



**Children's**  
Healthcare of Atlanta  
Foundation



**COMMUNITY  
EVENT**

---

**FUNDRAISER  
GUIDELINES**

# Your support matters

---

Children's Healthcare of Atlanta has been 100 percent dedicated to kids since 1915. We are a not-for-profit organization devoted to making kids better today and healthier tomorrow, and our specialized care helps children get better faster and live healthier lives. With generous philanthropic and volunteer support, Children's continues to improve the lives of children in our community and beyond.

Each year, we are grateful to those in our community who choose to hold fundraisers—large and small—that raise money to help us provide high-quality pediatric care. On behalf of all who have benefited, thank you for choosing to support Children's with your fundraising activities.

With a spirit of gratitude, we want to provide as much guidance and support as we can while you plan your community event.

Please use this helpful guide as you begin your planning.

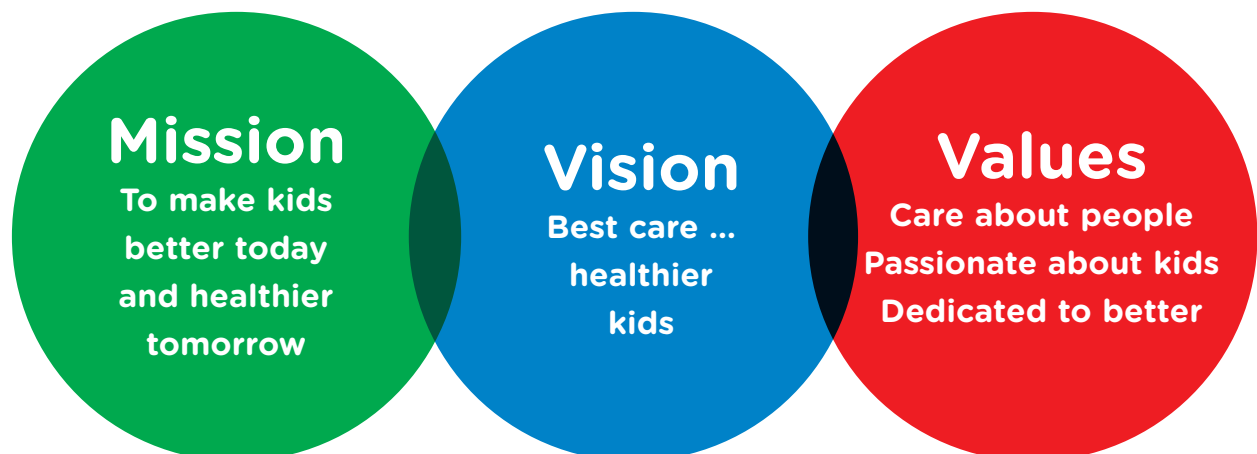
## Inside this packet you will find:

- What we support
- How Children's can help
- Ways to support Children's
- Community event guidelines
- Logo use agreement

Call the Children's Foundation at **404-785-7338**, or email [melisa.morrow@choa.org](mailto:melisa.morrow@choa.org) with any questions you may have along the way. Please know how appreciative we are that you are choosing to support the precious patients and families we serve at Children's.

Sincerely,

Melisa Morrow  
Development Officer,  
Children's Healthcare of Atlanta







## What we support

As a not-for-profit organization, Children's depends on the generosity of the community to continue to help provide specialized, high-quality medical care and unique services to children and their families. In 2019, community and affiliate event fundraising activities will support the following areas:

**Center for Advanced Pediatrics:** Opened in July 2018, this facility provides care to our patients with complex conditions who require frequent visits to multiple specialists and clinics. The Center for Advanced Pediatrics—the first of its kind in Georgia—offers these families access to the specialized, multidisciplinary care their children need, and all under one roof.

More than 20 pediatric specialties are located in the Center for Advanced Pediatrics and will benefit from community event funding, including:



Cardiology



Gastroenterology



Otolaryngology (ENT)



Cystic fibrosis (CF)



Neurology,  
neurophysiology and  
neuropsychology



Rheumatology

## Additional areas of support:



With support from donors, Marcus Autism Center is able to help children with autism spectrum disorder (ASD) reach their full potential.



Donor support helps fund Humorology Atlanta Clown Care, which provides hours of entertainment to patients at all three hospitals.



Funds raised by donors also benefit Hughes Spalding hospital.

# How Children's can help

We appreciate the energy and passion that goes into the planning of community events that support Children's. We are happy to help you with your event when and where we are able.

## We can:

- Offer ideas and planning advice for your fundraiser.
- Provide approved use of the Children's benefiting logo.
- Provide a letter of endorsement that officially sanctions your event as a Children's fundraiser and validates the authenticity of the event and its organizers.
- Provide IRS-compliant tax receipts for donations made directly to Children's.
- Provide Children's logoed banners and balloons.
- Offer access to Friends Asking Friends, our online fundraising page.
- Promote your event on our Children's internal and external calendars as appropriate.
- Take part in celebratory check presentations based on availability.

## We cannot:

- Provide mailing lists of donors, vendors, board members or employees for solicitation.
- Solicit for sponsorship revenue or auction items on behalf of your event.
- Assume responsibility for promoting, publicizing or selling tickets to your event.
- Offer funding to your event.
- Post your event on official Children's social media pages.
- Guarantee attendance of Children's staff, doctors, volunteers or patient families.
- Authorize use of the Children's name for outside bank accounts established to hold funds from a community fundraiser.



