



Philanthropy at CHaD

The Children's Hospital at Dartmouth (CHaD) is committed to providing high quality, family-centered care to the children of our region. CHaD offers a number of crucial support programs and resources which are vital to carrying out this commitment. These programs include Child Life, Molly's Place (the CHaD Family Center), Injury Prevention, the Boyle Community Pediatrics Program, and the Child Advocacy and Protection Program (CAPP). These programs are not funded through insurance reimbursements and would not exist without philanthropic support. This is why your support through your fundraising event is critical.

The Purpose of the CHaD Community Cares for CHaD Kids Kit

CHaD is fortunate to be part of a very supportive community. Corporations, community organizations and individuals support CHaD through sponsorship dollars and donations. However some individuals or groups are looking for more creative ways to show their support. This Kit offers those individuals and groups some ideas, resources and guidelines to hold their own fundraising event, to benefit CHaD.

Currently, this kit provides information on planning a bake sale, a penny drive and a read-a-thon. We look forward to adding some more innovative ideas as we receive them from community groups. These are simply guidelines intended to demystify the process and get you started. Feel free to add your own creativity!



Inspiration

Different people will find inspiration in different places, but at the heart of all are the children that CHaD serves. From preventative care to ongoing treatment for critical injury and illness, CHaD provides care to approximately 40,000 unique patients each year -- you probably know at least one!

We are New Hampshire's only children's hospital, and serve significant portions of Vermont as well. CHaD has 75 inpatient beds, half of which are for intensive care. This means we see the region's sickest children. CHaD remains committed to providing the highest level of care, regardless of a family's ability to pay. The recent economic crisis has had a significant impact on CHaD. As more unemployment rises and families struggle to make ends meet our services to Medicaid patients are drastically increasing at the same time State governments are approving cuts to Medicaid. We are committed to serving the children and families of our region and your support through your fundraising efforts are more important than ever.

We encourage your group to visit our website at www.chadkids.org for patient stories and videos. All are guaranteed to inspire. You can even take a virtual tour of CHaD, and see what a wonderful place it is!





Event Planning Basics

- 1. Form a committee:** Choose enthusiastic and committed people to take part in the planning process. Look for a wide range of skills and enough people to share the work load. It doesn't have to be a large group, but as we all know, "many hands make light work."
- 2. Choose your event:** Decide which of the events in this kit will work best for you -- or develop a new event! Encourage your committee members to use their imaginations and get creative.
- 3. Identify your audience:** Who do you expect to participate? How can you best gear your event to them? Will there be participation from the public, or just from your circle of friends and acquaintances?
- 4. Set goals:** Set realistic but challenging goals. If you had to work to get there, you will have much to celebrate after the event!
- 5. Plan your budget:** If there will be any cash outlay for the event, it is important to set a budget. We recommend that fundraising costs not exceed 15% of the income from an event.
- 6. Schedule your event:** Choose your date and time carefully in order to maximize participation and allow your group plenty of time to plan and publicize.
- 7. Register your event:** Fill out the attached registration form for CHaD Community Events.
- 8. Collect Funds:** We ask that funds be submitted to CHaD within 30 days of the event date. Checks should be made payable to CHaD.
- 9. Thank you!** Thank your participants and acknowledge your volunteers. And thank YOU for supporting CHaD through your efforts!



Guidelines for Conducting Events for CHaD

1. Events must be registered with CHaD by filling our Event Registration form (see last 2 pages of this kit. Events are registered on a year-to-year basis. So if you've done your event for CHaD before please complete a form each time you plan to repeat your event.
2. Events should complement the image and mission of the Children's Hospital at Dartmouth (CHaD). We discourage direct sponsorship by companies whose products are in conflict with our mission, including but not limited to alcohol and tobacco.
3. CHaD must be identified only as the beneficiary of the event, as opposed to the event being billed as a "CHaD event."
4. Event organizers are responsible for obtaining all necessary permits, licenses and/or insurance.
5. Prepare a budget with estimated revenues and expenses for your event. CHaD reserves the right to review this budget. The Better Business Bureau states that charities should spend no more than 35% of related contributions on fundraising. CHaD will not approve an event where the fund-raising costs exceed 35% of total income.
6. CHaD must approve, in advance, all copy for print materials, including invitations, advertisements, press releases and posters.
7. Events must comply with all federal, state and local laws governing charitable fund-raising, gift reporting and special events. Donors must be notified regarding which portion of their contribution is tax deductible, and determinations must be made based on fair market value of all tickets and/or items. Please contact CHaD with questions or for more information.
8. Please notify CHaD Community Relations if you plan to contact businesses, individuals or organizations for sponsorship proposals. Please be prepared to provide CHaD with a list of organizations that you plan to approach, so that we can be sure that they have not already been solicited for a donation by CHaD.



Support CHaD can provide:

1. Offer advice on event planning.
2. Provide a letter of authorization to validate the authenticity of the event.
3. Provide CHaD logo (use must be approved by CHaD staff).
4. Provide you with background on CHaD, including funding priorities.
5. Promote your event on our web site.
6. Provide you with some basic necessities for carrying out an event, like a CHaD banner!

