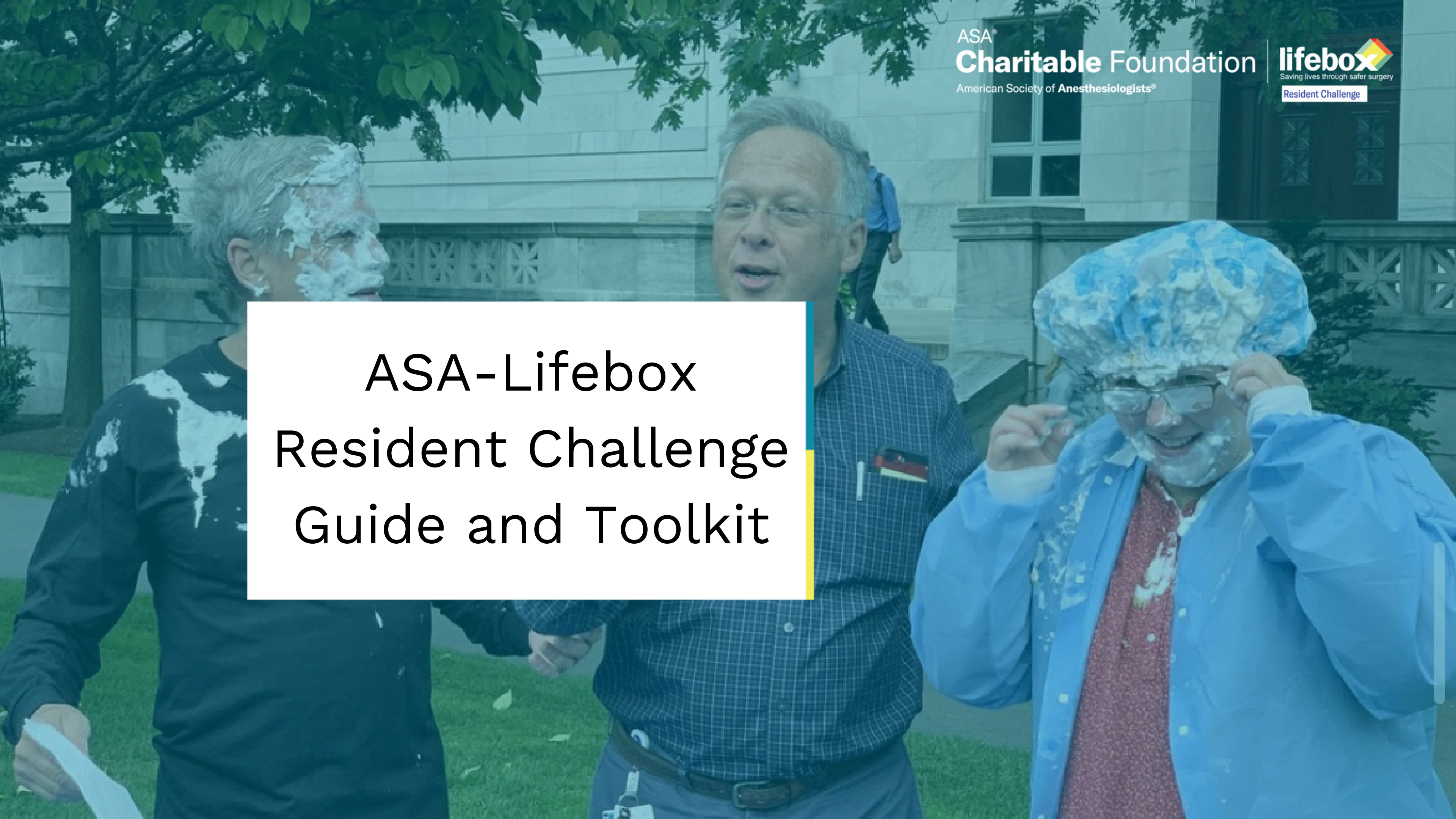


# ASA-Lifebox Resident Challenge Guide and Toolkit



## 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 resources to power your fundraising efforts.

**This year we have set a goal to raise at least \$70,000.**

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

**Your contact at Lifebox for the Challenge is [Alissa Cecala](#).**

**The Challenge will run until October 11th at 11:59pm Central Time.**



# Table of Contents

- Who is Lifebox?
- The Smile Train-Lifebox Capnograph
- The Lifebox Pulse Oximeter
- Get started
- How to collect donations
- How to raise funds
- Helpful Resources
- FAQ