## Tips for success:

- Identify your audience and tell us about your event so we can offer guidance where appropriate. You must complete the event application at [choa.org/eventapplication](https://choa.org/eventapplication) to begin the process of hosting a fundraiser for Children's.
- Organize a committee and have plenty of volunteers to help. Ask your insurance agent if they think you might need liability insurance for your event. Obtain any necessary permits.
- Get the word out. Ask friends and volunteers to spread the word by email, flyers and social media.
- Establish a goal. Plan your budget to cover your expenses. Aim to spend no more than 25 to 30 cents to raise a dollar.
- Say thank you. Your supporters will feel great knowing they made a difference. Let them know how much they raised, and remind them that their gifts support the Children's mission to make kids better today and healthier tomorrow.





## Ways to support Children's

There are many ways you can support Children's. The possibilities are limited only by your imagination. Here are some ideas to help get you started:

- **Dinner with friends:** Host a dinner party for friends, asking each couple to bring a check for Children's in the amount it would cost them to go out for dinner. Even an intimate dinner party or a wine and cheese gathering can raise important funds to support us.
- **Kids helping kids:** Encourage your children to do chores around the house or open a lemonade stand to raise money for Children's. Kids for Kids and girlFriend activities, which are listed on our fundraising website, offer fun opportunities that teach kids and teens the importance of giving back.
- **Sporting activities:** Consider organizing a running or cycling event, tennis or golf tournament, fishing event, walk-a-thon or step-a-thon, motorcycle ride or any number of activities that engage sporting enthusiasts.
- **Unwrapping help:** Rather than asking for birthday or other special occasion gifts, invite party guests to bring a gift for Children's. While enjoying a fun celebration, attendees will know they are helping young patients.
- **Put it on the menu:** A restaurant or local store can donate a portion of sales or gratuities to Children's.
- **Strength in numbers:** Think of fundraising activities for groups that are already established, such as knitting or scrapbooking

groups or book clubs. Incorporate a fundraising activity that the group can do together at a regularly scheduled meeting or gathering. Selling crafts can be a fun way to use your talents to help Children's.

- **Community yard sales:** Invite several neighbors or friends to set up tables for a community yard sale with proceeds to benefit Children's.
- **School fundraisers:** Students searching for a great community service or club project may be interested in raising funds and awareness for Children's. Consider hosting a fundraiser during a pep rally, field day or school dance.
- **Facebook fundraiser:** Facebook has launched a simple tool that makes it easy for you to host your own online fundraiser. You can invite online friends to support our organization.

If you don't see an idea that resonates, check out our existing menu of special events and consider joining in support of one of these. Visit [choa.org/events](https://choa.org/events) to learn more.

Check out some of our more popular seasonal fundraisers at [choa.org/mailbox](https://choa.org/mailbox), [choa.org/buyaboo](https://choa.org/buyaboo) and [choa.org/t4c](https://choa.org/t4c).

# Community event guidelines

As you begin planning your event, we ask that you complete the application at [choa.org/eventapplication](http://choa.org/eventapplication).

By registering your event with us, you will receive support, advice and approved use of our benefiting logo. We can also provide a letter of endorsement so that people know your event is officially sanctioned by Children's.

When considering an event to benefit Children's, adhere to the following guidelines:

- Complete and submit a community fundraising event application— [choa.org/eventapplication](http://choa.org/eventapplication).
- Events should complement Children's mission to make kids better today and healthier tomorrow, and convey a positive image of Children's. Alcohol, tobacco, firearms or other products deemed harmful or inappropriate for children may not be promoted in conjunction with the Children's brand.
- Children's reserves the right to decline approval of an event at any time.
- Children's recommends a guideline of spending no more than 25 to 30 cents for every dollar raised. Exceptions may be made on a case-by-case basis.
- All event publicity in which the benefiting Children's logo is used should comply with our logo usage guidelines.
- Children's should not be named in the title of your event but identified as a beneficiary of your event. For example, "XYZ event benefiting Children's," not "Children's XYZ event."
- Due to confidentiality, Children's cannot release mailing lists for promotion or solicitation of funds in support of community events.
- Lists of potential business sponsors must be submitted and approved by Children's before being approached, as many have a longstanding history of prior involvement with Children's.
- Children's will provide IRS-compliant tax receipts for donations made payable directly to Children's as long as we have contact information for the donor.
- If Children's is not the sole beneficiary of funds raised, organizers should clearly state on the event application the percentage of proceeds being directed to our organization.
- Children's is authorized to have access to all fundraising records and accounting of its community events. Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.
- We request that event proceeds be submitted within 45 days of the event date.

Send to:

Children's Healthcare of Atlanta Foundation  
Attn: Melisa Morrow, Community Events  
3395 Northeast Expressway, Suite 100  
Atlanta, GA, 30341

Checks should be made payable to Children's Healthcare of Atlanta Foundation.







## Logo use agreement

---

The Children's name and benefiting logo can only be used with written permission and approval of use in the event application and or email correspondence. The Children's logo is a registered trademark and may not be altered in typeface, color, configuration and/or position. We will provide a "benefiting Children's" logo and logo standards to the event organizer upon approval of the event. Make sure any collateral has been reviewed and approved by Children's prior to promotion.

When listing an event on your materials, choose from the following options:

- An event benefiting Children's Healthcare of Atlanta
- (Event name), benefiting Children's Healthcare of Atlanta

The appropriate name of the event beneficiary is Children's Healthcare of Atlanta, Children's Healthcare of Atlanta Foundation or Children's, not Children's Hospital or Children's Health.



**Big or small, community events help make  
a difference in the life of a child.**



**Children's**<sup>SM</sup>  
Healthcare of Atlanta  
Foundation