

# PLAN A FUNDRAISER

## BENEFITING ADVOCATE CHILDREN'S HOSPITAL



As a not-for-profit hospital, Advocate Children's Hospital relies on partnerships with friends and neighbors to expand and improve our services. Charitable gifts made by patient families, caregivers, and local citizens—people like you—make the difference. There are many ways to support our hospital, including hosting your own fundraiser to benefit the children and families we serve.

### GETTING STARTED

1. **Decide what type of event you want to host.** From bake sales to car shows and golf outings to walk-a-thons, the possibilities are endless! **NOTE:** Advocate Children's Hospital cannot endorse fundraisers that have a gambling element (excluding raffles or auctions) or that are sponsored by alcohol or tobacco companies.
2. **Review the Event Guidelines and the Frequently Asked Questions.** This information, included on pages 2-4, will provide important details and clarification regarding our policies and process.
3. **Complete the Fundraising Event Application.** Fundraisers should complement the mission and brand of Advocate Children's Hospital; therefore, event/activity ideas must be submitted for approval via our application on pages 5-6. **IMPORTANT:** Planning and execution of your event/activity may only begin once you have received a formal letter of approval from Advocate Children's Hospital via email.

### EVENT PLANNING ACTION ITEMS

- **Form a planning committee.** Collaboration and sharing responsibilities will increase your chances of success and help you enjoy the process.
- **Establish event goals.** Have realistic and measurable financial goals.
- **Identify your audience.** Determine who is likely to attend and support your event.
- **Develop a budget.** Identify possible sources of income and expenses.
- **Give your event a personality.** Be creative when branding your event. Make it fun for you—and everyone who will attend.
- **Promote and publicize.** Develop a plan for generating interest and excitement.

We are excited to partner with you, and our team is ready to help ensure your event is a success! If you have questions or need additional information after reviewing this packet, please contact:

Jennifer Thanos  
Director, Events and Board Relations  
Advocate Charitable Foundation  
630.929.6915  
jennifer.cosbythanos@advocatehealth.com



# IMPORTANT GUIDELINES

## FOR EVENTS BENEFITING ADVOCATE CHILDREN'S HOSPITAL



Thank you for your interest in organizing an event or activity to benefit Advocate Children's Hospital—and, most importantly, our youngest patients and their families. Below are important guidelines that must be followed to ensure that your event is approved, and turns out as the success we all want it to be.

### EVENT BRANDING AND PROMOTION

- For legal reasons, Advocate Children's Hospital may only be referred to and identified as the event beneficiary. For example, a fundraiser cannot be named *Advocate Children's Hospital Ride for the Kids*; instead, it should be titled *Ride for the Kids benefiting Advocate Children's Hospital*.
- Once your event has been approved, we will provide you with the hospital logo for your marketing materials. Materials that include the Advocate Children's Hospital name or logo must be approved by our team prior to printing, distribution or posting online.
- If Advocate Children's Hospital is one of several beneficiaries, the exact percentage or amount of proceeds that benefit the hospital must be clearly stated on all materials presented to the donor/participant.
- Advocate Children's Hospital reserves the right to decline or withdraw as beneficiary of the event at any time if we feel there is a conflict of interest or if the event may have a negative impact on the hospital's brand.

### SOLICITING DONATIONS

- To avoid duplicate solicitations, we ask that you notify the Advocate Children's Hospital Development Office before asking a business or company for any kind of donation, cash or in-kind (gifts of goods or services), of \$1,000 or more. If you are not with an organization that claims 501(c)(3) status, please do not promise a charitable tax receipt.
- Donations for your fundraiser are not charitable tax deductions unless the donor writes a check directly payable to Advocate Children's Hospital, and the check is not related to event tickets, prizes or auctions.

