



ARCHWAY ACADEMY

STARTING A FUNDRAISER

RAISE MONEY, GIVE THE GIFT OF RECOVERY.



My name is Robert.
I have been sober for
19 months. Thank you for
supporting me. I am
living a life I feel proud
of. Thank you!

LET'S CHANGE LIVES THROUGH RECOVERY!

Thank you for your interest in raising money to support Archway Academy, where students receive the education, recovery support, and community they need to build a future free from substance use.

There are many ways to help! Whether you host a classroom bake sale, donate your birthday, or ask friends to sponsor you in a 5K run, every dollar you raise helps provide students with access to life-changing recovery and education.

Get creative and put your passion into action.

Here are tips and resources to help you reach your goal:

- Information about Archway Academy and teen recovery
- Steps for a successful fundraiser
- Fundraising ideas
- Photos, videos, graphics, and more
- Answers to frequently asked questions



WHAT IS ARCHWAY ACADEMY?

RECOVER, LEARN, THRIVE

Archway Academy is a sober high school in Houston, Texas, dedicated to helping teens in recovery continue their education while rebuilding their lives. We provide a safe, supportive environment where students can achieve academic success while staying committed to sobriety.

At Archway, we believe in hope—the hope that every student can heal, grow, and create a bright future. Through rigorous academics, daily recovery support, and a compassionate community, we empower students to overcome the challenges of addiction and rediscover their potential.

YOU CAN HELP MAKE A DIFFERENCE

\$4.2M+

**AWARDED
IN FINANCIAL
AID TO
FAMILIES**

94%

**STUDENTS
THAT
ATTEND
COLLEGE**

2,100+

**FAMILIES
IMPACTED
THROUGH
ARCHWAY**

78%

**STUDENTS
WHO
MAINTAIN
SOBRIETY**

FIVE STEPS FOR SUCCESS

1

DECIDE WHAT AND HOW MUCH

- Get creative and come up with a fundraising idea that will work best for you or your group.
- Set a fundraising goal knowing every dollar matters. It costs \$40 a day to cover academic cost. How many lives will you impact?

2

CREATE YOUR ONLINE FUNDRAISER

- It's easy to set-up a personal online fundraising page at archwayacademy.org.
- Customize it with a photo and share how you're raising money to support students in recovery.

3

SPREAD THE WORD

- Send an email to friends and family and share your fundraiser on social media to invite others to donate. Here are a few tips for sharing.
- Frequency matters! Share often and across multiple platforms.

4

SUBMIT YOUR DONATIONS

- If you collected cash or check donations in addition to online donations, be sure to drop them off in person or send to our main campus.

5

SHARE YOUR SUCCESS

- Thank everyone that donated to your fundraiser.
- Share photos and the story of your fundraiser with us. We love the creative ways you raise money.

FUNDRAISING IDEAS FOR EVERYONE

BIRTHDAYS

CELEBRATE YOUR SPECIAL DAY BY ASKING FOR DONATIONS INSTEAD OF GIFTS TO SUPPORT TEENS IN RECOVERY.

EVENTS

MAKE YOUR BIG DAY EVEN MORE MEANINGFUL BY INVITING GUESTS TO CONTRIBUTE TO ARCHWAY ACADEMY IN LIEU OF GIFTS.

MILESTONES

MARK A PERSONAL ACHIEVEMENT, LIKE A SOBRIETY ANNIVERSARY OR GRADUATION, BY FUNDRAISING FOR ARCHWAY'S MISSION.

EXCERSIZE

TURN YOUR WORKOUTS INTO A CAUSE BY RUNNING, CYCLING, OR DOING A FITNESS CHALLENGE TO RAISE FUNDS.

FUNDRAISING IDEAS FOR BUSINESSES

COMPANY COOK OFF

CHALLENGE YOUR CO-WORKERS TO A CHILI, BBQ, OR DESSERT COOK-OFF AND ASK TASTE TESTERS FOR A DONATION TO ARCHWAY.

DONATE A HABIT

ENCOURAGE YOUR TEAM TO SKIP A DAILY LUXURY, LIKE COFFEE OR TAKEOUT, AND DONATE THE AMOUNT THEY WOULD HAVE SPENT TO SUPPORT STUDENT RECOVERY.

COMPANY MATCH

ASK IF YOUR COMPANY WILL MATCH THE AMOUNT RAISED, DOUBLING YOUR IMPACT FOR STUDENTS AT ARCHWAY.

WALK FOR RECOVERY

ORGANIZE A COMPANY WALK OR RUN TO RAISE AWARENESS ABOUT THE CHALLENGES TEENS FACE IN ADDICTION AND THE HOPE THAT ARCHWAY PROVIDES.

TIPS FOR SHARING EMAIL AND TEXT

- Invite your friends and family to join your efforts by sending a heartfelt email asking for their support.
- Don't be afraid to follow up! People often want to donate but forget, so sending a reminder email can make a big difference.
- Share your story. Let others know why you're passionate about supporting Archway Academy and how it changes lives.
- Show the impact. Share a story of a student whose life has been transformed through Archway's recovery and education programs—your fundraiser helps make these success stories possible!

[VIEW SAMPLE EMAIL & TEXT >>](#)

TIPS FOR SHARING SOCIAL MEDIA

- Share your fundraising link along with a powerful photo or graphic to spread the word.
- Post updates on your progress—let people know how close you are to your goal and encourage them to help you reach it.
- Promote your fundraising event—if you're hosting a car wash, bake sale, or sober challenge, create a Facebook or Instagram event and invite people to participate.
- Tag Archway Academy (@ArchwayAcademy) so we can celebrate your efforts and share your fundraiser with our community.
- Use personal stories—share why this cause matters to you and how Archway changes lives.
- Post multiple times—people may need to see your fundraiser more than once before they donate.
- Engage with donors—thank supporters publicly and encourage others to join in.
- Utilize different content formats—mix in videos, Instagram Reels, and live streams to make your posts more dynamic.

[VIEW SAMPLE SOCIAL MEDIA POST >>](#)

RESOURCES

**USE THESE DIGITAL
RESOURCES TO AMPLIFY
YOUR IMPACT**

Brand Collateral

Enhance your fundraiser with official Archway Academy-branded materials to help spread the word and make a bigger impact!

- Logos – Download Archway’s logo to use on flyers, social media posts, and event materials.
- Social Media Graphics – Use pre-designed graphics and templates to make your posts stand out.
- Email & Letter Templates – Customize ready-made messages to reach out to friends, family, and potential donors.

[\[Download Brand Collateral\]](#)

Photos & Videos

Bring Archway’s mission to life by sharing powerful images and videos that highlight the impact of education and recovery.

- Photos – Use these images to showcase the lives that have been transformed through Archway Academy. Please include proper attribution: “Photo credit to Archway Academy.”
- Videos – Create a deeper connection by sharing stories of students who have found hope and success in recovery. Please include proper attribution: “Video credit to Archway Academy.”

[\[View & Share Photos/Videos\]](#)

CONNECT WITH US



[FACEBOOK](#)



[LINKEDIN](#)



[INSTAGRAM](#)