## 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**

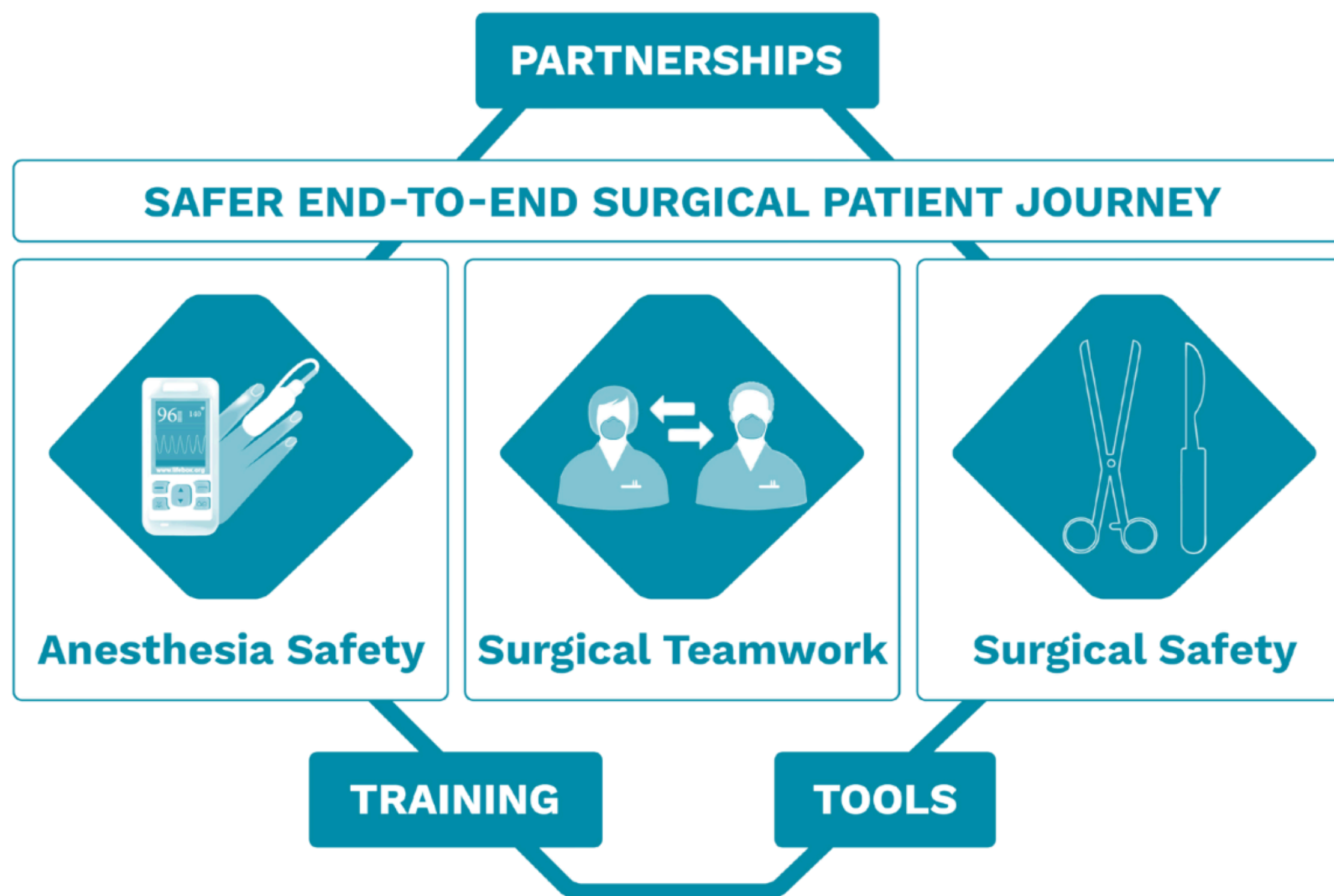
**FROM COMPLICATIONS  
ARISING FROM SURGERY**

**HALF OF  
THESE DEATHS**

**ARE PREVENTABLE**



We concentrate on three core areas to make surgery safer:



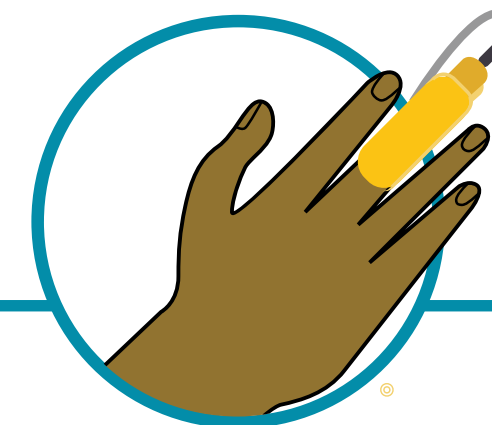
Since 2011, Lifebox has...