### MANAGING REVENUE AND EXPENSES

- No bank accounts in the name of "Advocate Children's Hospital" may be set up.
- To be a good steward of the funds raised, we recommend that the event achieve revenue that is at least double the event expenses.
- The event organizer is responsible for covering all event expenses and will not be reimbursed by Advocate Children's Hospital. If expenses are paid out of event proceeds, they should be deducted prior to sending the donation to the hospital.
- All proceeds must be made payable to Advocate Children's Hospital and submitted to us within 30 days of your fundraiser. Do not send cash.

*Checks should be sent to:*  
Advocate Charitable Foundation  
c/o Advocate Children's Hospital  
3075 Highland Parkway, Suite 600

# IMPORTANT GUIDELINES

## FOR EVENTS BENEFITING ADVOCATE CHILDREN'S HOSPITAL



### RAFFLES

- To legally conduct any gambling activity or “game of chance” in Illinois, including bazaars and “Las Vegas night” fundraisers, your organization must be an eligible 501(c)(3) charity and acquire a permit from the Illinois Department of Revenue. Please refer to: <http://www.revenue.state.il.us/CharityGaming/>.
- For raffles, you must be an eligible 501(c)(3) charity to receive a license from the village, town or city in which the fundraiser will take place. We cannot provide or “lend” our raffle license to your fundraiser. We cannot endorse any fundraiser that holds a raffle without a license. You may hold a raffle if you have a raffle license, the raffle is compliant with the Illinois Department of Gaming Regulations, and the raffle winners are reported to the Internal Revenue Service as required by IRS regulations. Please refer to: <http://www.gambling-law-us.com/Charitable-Gaming/Illinois/Raffle-Act.htm> and “IRS Notice 1335 Gaming Activities.”

### TOY DONATIONS

New toy donations are gladly accepted, but must be reviewed by our child life department for the safety of our patients. Please call 708.684.4142 for the Oak Lawn campus or 847.723.PLAY for the Park Ridge campus.

#### TO ASSIST YOU, WE CAN PROVIDE:

- Event planning advice
- Options for where to direct your gift—whether supporting the hospital’s area of greatest need or a program important to you
- Logo for marketing materials (use of our name or logo must be pre-approved PRIOR to use)
- Letter of endorsement to validate event authenticity
- Thank-you poster, press release and flyer templates
- IRS-compliant tax receipts for donations made payable directly to Advocate Children’s Hospital

#### WE CANNOT PROVIDE:

- Our tax-exemption number
- Insurance, liability coverage or permits
- Mailing list of our donors, corporate partners or vendors
- Hospital stationery
- Media publicity
- Celebrities or professional athletes
- Guaranteed attendance or participation of patients, staff, physicians or volunteers at planning meetings or the event

# FREQUENTLY ASKED QUESTIONS

## FOR EVENTS BENEFITING ADVOCATE CHILDREN'S HOSPITAL



### **When will I know if my fundraiser is approved?**

Most fundraising events/activities are approved within 5-7 days of your application being submitted. To help expedite the process, please fill out all fields on the application. **REMINDER:** We cannot endorse fundraisers that don't align with our mission and brand, such as fundraisers sponsored by alcohol or tobacco companies.

### **Do I need to create a 501(c)(3) (non-profit) organization to host a fundraiser for Advocate Children's Hospital?**

No, anyone can host a fundraiser for Advocate Children's Hospital with our approval. If you are currently with an organization that has 501(c)(3) status and individuals make donations payable to your organization, Advocate Children's Hospital cannot provide a charitable tax receipt. If Advocate Children's Hospital is the only beneficiary of your fundraiser, we will provide a thank-you letter specific to the event, rather than a tax receipt. Please provide an Excel spreadsheet with your donors' complete contact information for this purpose.

### **Can Advocate Children's Hospital issue tax receipts to my donors?**

Advocate Children's Hospital will issue IRS-compliant charitable tax receipts only if the donation is made payable directly to Advocate Children's Hospital and the donor's detailed contact information is provided. We cannot provide gift acknowledgments to donors who made gifts to you or any other organization. Issuing an inappropriate receipt could put our non-profit status in jeopardy, so do not promise any kind of receipts.

