

# Welcome



Thank you for supporting the kids in your community by hosting a fundraiser for Children's Hospitals and Clinics of Minnesota. This is a great opportunity to show your dedication to local causes and important organizations. Your gifts will directly benefit the kids we care for from your community and throughout the Upper Midwest, and help us turn no child away, ever. Getting your community involved is the key to success, and we encourage you to invite family, friends and neighbors to help you help kids and to further Children's mission.

This kit contains everything you need to host a successful fundraiser, including:

- Ways to get involved and FAQ's
- Tips for planning your event
- Fundraiser proposal form
- Speaking points
- Poster and buttons to promote your fundraiser

## How is Children's different?

What sets Children's apart from other hospitals? In short, everything – from our innovative surgery suites, to special pediatric pain protocols, to the music and bubbles and Popsicles® that remind our patients to be kids and provide much needed distraction. Children's is the largest pediatric health system in the region; we care for more kids than any other hospital in the Upper Midwest. Everything we are and everything we do is 100% kid-focused. Donations make it all possible.

## No child turned away

At Children's, we provide quality care to every patient who walks through our doors. There are trauma patients who, in the blink of an eye, find themselves fighting to survive in our emergency department. Others come back to Children's week after week, sometimes for years, for things like cancer treatment or cardiovascular care. Fundraisers like yours help us turn no child away, ever.

You can learn more about Children's Give where you live fundraising programs at [childrensMN.org/givewhereyoulive](http://childrensMN.org/givewhereyoulive).

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# Ways to get involved

We want to make it easy for you to give back to the kids in your community. You will find the tools you need to hold a successful fundraiser within this kit. Once you've decided how you'd like to get involved, please fill out the enclosed fundraiser proposal form. Our team will then email you additional customizable items to promote your fundraiser.

## Here are some of the ways for you to support the kids in your community:

- **Birthday party** – Join Children's Cake & Candles birthday club! Visit [childrensMN.org/cakeandcandles](http://childrensMN.org/cakeandcandles) to learn more.
- **Special event dedication** – Birthdays, Bat/Bar Mitzvahs, engagement parties, weddings, showers and more are all occasions for joy and celebration. The following are ways you can use a special occasion in your life to give back: invite guests to make a donation to Children's; make a donation in honor of your guests; or create a special fundraising page to share with your family and friends.
- **Host an event** – Anyone, from kids to corporations, patient families to volunteer groups, can plan an event benefiting Children's. All of the proceeds from these events can go to the area of the hospital that you feel is important. The type of event is up to you! Golf events, runs/walks, happy hours, dance-a-thons – the possibilities are endless. Be creative!
- **Create a fundraising page** – Visit [giveMN.org](http://giveMN.org) to create a fundraising page for your special event, to honor a family member or friend, or to create awareness of your fundraiser. This is a great opportunity for out-of-town friends to contribute to your cause. We would be happy to help you create your fundraising page.
- **Give in honor of someone** – Make a gift in honor of someone who has made an impact on your life. A teacher, grandparent, friend or anyone who deserves an extra special acknowledgement of the wonderful things they do.
- **Cause related marketing** – Invite your customers and community to help support Children's. This is a great opportunity to show your dedication to local causes and important organizations. Try one of the following:
  - Paper icon sales
  - Percentage of sales
  - "Wish List" of items needed at Children's
  - Proceeds of a special item going to Children's
- **Yard/garage sale** – Make it a neighborhood event! Then donate a portion or all of the proceeds to Children's.
- **Bake sale** – Everyone loves something sweet! This is a great fundraiser for a faith organization, school or service group.
- **Plant sale** – Stock up gardens in the spring, sell pumpkins in the fall and poinsettias over the holidays as a way to bring cheer to your community.
- **Lemonade stand** – A fun and easy way for kids to give back during the summer months! Keep their math skills in shape and teach them about giving back.
- **Your great idea!**

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# Frequently asked questions



**As you begin to plan your fundraiser, you may have questions along the way. The following are answers to some frequently asked questions. If your question isn't on the list, please contact Children's Foundation at 612-813-7194 or [kiirsten.preble@childrensmn.org](mailto:kiirsten.preble@childrensmn.org).**

## **Why support Children's?**

Children's is the largest pediatric health care system in the region, treating more than 128,000 kids each year. By giving to Children's, you are helping to ensure that no child is turned away, ever, because of the family's inability to pay. You are also giving a donation that will be used to support an organization that is invaluable to the community.

