

CHAI-A-THON
2017

iCare

THE WAY TO SHOW YOU CARE.



Chai Lifeline

A PROJECT OF
Chai Lifeline

HI KIDS (AND PARENTS!)

Welcome to iCare - the way to show you really care! iCare lets you in on the fun and the mitzvah whether your camp is doing a camp-wide Chai-A-Thon or not! You can create **your own** iCare activity as a great way to raise additional money for this effort. iCare and Chai-A-Thon let YOU make a big difference for kids at Camp Simcha and Chai Lifeline. But your biggest contribution can't be measured. **YOUR CARING ABOUT OTHER CHILDREN BRIGHTENS THEIR LIVES - AND YOURS AS WELL.**

Gedalia Weinrib
Chai-A-Thon Coordinator



JOIN

Join your camp's Chai-A-Thon activity (Swim-A-Thon, Bowl-A-Thon or a Color Run...) and raise money by getting sponsors.



CREATE

Host your own
Carnival • Lemonade Stand •
Bake Sale • Obstacle Course
• Car Wash

OR USE YOUR IMAGINATION!

You can create your own fundraiser even if your camp has a Chai-A-Thon activity!



SEND

Email us a photo from your event to chaiathon@chailifeline.org



RAISED \$150?

We'll send you a FREE ICARE T-SHIRT.

SHOW YOU CARE WITH ICARE.

Check out chaiathon.org for our printables to get you started!

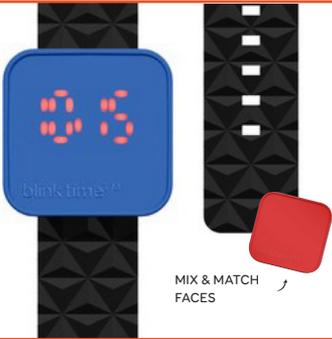


PRIZES // \$20-\$49

YOUR CHOICE OF:

BLINK SWAP WATCH

TAP for the time! Change the color of your light-up digital display watch, all in the blink of an eye!



MIX & MATCH FACES



MESSAGE FAN

Easy to program fan makes expressing yourself a 'breeze'!



Our daughters came up with the idea of hosting a "Cafe" to help raise money for the wonderful work of Chai Lifeline. We hope and pray that this small gesture of chesed helps to bring a refuah to all of Am Yisrael.

Penny Cohen
(Brooklyn, NY)



EMOJI PILLOW

A comfortable 12" landing spot for kids, teens and tweens alike!

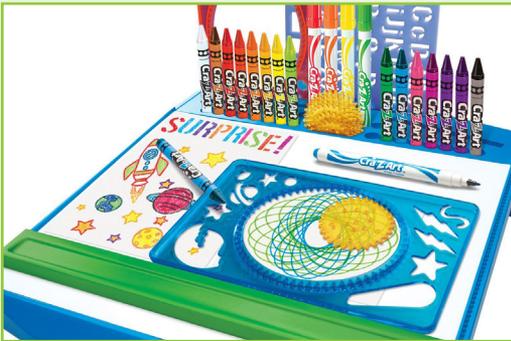
\$50-\$99

YOUR CHOICE OF:



HOPPER BALL

You'll be hip to happily hop on this 28" ball!



Dear Chai Lifeline,
Thank you for introducing
my daughters to the
Mitzvah of Tzedakah.
Through their efforts at
reading books and riding a
bike, they got a wonderful
feeling for raising money for
a worthy cause.

T.R.
(Lakewood, NJ)

DELUXE ART DESK

All in one 35 pc. art studio for the aspiring artist!



GUMBALL MACHINE

Have fun watching your gumball roll down the ramp! Kosher candy included.

\$100-\$199

YOUR CHOICE OF:



MILK & COOKIE SHOT MAKER

Dunking cookies just got better! Fill with milk and enjoy!



HANDHELD GAME CONSOLE

Power on the console and start playing over 200 fun games, anywhere, anytime!



9 IN 1 GAME

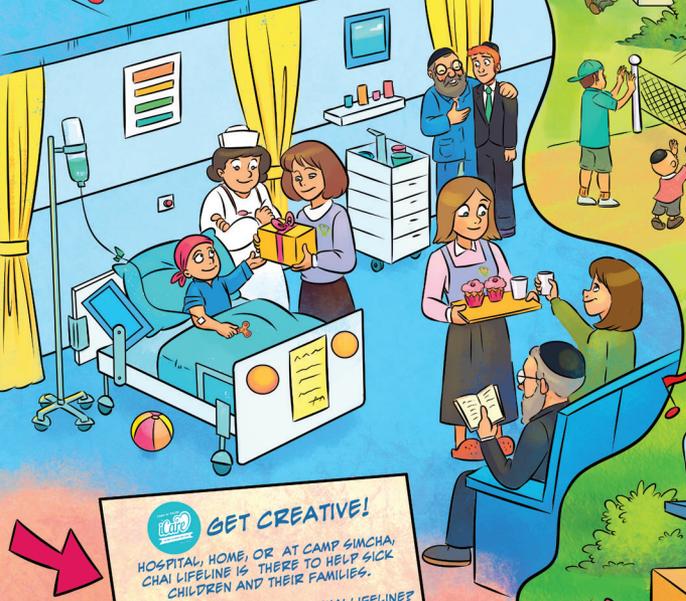
Get ready to score in 9 games in one spectacular package!

