



How to Pay it Forward with Tyler's Teddies

Tyler's Teddies is a fundraiser that was started by New York middle school teacher Michele Witte after her son, Tyler, died when he was 10 months old after being entrapped by a faulty drop-side crib. His story has people all over America paying it forward by raising awareness and supporting laws that keep kids safe!

Those who purchase a teddy are encouraged to either keep it and promise to share kindness or give it to a family member or friend and ask them to do a random act of kindness in return.

Proceeds from the fundraiser go to [Kids In Danger](#), a nonprofit organization dedicated to protecting children by fighting for product safety. KID works with families like Tyler's to advocate for children and make children's products safer.

Getting Started:

Step 1: Figure out who's going to help! Is it a volunteer club? Maybe an individual class? Kids can potentially get community service hours for activities such as Junior Honors Society for selling the bears so take that into consideration when choosing a class or club to help! Whatever the group, make sure they're excited and involved!

Step 2: Think of a good time of year to sell the teddies. We suggest right before the holidays or Valentine's day so kids can give them as gifts.

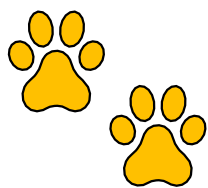
Step 3: Contact a caring teacher at their school or the school principal to get info on how to fundraise at school! It's important to ensure that fundraising is done in a way that is safe and fun for everyone involved.

Step 4: Find teddy bears that can be transformed into a Tyler Teddy. Ask local toy sellers or online stores if they would be willing to donate teddies or sell them for a reduced price. You can also look into organizations that have grants set up to donate their products (for instance 4imprint: <https://onebyone.4imprint.com/>). Otherwise look for teddies online at a low enough price that money can be gained from fundraising. An example of teddies used in the past include: <https://bit.ly/2T0UK2n>

Step 5: Determine a price to sell the teddies for!

Step 6: Decide if you want to name the teddies after a special child who was injured or killed by unsafe products or keep them named after Tyler!

Step 7: Make them unique! Decorate them with any tools available and tags describing what Tyler's Teddies are. When decorating your Tyler Teddies, make sure not to add small parts! Some of these gifts may be given to younger siblings, so it is important to make sure these teddies are safe for everyone!



Step 8: Have the students practice what they're going to say! It's good to practice so that they feel confident to tell their teachers and peers what Tyler's Teddies are and how they're benefitting the community.

Step 9: Figure out when and where the teddies will be sold. Whether it is before school, during lunch, or after school, make sure there's a planned place and time.

Step 10: Market Tyler's Teddies out to the school. Make posters, flyers, and announcements to get people talking about and excited for Tyler's Teddies.

Step 11: Sell them! Have students take shifts selling the teddies and keeping track of how many are sold and how much money is collected.

Step 12: Tally up funds raised and Share your results with others through newsletters, social media or local media. Remind people what the money it going towards and the goal of paying it forward.

Step 13: Donate the proceeds to Kids In Danger and let them know how the fundraiser went!



Contact us [here](#) for more information or to get started!