## **How long does it take to get my fundraiser proposal approved?**

Please allow 5–7 business days for a response.

## **How do I make my donation?**

Thank you for all of your hard work and for hosting a successful Children's Community Fundraiser! After your event has taken place, we would welcome the opportunity to personally thank you with a visit to the hospital. Event leaders will be invited to the hospital for a tour and a photo with our 'big check.' Donations can be made at that time or sent to the Foundation at the address below within 30 days of your fundraiser. All checks should be made payable to Children's Foundation.

**Children's Foundation  
c/o Community Fundraisers  
2910 Centre Pointe Drive  
Roseville, MN 55113**

## **What will my donation fund?**

We will gladly work with you to help designate your donation to a specific program or urgent needs.

## **Will each of my donors get a receipt?**

Because your event is a community fundraiser and not directly planned through Children's, donors will not receive a receipt for their donation unless it is directly made out to Children's.

## **Can I use Children's logo for my own materials?**

As part of this fundraising kit, Children's provides you with all the necessary materials needed to implement a successful fundraiser. We encourage you to take full advantage of these materials, both in print and online format. If you do choose to create additional materials, please keep in mind the following:

- The Children's Hospitals and Clinics of Minnesota logo is a registered trademark and cannot be legally reproduced without permission.
- Any additional materials must be reviewed by Children's before they are used.

## **Will Children's provide assistance with promotion?**

Depending on the fundraiser, Children's may be able to add your event to our Benefit Events calendar, the Deals & Events blog and monthly Give where you live email. We encourage you to use the promotional materials provided to spread the word in your community. Children's is unable to provide contact information for our corporate sponsors, donors and supporters for solicitation purposes.

*continued on back*

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# Frequently asked questions

Children's is able to support your event in many ways, but there are a few services we're unable to provide:

- Donor mailing lists
- Insurance
- Media contacts and publicity
- Celebrities for appearances
- Volunteers
- Event expenses

## **Will someone from Children's Foundation be present at my event?**

Children's will make every effort to be at your event depending on schedules and availability.

## **How should we communicate the fundraiser to our community?**

As part of this fundraising kit, Children's Foundation provides you with talking points to share with family, friends and the community. These talking points offer a great starting point to ask if people want to participate, as well as answer any questions they may have. Plus, we have included posters that can be displayed around your community.

## **What are Children's financial guidelines for community events?**

- Event expenses should be less than thirty percent (30%) of the total amount raised, excluding in-kind donations.
- If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.
- A separate bank account should be established for your event. The title of the account should be "[event name] to benefit Children's Hospitals and Clinics of Minnesota." Only event expenses may be deducted from this account and all donations are to be held in trust for Children's Hospitals and Clinics of Minnesota.
- If a guest of your event would like to use their credit card to donate, they will need to contact Children's Foundation directly at 651-855-2800 or give online at [giving.childrensMN.org/donate](http://giving.childrensMN.org/donate).

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# Fundraiser proposal form



Thank you for your interest in supporting Children's Hospitals and Clinics of Minnesota. Before you hold or publicize your fundraiser, you must submit this application to Children's Foundation for approval. Please email the completed application to [kiirsten.preble@childrensMN.org](mailto:kiirsten.preble@childrensMN.org) or fax to 651-855-2850. Allow 5 - 7 business days for response.

