



SOUTH KINGSTOWN  
PARTNERSHIP FOR PREVENTION

## South Kingston Partnership Case Study

## TimerCap Fundraising Program



# Background and Overview

Opioid abuse has become a public health and safety crisis in America. From 1999 to 2015, more than 183,000 people have died in the U.S. from overdoses related to prescription opioids, with more than 15,000 prescription opioid overdose deaths in 2015 (cdc.gov). It has no demographic, economic, or geographic limitations. It affects people of every age, race, and gender.

Opioid abuse often starts with the most vulnerable populations, children and teens. 90% of prescription drug abuse starts in the teenage years. Despite these statistics, most parents do not believe their families are at risk. In fact, a recent study of adults living in households with children, prescription opioids were stored in a locked or latched place in only 32.6% of households with young children and 11.7% with older children.

The youth members of Rebels Inspiring Positive Lifestyles joined forces with The South Kingston Partnership for Prevention to create awareness about the opioid crisis in their community, and provide effective solutions to the problem. They also sought to further educate themselves by raising funds to attend a CADCA conference and to learn about how to be more effective educators and leaders in the fight against opioid abuse in their community. The Rebels Inspiring Positive Lifestyles organized fundraisers and equational outreach opportunities. They partnered with TimerCap to use bring easy to use, low cost promotional tools that allowed to them to minimize their promotional costs, proved a branding opportunity to donors, and educate the public with a tool that provides a solution to help people measure, monitor, manage, detect,& deter opioid abuse.

# South Kingston, RI Partnership

## Rebels Inspiring Positive Lifestyles

### Goals:

- Raise funds for coalition members to attend CADCA leadership seminar.
- Educate community about opioid prescription abuse and prevention tools.
- Form partnerships with local organizations, governments and businesses to reduce prescription drug



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South County Hospital



27 likes

**skprevention** Come visit us today at South County Hospital's Alcohol Awareness event! We will be here from 10-2, stop by to get some awesome resources and some candy 😊



Date: \_\_\_\_\_ Medication: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

  
SKPP  
SOUTH KINGSTOWN  
PARTNERSHIP FOR PREVENTION

[www.skprevention.org](http://www.skprevention.org) - 401-360-1880

# TimerCap Partnership

- Used TimerCaps during local tabletop events to educate public, raise awareness and raise funds for goals.
- Coalition logo featured on TimerCaps for brand recognition.
- Lowered costs of fundraising activities.
- Received customer service support and advice on how to demonstrate product.
- Provided a solution and educational tool for all six principles of prescription drug abuse prevention.

“TimerCaps are so much more affordable than lock boxes, I can easily distribute 5 to 6 times more TimerCaps to one lockbox. The more products that are in the community the safer our community will be.”

**Heidi Driscoll,  
Corordinator of South Kingston, RI Partnership  
Rebels Inspiring Positive Lifestyles**

# Budgeting and Communication Tools

South Kingston coalition members created the following templates to meet their goals:

- Fundraising goals sheets and spending budget for promotional items. (add in how much money they saved and raised with TimerCap)
  - Task lists for members.
  - Templates for solicitation of donations from restaurants, local businesses and non-profit organizations.
    - Grant letters to local government and foundations.
- Letters to local news organizations requesting coverage. • Thank you letters for people and organizations that donated.



# Presentation Skills

- Coalition leaders were confident, cheerful and professional in appearance.
- The members of Rebels Inspiring Positive Lifestyles had their pitch ready, were knowledgeable about their mission and goals, could explain who benefited from their work and were ready to tell others how they could help.
- Members were able to demonstrate TimerCaps and explain how they were an easy, effective tool in combating opioid abuse and helping fundraise for coalitions.

# Multiple Method Fundraising

- Use of TimerCaps for Coalition branding
- Donations and Grants from local fraternal and religious organizations
- Restaurant Fundraisers
- Table Top Fundraisers at school, Fairs and local events
- Government Grants
- GoFundMe page



The screenshot shows the top portion of a GoFundMe page. At the top right, the 'gofundme' logo is visible. Below the header is a photograph of seven young women standing in a line against a plain wall. They are dressed in casual attire, including sweaters and jeans. Below the photo, the title of the campaign is 'SK Youth Coalition Leadership Trip'. Underneath the title, it states '\$995 raised'. At the bottom of the visible section, there are two location tags: 'Education' with a blue location pin icon and 'WAKEFIELD, RI' with a green location pin icon.

gofundme



SK Youth Coalition Leadership Trip

**\$995** raised

Education  
WAKEFIELD, RI



## SOUTH COUNTY INDEPENDENT

Serving Narragansett, South Kingstown,  
Charlestown, Kingston, Wakefield and Peace Dale

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## The Narragansett Times

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## Media Coverage and Publicity

- TimerCap provided free publicity links to news coverage of how the TimerCap is used to prevent prescription opioid abuse and how coalitions are using TimerCaps to fundraise.
- South Kingston Partnership sent letters to local news organizations telling them about their efforts and inviting them to cover events.



# Social Media Outreach



skprevention  
Five Guys



24 likes

skprevention A huge thank you to those who came to support SKPP at Five Guys this past Tuesday night! We loved seeing everyone there and appreciate all of the continued support from our community! 🍔🍟🍷

APRIL 18

- Used pictures of events; listed important times, dates and links.
- Promoted fundraising efforts with a consistent message across social media platforms.
- Spread message about fundraising and awareness efforts.
- Directed users to resources to learn more, share information and make donations.
- Increased brand recognition for coalition and donation partners.
- Partners shared coalition posts to further spread awareness.



# Results

- Coalition members achieved their goal of raising enough money to send their members to CADCA's convention.
- Awareness of prescription drug abuse and prevention tools increased in the community.



**TimerCap**

*"I would highly recommend TimerCaps to any coalition who is trying to raise funds. We actually found that asking folks for a donation was much more profitable; people were more generous. TimerCaps allowed us to give a gift to each individual who made a donation. It was a great way to get the product out into our community and generate interest in them. It was also a wonderful tool for us since it was branded with our logo."*

*-Heidi Driscoll, Coordinator, South Kingstown Partnership for Prevention*