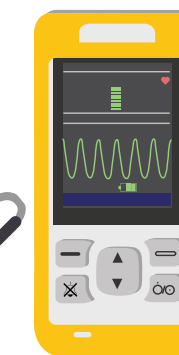
Worked  
in over  
**116**  
countries



Trained more  
than  
**13,000**  
healthcare  
providers



Made surgery  
safer for  
**200 million**  
patients





# The Smile Train-Lifebox Capnograph

Despite being universally mandated in high-income countries, capnographs are nearly entirely absent from low-resources settings. Smile Train and Lifebox are tackling this major gap in anesthesia safety with the Smile Train-Lifebox

Capnograph: A high quality, affordable capnograph suited for use in low-resource settings. Lifebox and partner Smile Train are in the process of equipping 650 operating rooms including Benin, Ethiopia, Philippines, and Uganda.





# The Lifebox Pulse Oximeter

A pulse oximeter is a minimum standard for safe anesthesia. Yet operating rooms across the world still lack this essential device—putting millions of lives at risk. Lifebox works to address this gap—distributing oximeters alongside training. Lifebox has delivered over 35,000 pulse oximeters to date.

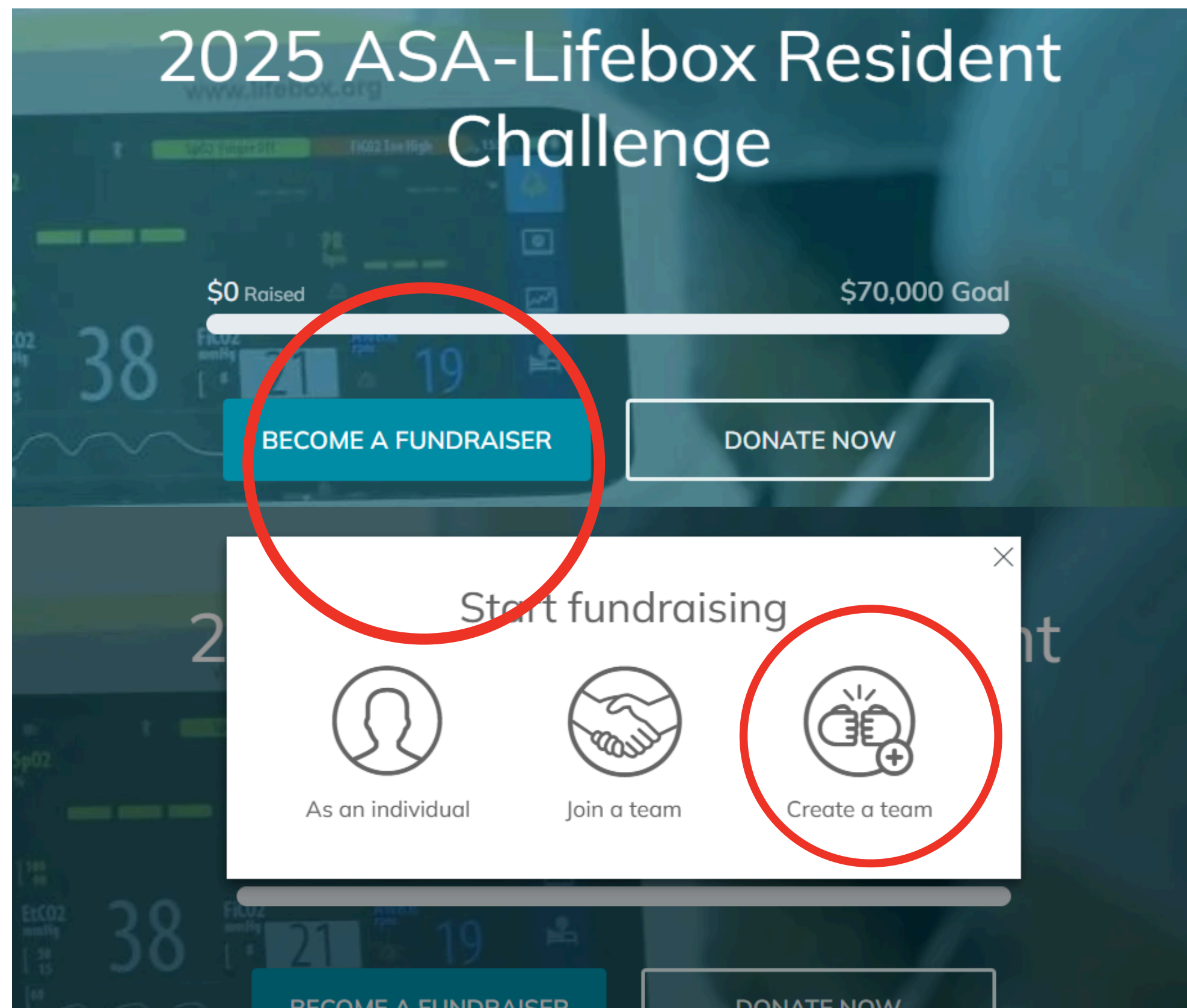
**The ASA-Lifebox Resident Challenge is one of the important ways we secure resources to help fund the provision of capnographs and pulse oximeters to the thousands of anesthesiologists in low- and middle- income countries, who desperately need them.**