## Fundraiser representative

Fundraiser contact: \_\_\_\_\_

Group/Organization planning fundraiser: \_\_\_\_\_

Mailing address: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fundraiser website: \_\_\_\_\_

## Fundraiser information

Type of fundraiser: \_\_\_\_\_

Name of fundraising event: \_\_\_\_\_

Location (if applicable): \_\_\_\_\_

Date(s) of fundraiser: \_\_\_\_\_

How do you plan to publicize your fundraiser: \_\_\_\_\_

Estimated participation: \_\_\_\_\_ Cost to participate: \_\_\_\_\_

## Use of funds

Please indicate the designation of your donated funds:

- Urgent needs
- Other (Please specify) \_\_\_\_\_

## Signature

Until Children's Foundation has granted written permission, contributions may not be solicited in the name of Children's Hospitals and Clinics of Minnesota, and the name "Children's Hospitals and Clinics of Minnesota" may not be used for any purpose.

Information provided on this form is correct and accurately describes the proposed campaign. The campaign will be bound by the terms of the proposal submitted to Children's Foundation. The undersigned agrees to all guidelines outlined in Children's Give Where You Live materials and overview.

- I agree to the following:  
THE ORGANIZATION/GROUP SPONSORING THE EVENT ASSUMES ALL RISKS AND LIABILITIES ASSOCIATED WITH THE EVENT AND HEREBY RELEASES AND HOLDS HARMLESS CHILDREN'S HOSPITALS AND CLINICS OF MINNESOTA AND ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, AND SUCCESSORS, AND ASSIGNS FROM AND AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, COSTS AND EXPENSES, INCLUDING REASONABLE ATTORNEY'S FEES. ARISING OUT OF OR INCLUDING, WITHOUT LIMITATION, ANY PERSONAL INJURIES OR DAMAGE TO PROPERTY WHICH MAY OCCUR IN CONJUNCTION WITH THE EVENT. CHILDREN'S PARTICIPATION AS A BENEFICIARY IN NO WAY IMPLIES A BUSINESS AGREEMENT WITH ANY SPONSORS OR COMMITTEE MEMBERS.
- I agree on behalf of the organization/group that I represent that Children's will receive all revenues from the event within 30 days of the event or within alternative terms mutually agreed upon. I agree that all printed materials and publicity for the event must be approved by Children's prior to being released, printed, etc. and that I will abide by the 3rd Party Events Policies and Guidelines provided to my organization/group by Children's.

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Please submit this form at least four weeks prior to the proposed first day of the fundraiser. Completion of this form does not ensure approval. You will be contacted if further information is needed. If you have any questions regarding this form or your fundraising, please contact Children's Foundation at 612-813-7194 or email [kiirsten.preble@childrensMN.org](mailto:kiirsten.preble@childrensMN.org).**

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# Talking points



Thank you for hosting a fundraiser to support kids in your community! These talking points will help you to answer questions about your fundraiser and Children's.

## **Ask your friends, family and community:**

Help me support kids in our community!

### **Tell them that:**

All donations help local kids receive some of the best health care in the region.

## **Here are a few fast facts about Children's if people want to know more:**

- Children's is a nonprofit independent health care organization (not affiliated with any other hospital systems or universities).
- Children's cares for over 128,000 kids each year! We see kids from 100 percent of MN counties and 61 percent of the counties in WI, IA, ND and SD.
- 1 of 3 kids who come to Children's needs financial support for their care. Donations help make that possible.
- Children's cares for more than 55 percent of children diagnosed with cancer and blood disorders in Minnesota.
- We have the largest neonatal program in the region – with some of the best outcomes in the world.
- Only Level I pediatric trauma center dedicated solely to kids – with over 90,000 visits to our emergency departments last year.
- Over 10,000 pediatric heart surgeries have been performed at Children's since our cardiovascular program's inception – ranked one of the top cardiovascular programs in the country.
- The McNeely Pediatric Diabetes Center at Children's is the only diabetes center in the region to specialize in working solely with children and teens.
- Our new Neuroscience Center provides comprehensive care for kids with brain injuries and illnesses.
- Everything at Children's is designed with kids and families in mind – from facilities, to programs, to specialized forms of care.

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