### **How do I pay myself back for expenses I've incurred?**

Advocate Children's Hospital cannot fund or financially support community fundraisers. Event organizers are responsible for covering all expenses and will not be reimbursed by Advocate Children's Hospital. As you start to collect money, keep some funds on hand to help pay your expenses. Please send Advocate Children's Hospital one check—representing the net profit of the fundraiser after your expenses have been paid in full—within 30 days of the event.

### **How can I deposit checks from my fundraiser?**

Checks can be made payable to you for deposit in your bank account. Alternately, some banks allow customers to create an account related to the fundraising activity, with you as the owner. You are not legally permitted to create a bank account using Advocate Children's Hospital in the name or using the hospital's tax identification number.

### **Who do I make the check payable to after the fundraiser?**

Please make the check payable to Advocate Children's Hospital, and submit to:

Advocate Charitable Foundation  
c/o Advocate Children's Hospital  
3075 Highland Parkway, Suite 600  
Downers Grove, IL 60515

### **Will Advocate Children's Hospital provide items for my auction?**

Event organizers are responsible for securing any items for auctions. Advocate Children's Hospital will provide you with a formal endorsement letter for your use in seeking support.

### **Does Advocate Children's Hospital provide event insurance?**

Because Advocate Children's Hospital is the beneficiary and has no direct involvement with running the event, we do not provide event insurance. The organizer is responsible for obtaining required permits and certificates of insurance.

# FUNDRAISING EVENT APPLICATION

## FOR EVENTS BENEFITING ADVOCATE CHILDREN'S HOSPITAL



**By submitting this application, I understand that:**

- All fundraisers held to benefit Advocate Children's Hospital must be approved by Advocate Children's Hospital prior to planning or execution of the event/activity.
- All promotional materials that include the hospital's name and/or logo must be approved by Advocate Children's Hospital prior to printing or distribution. I will forward a draft of all materials for review.
- When referring to the hospital, I will always use "Advocate Children's Hospital" and never just "Children's Hospital."
- Event proceeds will be submitted to Advocate Children's Hospital within 30 days from the date of the event.

**Organization (if applicable):** \_\_\_\_\_

**Event organizer (first and last name):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, state, zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**I would like to raise money for:**

Advocate Children's Hospital (system-wide)

Oak Lawn campus

Park Ridge campus

**Program to benefit:** \_\_\_\_\_

**Event name:** \_\_\_\_\_

**Location name and address:** \_\_\_\_\_

**City, state, zip:** \_\_\_\_\_

**Event description:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# FUNDRAISING EVENT APPLICATION

FOR EVENTS BENEFITING ADVOCATE CHILDREN'S HOSPITAL



Reason for selecting Advocate Children's Hospital: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Event date: \_\_\_\_\_ Event time: \_\_\_\_\_

Ticket price: \_\_\_\_\_ By invitation (Y/N): \_\_\_\_\_ Open to public (Y/N): \_\_\_\_\_

How will you promote this event? (Please include any media partners.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you anticipate this being an annual event? (Y/N): \_\_\_\_\_

Are there other beneficiaries? (Y/N): \_\_\_\_\_ If yes, please list them: \_\_\_\_\_  
\_\_\_\_\_

Estimated revenue: \$ \_\_\_\_\_ Estimated donation: \$ \_\_\_\_\_

Do you plan to seek donations from local organizations? (Y/N): \_\_\_\_\_

If yes, please list companies and what will be requested: \_\_\_\_\_  
\_\_\_\_\_

What do you need from Advocate Children's Hospital? \_\_\_\_\_  
\_\_\_\_\_

*I have read and agree to follow the Advocate Children's Hospital event guidelines.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please mail the completed form to:**

Advocate Charitable Foundation  
ATTN: Jennifer Thanos  
3075 Highland Parkway, Suite 600  
Downers Grove, IL 60515

**Or completed forms may be emailed to:**

[jennifer.cosbythanos@advocatehealth.com](mailto:jennifer.cosbythanos@advocatehealth.com)