\$12 AMAZON GIFT CARD



// BONUS // DID YOU RAISE \$150?

CHECK OUT PAGE 2 TO SEE HOW YOU CAN GET YOUR **FREE ICARE T-SHIRT!**



GET CREATIVE!
 HOSPITAL, HOME, OR AT CAMP SIMCHA,
 CHAI LIFELINE IS THERE TO HELP SICK
 CHILDREN AND THEIR FAMILIES.
 WHAT CAN YOU DO TO HELP CHAI LIFELINE?
 BABYSITTING? BAKE SALES? MOWING?
 GET CREATIVE AND SHOW YOU CARE...

**BABYSIT
 4
 CHAI**





BAKE 4 CHAI

MOW 4 CHAI

Welcome to Similia

WELCOME HOME

HOP 4 CHAI

FINISH

iCare BAKE 4 CHAI SALE

CAKE & COOKIES & DRINKS

\$200-\$449

YOUR CHOICE OF:



POCKET DRONE WITH CAMERA

The next generation in drones is here! Capture live video and photo footage from the sky! Fold-in motors literally lets you carry your drone in your pocket!



SLURPEE MAKER

Cool off with a refreshing slush! Just add your favorite flavor!



**\$25 AMAZON
OR VISA
GIFT CARD**



As much as we are able to do for Chai Lifeline, Chai Lifeline does for us because the Chai-A-thon increases the Ruach in the camp and teaches the boys what it means to do for someone else.

Chaim Ellis, MSW,
Head Counselor, Camp STEP, a division of Hebrew Academy of Cleveland, OH

\$450-\$999

YOUR CHOICE OF:



KARAOKE

Let your voice be heard! Create a sound and light show!



PARTY TIME!

Make your next party a little sweeter... Create fluffy melt-in-your-mouth cotton candy... enjoy the fresh taste of hot popcorn in minutes! Roast your marshmallows to perfection so you can enjoy this campfire treat all year long!



**\$50 AMAZON
OR VISA
GIFT CARD**



Thank you for giving my campers an opportunity to do this Chesed in such a fun way.)

Miriam Leah Domb, Camp Ahava
(Baltimore, MD)

\$1,000-\$1,799

YOUR CHOICE OF:

**RAZOR GLOW
ELECTRIC SCOOTER**

Streak through the neighborhood like a bolt of blue lightning! Twist the handle to illuminate your way!



SODA VENDING FRIDGE

What a 'cool' way to keep up to 10 soda cans cold! ... and then dispense vending-machine style!



**\$100
AMAZON
OR VISA
GIFT
CARD**

\$1,800 & UP

YOUR CHOICE OF:



HOVERBOARD

Hover smoothly on this self-balancing board... quickly, safely *and in style.

*from a company using the highest quality materials and certified batteries.



FAMILY TRAMPOLINE Bounce your way to fun on this enclosed 12 ft. trampoline!



WHAT GOES INTO A CAMP SIMCHA SUMMER



482
campers
from around the world



56 days of camp

4 camp sessions



16,000



ice cream cones, cups, and pops

20 soda machines
stocked daily with soda,
juice and water




32 THOUSAND
eggs

85,000 bottles of water




All the money you raise goes to **Chai Lifeline**, an international organization that helps sick children and their families. **Chai Lifeline** makes living with illness easier through fun activities, hospital visits, new friends and a special summer camp, **Camp Simcha/Camp Simcha Special**. **Camp Simcha** lets kids forget about being sick and just be kids again.

DO YOU HAVE AN EYE FOR DETAIL? STUDY THE PICTURE ON PAGES 6 & 7 AND LET'S SEE HOW MANY ANSWERS YOU CAN GET RIGHT...

- How many  (fidget spinners) do you see?
- How many  (balls) do you see?
- How many boys are wearing  t-shirts?
- How many  (wheels) do you see?
- How many  (hats) do you see?
- How many  (animals) do you see?
- Use your creativity and show **YOU** care! Write down your ideas for an original *iCafe* fundraiser!

Send us your answers (mail or email) and you will be entered into a **Grand Raffle** to win a  (hoverboard) or  (trampoline)!