CHaD is unable to provide the following:

1. On-site staffing and volunteers
2. Insurance coverage
3. Funding or expense reimbursement
4. Mailing lists
5. Advertising and promotion outside of our web page

In addition, we are unable to extend our tax exemption to your organization.

Event ideas!

Following are suggestions of fundraisers you can do to raise money for CHaD. We also encourage you to come up with your own idea!



The Penny Drive

Pennies seem to be everywhere, and virtually everyone can spare one. Children love counting pennies, and goals based on pennies collected can be quite attainable and exciting. This is a great fundraiser in particular for schools and other organizations involving children. A penny drive can be as simple as putting out canisters to collect loose change, or can become a fun and competitive event!

In a school setting, classrooms can compete against each other. One model is for every penny a classroom collects, they receive one point. Nickels, dimes and quarters can take on new meaning. If collection bins for each class are placed centrally, and children can drop money in any bin, silver change can count as a negative. A period of time is set (suggested timeframe is 6-8 weeks) with weekly updates and the class with the most points wins a prize, such as a pizza or ice cream party. This is a great way to raise money with no cash outlay.

If you are working with employees or adults, you could divide your group into teams or have departments compete. Each team has a large container and the group with the most pennies in their container wins! The losing team(s) must serve the winners at a special coffee break in their honor.

There are many variations and different ways to be creative! Funds could even go toward the sponsorship of a participant or team in a CHaD event, such as the Ski & Ride Festival or the CHaD Half Marathon and Relay.



The Bake Sale

Bake sales are a great way to raise money, and to bring groups together! Those that can't bake might consider providing paper goods or beverages.

A great variation on a bake sale is a cookie buffet. The bake sale is limited to donations of cookies. Customers purchase a bag for a set price and can fill it with cookies, of their own choosing! This is a fun way for people to sample many different treats, and makes collecting funds simple because of the set price!

Be strategic about the timing of your bake sale. If you are doing it at the office, coffee breaks and lunch time will offer the best timing. If there is another community event happening, you may be able to capitalize on the crowds that are drawn to that event, while at the same time providing a service by supplying refreshments.

Advertising is important. Let people know that you are planning this event and to show up hungry! Display your goodies nicely, and assign all volunteers with a task (replenishing cookies, counting money). Be sure you have plenty of change in your cash box!



The Read-a-thon

The Read-a-thon concept encourages a love of reading while providing a creative and fun way to help CHaD. Children collect pledges – much like a walk-a-thon.

Goals can be individualized for the children, and can be counted in minutes of reading time, pages read or number of books read. Older children can become involved by reading to younger children, which is a way to bring a whole school together for a great cause.

We suggest a two week time period, beginning on a Monday, for the Read-a-thon to take place. You will also need to figure in a sufficient amount of time for your group to solicit pledges.

Prizes could be awarded for different categories, including most funds raised, highest number of books read, and classroom prizes.



CHaD Event Registration Form

Contact Name _____ Today's Date _____

Name of Sponsoring Organization or business (if any) _____

Address _____ City _____ Zip _____

Email address _____

Daytime Phone _____ Evening Phone _____ Cell Phone _____

Event Date _____ Event title if you have one _____

Event Description (e.g. funds will be raised by a flat donation, percentage of sales, etc) _____

Location(s) _____

How much do you estimate this event/project will raise for CHaD? _____

Have you ever held an event/project like this one before? YES NO

If yes, for what organization(s)? _____

Where? _____

Do you plan to advertise that your event/project will benefit CHaD? YES NO

If yes, please describe your advertising plans _____

(Note: All printed and broadcast promotional materials for this event/project must be approved by CHaD.)

Do you plan to have corporate sponsors for this event/project? YES NO

If yes, please list: _____

(Note: all sponsors of events to benefit CHaD must be compatible with the CHaD mission and are subject to approval by CHaD)



What support, if any, will you need from CHaD? _____

Do you need any financial commitment from us? _____

Do you have a special connection to CHaD? How did you become interested in CHaD? _____

Is there an insurance policy in effect that covers you for this type of activity? YES NO

Please describe (include policy limits), and return a copy of the insurance policy with this form. _____

Please check all that apply:

_____ CHaD may mention this event/project in its newsletter, to its guests, and to other CHaD supporters.

_____ CHaD has permission to use any photographs that may be taken during this event/project in its news letter and in other public relations materials.

_____ I/We would prefer to remain anonymous. Please do not mention this event/project or use any photographs in the CHaD newsletter or in any public relations materials.

Signature _____ Date _____

Please return completed form along with an event budget to closest Community Relations office:

CHaD Community Relations
DHMC
One Medical Center Drive
Lebanon, NH 03756
FAX: 603-650-3434
PHONE: 603-650-3431

CHaD Community Relations
Dartmouth-Hitchcock Manchester
100 Hitchcock Way
Manchester, NH 03101
FAX: 603-668-7435
PHONE: 603-668-7436

Please call CHaD Community Relations with any questions about this form.