

Children's® Memorial Circle of Friends

2011 Edition

OUR VISION

Children's Memorial Hospital is guided by the belief that all children need to grow up in a protective and nurturing environment, where each child is given the opportunity to reach his or her potential. We believe this vision can provide a brighter future for all children.

OUR MISSION

Children's Memorial Hospital is dedicated to the health and well-being of all children. As the pediatric teaching facility for Northwestern University's Feinberg School of Medicine, this commitment drives us to be a leader in:

- Pediatric healthcare delivery
- Research into the prevention, causes and treatment of diseases that affect children
- Education for physicians, nurses and allied health professionals
- Advocacy for the general well-being of all children

As a charitable organization, we serve children and their families to the best of our abilities and the limits of our resources.



Join our Circle!

Thank you for your interest in supporting Children's Memorial Hospital. For more than 130 years, the hospital has relied on the generosity of donors and volunteers to help ensure that critically ill and injured children and their families have access to the highest quality healthcare and services.

Our **Circle of Friends** are philanthropically-minded groups who host independent community fundraising events in support of our mission. Our Circle is diverse and includes grateful patients and families, private foundations, community organizations, churches, schools, businesses and government agencies, among others. They raise valuable funds as well as build awareness about health issues affecting children.

As part of our **Circle of Friends**, your charitable support will make possible the lifesaving work of our expert team of doctors, nurses, social workers, volunteers and other staff. Many of our specialized services would not be possible without philanthropy. Every gift, no matter what size, will make a meaningful difference.



is becoming



Downtown in June 2012

Learn more at childrensmemorial.org/newhospital



Chicago's children deserve the best care possible. Opening June 9, 2012, Lurie Children's will be a technological medical wonder designed with kids in mind. The facility will include the latest innovations in medical care and technology, enhanced clinical programs, advanced research directly affecting children and family-centered amenities.

As a member of our **Circle of Friends**, you will play an important role in helping make Chicago the healthiest place in the nation for kids.

Children's® Memorial Circle of Friends



Become a part of Circle of Friends

Getting started is easy! Think about hosting a fun event — perhaps one you've organized in the past — to raise money for Children's Memorial Hospital. The possibilities are endless. Here are a few ideas:

- Bake sale
- Black-tie event
- Cocktail party
- Coin drive
- Garage Sale
- Golf outing
- Holiday-themed party
- Luncheon
- Read-a-thon
- Restaurant or retail promotion
- School or church fundraiser
- Walk-a-thon, dance-a-thon, etc.

After you submit your Community Fundraiser Proposal (see back page), we will send you a [Circle of Friends](#) toolkit to help ensure your event is a success.

How we can help make your event a success

- Offer advice and expertise on event planning and fundraising
- May attend check presentations
- May provide promotional/give-away items (such as pins with our logo)
- Acknowledge direct contributions to Children's Memorial
- Provide and approve use of our logo, as appropriate
- Assist in directing contributions towards areas of special interest or areas of need within the hospital
- Provide a letter of authorization to be used to validate the authenticity of the event and its organizers

Services we are unable to provide

- Our tax exemption number
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- Children's Memorial stationery
- Funding or reimbursement for your expenses
- Celebrities or professional athletes for your event
- Publicity (newspaper, radio, television, etc.)
- Guaranteed attendance of physicians or hospital staff

Circle of Friends

Children's Memorial Foundation
2300 Children's Plaza, Box 4
Chicago, Illinois 60614
Phone: 773.880.4237
Fax: 773.880.3304
childrensmemorial.org/COF



Children's® Memorial Circle of Friends

Community Fundraiser Guidelines and Logo Release Form

Children's Memorial Hospital has built a strong, positive reputation both locally and nationally over the last 130 years. As part of our [Circle of Friends](#), we ask that you be respectful of our mission and reputation and that you adhere to the following guidelines when planning your fundraiser:

1. Community Fundraisers should complement the mission and image of Children's Memorial. All potential fundraising coordinators must complete and submit in advance the Community Fundraiser Proposal to Children's Memorial Foundation for approval.
2. The organization and execution of the fundraiser/event is the responsibility of the fundraising coordinator. The fundraising coordinator must obtain any necessary permits, licenses, or insurance.
3. All event-related publicity in which Children's Memorial's name and/or the Circle of Friends logo are used (print, broadcast and online) must be in accordance with the established brand identity guidelines and approved by the Foundation before distribution to the public. For legal reasons, Children's Memorial may only be identified as the beneficiary of the event. For example, your fundraiser cannot be called "Children's Memorial Hospital's Golf Outing." Rather, the fundraiser should be promoted as "Golf Outing to benefit Children's Memorial Hospital."
4. Children's Memorial Foundation strives to maintain fundraising costs at 18 percent of the total income of an event and strongly urges fundraising coordinators to adhere to this standard.
5. The public should be informed regarding any net amounts that will be donated to Children's Memorial. If the hospital is not receiving all of the event proceeds, then the exact percentage that benefits the Hospital must be stated clearly on event materials.
6. All prospects, including corporations, solicited for gifts above \$5,000 or for airline tickets must be cleared by Children's Memorial Foundation.
7. All checks from event proceeds must be made out to **Children's Memorial Hospital**, or **Children's Memorial Foundation**. Checks made payable to us must be processed by Foundation staff and not by any external banks or financial institutions.
8. Event proceeds must be submitted to Children's Memorial Foundation within **30 days** from date of event.
9. Fundraising coordinators are allowed to use the "Benefiting Children's Memorial Hospital" logo prior to and **30 days** after the event. After 30 days, the logo must be removed from all materials (e.g. websites).

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Community Fundraiser Proposal

Today's Date: _____

Name of organization: _____

Contact person: _____

Contact address: _____

Home phone: _____

Work or cell phone: _____ Email: _____

Name and description or event/project (*attach additional sheets if needed*): _____

Fundraiser project location and address: _____

Fundraiser project date and time: _____

Ticket price: _____

By invitation (Yes or No): _____ Open to the public (Yes or No): _____

How will this event/project be promoted: _____

Are there beneficiaries other than Children's Memorial (Yes or No): _____

If so, who: _____

Estimated revenue: _____ Estimated donation to Children's Memorial: _____

Estimated date funds will be donated: _____

Do you plan to seek gifts from local corporations (Yes or No): _____

If yes, please list names of potential corporations: _____

Who will be asked to attend/support this event: _____

What do you need from Children's Memorial: Logo _____ Promotional Items _____ Event Consultation _____

Information on Funds _____ Other _____

Who is your Children's Memorial Foundation staff contact: _____

I understand that:

- All events to benefit Children's Memorial Hospital must be approved by Children's Memorial Foundation prior to the event or its publicizing.
- All promotional materials for proposed events that include the Hospital's name or the Circle of Friends logo must be approved by Children's Memorial Foundation before they are released. I will forward a draft of all copy and/or print materials for review prior to the event.
- When referring to the hospital in print or media, I will use "Children's Memorial Hospital" or "Children's Memorial," never just "Children's" or "CMHF".
- Event proceeds will be submitted to Children's Memorial Foundation within 30 days from the date of the event.
- After 30 days from the date of the event, I will remove the Children's Memorial Hospital logo from all event materials (e.g. website).

Signature of Event Organizer: _____ Date: _____

Please return completed form to: Circle of Friends, Children's Memorial Foundation

Fax 773.880.3304 | circleoffriends@childrensmemorial.org | 2300 Children's Plaza, Box 4, Chicago, IL 60614



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