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

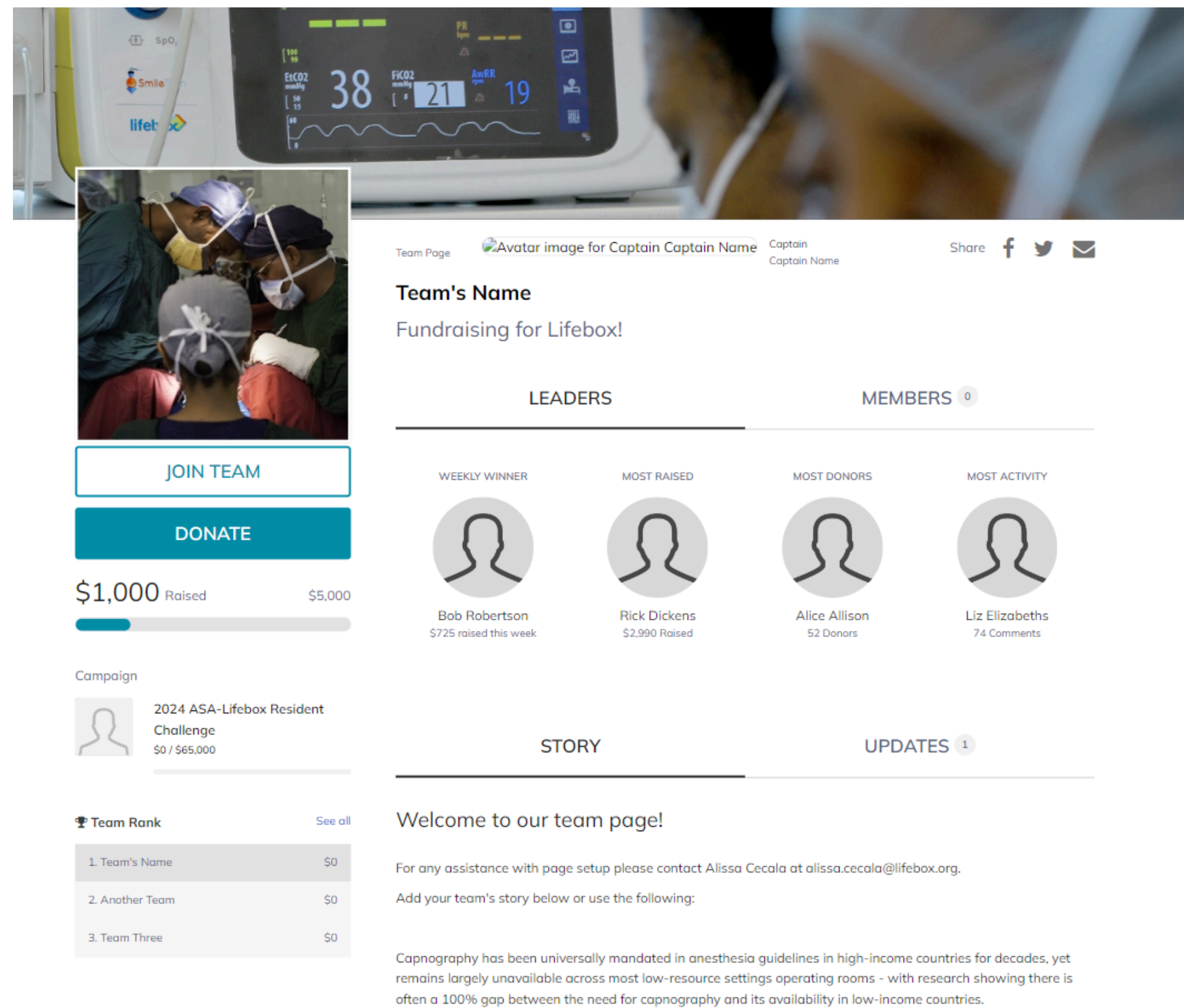
### Organize and Set Up

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



# Your Team Page

- Your team page is yours to personalize! Come up with a fun name and team photo!
- You can also share why your team is raising funds for Lifebox and any related personal stories. Your supporters will feel more compelled to give because they understand what Lifebox means to you.
- Share updates to your page as you inch closer to your goal!



The screenshot displays a Lifebox team page interface. At the top, there's a banner image showing medical equipment and a team photo of surgeons. Below the banner, the page is divided into several sections:

- Team Page Header:** Includes a placeholder for an avatar image, the team name "Team's Name", and the purpose "Fundraising for Lifebox!". It also features social media share icons for Facebook, Twitter, and Email.
- Team Actions:** Two prominent buttons: "JOIN TEAM" and "DONATE". Below the "DONATE" button is a progress bar showing "\$1,000 Raised" out of a "\$5,000" goal.
- Campaign Section:** Displays the current campaign as "2024 ASA-Lifebox Resident Challenge" with a progress bar indicating "\$0 / \$65,000" raised.
- Team Rank Table:** A table showing the team's standing relative to others.
 

Rank	Team Name	Amount Raised
1.	Team's Name	\$0
2.	Another Team	\$0
3.	Team Three	\$0
- Leaders and Members:** Two tabs for "LEADERS" and "MEMBERS". Under "LEADERS", there are four categories: "WEEKLY WINNER" (Bob Robertson, \$725 raised this week), "MOST RAISED" (Rick Dickens, \$2,990 Raised), "MOST DONORS" (Alice Allison, 52 Donors), and "MOST ACTIVITY" (Liz Elizabeths, 74 Comments).
- Story and Updates:** Tabs for "STORY" and "UPDATES". The "STORY" section contains a welcome message, contact information for Alissa Cecala (alissa.cecala@lifebox.org), and a paragraph about the importance of capnography in anesthesia guidelines.



## How to collect donations?

- Share the landing page or your team page with all potential donors.
- Supporters can click the “Donate” button and will be directed to the donation page.
