

Not Your Average Fundraiser
By: Lisa Goodman

Fundraiser?!?!-Probably a word you expect to hear from an organization. However, this fundraiser will warm your stomach. I imagine you are scratching your head at this point and asking "what could she possibly be talking about?"

First, let me explain the motivation for this fundraiser-By now I hope you have heard about The Wallet Card™, but if not here is a little about it: "The Wallet Card™ Project is a project of The Disability Independence Group, Inc. that was designed in collaboration with the Coral Gables Police Department (CGPD), and The University of Miami Nova Southeastern University Center for Autism and Related Disabilities. (UM-NSU CARD). The Wallet Card is a tool to be used by a teenager or an adult with a disability." For more information visit <http://www.justdigit.org/wallet-cards/> For each person that requests a wallet card, DIG creates a unique card for that person free of charge. What you do not know, is that it costs our organization approximately \$2.00 to produce each wallet card. To our pleasure, after a great story by Kristi Krueger on local television channel 10, requests for wallet cards came rolling in. To alleviate some of the production cost and to keep this amazing tool free we thought a fundraiser would be the way to go.

After brainstorming as a team, we decided that we would like to team up with Shake Shack and set up a fundraiser through them. As we see it, it is a win-win for everyone involved- you have to eat any way and you might as well eat for a good cause. Shake Shack has agreed to give DIG 15% of the profits on a date we set for those who go in to the Shack and purchase food with a copy of our flyer that we will be sending out at a later date. We plan on setting this up for a date in the fall but we thought it would be fun to bring you in on this idea now. Before we officially set this up, all of our office staff will be going to the Shack to check it out and make sure it has appropriate accessibility! We will continue to be in touch with this exciting fundraiser!