- Ensure supporters insert your team on the donation page, so your team gets credit. If they forget to do so, contact Alissa Cecala, and she will credit your team.
- Supporters can also donate by check! Checks can be mailed to: Lifebox, 495 Henry Street #1001, Brooklyn, NY, 11231

### 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

\$250

\$1,000

\$2,500

\$5,000

USD ▼

\$ Other

☐ 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)?

*Start typing to search fundraisers and teams*

#### Your information

First Name \*

Last Name \*

☐ Hide my name from the public. ?

## How to raise funds?

- Make a target donor list! We recommend asking anesthesia and surgical professionals at your hospital, your program staff, friends and family, and anyone else at your hospital who understands the importance of safe anesthesia.
- Reach out to potential donors by phone, email, or in person. You can utilize these [email templates](#) and [talking points](#).
- Share your fundraiser on social media using [these templates and graphics](#).
- Put up [flyers](#) wherever you can and set them out at your fundraising events. We will mail your program some copies.
- Share this [presentation](#) with potential supporters or show it at a fundraising event.





## How to raise funds?

- Host an event! Here are some of our favorites:
  - Fitness challenge
  - Car wash
  - Bake sale
  - Walk-a-thon
  - Tournament, like kickball
  - Birthday fundraiser
  - Dance off
  - Film night
  - Comedy night
  - Obstacle course
- Build awareness! We'll mail you some Lifebox swag, including t-shirts and buttons!





## Helpful resources

- [Lifebox Flyer](#)
- [Email templates](#)
- [Social media templates and graphics](#)
- [Key messages](#)
- [Slideshow](#)
- [About Lifebox - Video](#)
- [Lifebox Pulse Oximeter Report](#)
- [Lifebox 2023 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](mailto:alissa.cecala@lifebox.org)) a short email with Resident Program name, contact person, number of checks, name on the check, and amount.

Checks can be mailed to:

Lifebox

495 Henry Street #1001

Brooklyn, NY 11231

### **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

Individual Giving Officer

[alissa.cecala@lifebox.org](mailto:alissa.cecala@lifebox.org)