

COMMUNITY FUNDRAISER GUIDELINES



Plan and promote your fundraiser

All community fundraisers for the benefit of Children's Mercy must be approved by Children's Mercy. The "Organize a Fundraiser" form should be completed at least 30 days before your fundraiser date. We'll be in touch to learn more about your specific plans, answer any questions, and determine how we can best be of assistance to your fundraiser. If your plans change, just let us know. We are here to help!

Celebrate your fundraiser

Within one week of hosting your fundraiser, send us an update, approximate anticipated proceeds, and any photos you would like to share. Within 60 days of the completion of your fundraiser, please send the donated proceeds to the following address:

Children's Mercy Philanthropy Department
2401 Gillham Road, Kansas City, MO 64108
Memo Line: Name of your fundraiser

HOW WE CAN HELP

- Event planning expertise and advice
- Assistance designating contributions to an area of the hospital you want to impact most
- Access to the "benefitting Children's Mercy" logo (above) with guidelines for usage
- CM banners, signs and marketing materials
- Listing on our public event calendar
- Direction for preparing and distributing your own press release
- Use of our online fundraising platform
- CM representative at your event (schedule permitting)
- Formal check presentation (schedule permitting)
- A tax receipt and thank you letter to donors who contribute directly to Children's Mercy

THE FINE PRINT

1. Children's Mercy is unable to extend use of its tax exempt status, provide insurance coverage, sign contracts or book facilities and/or vendors on behalf of your fundraiser; provide funding or reimbursements for expenses; provide mailing and/or emailing lists of donors; mail and/or email invitations; assume any type of liability for the fundraiser; or guarantee attendance of staff, volunteers or patients at the fundraiser.
2. Children's Mercy should be listed as the beneficiary of your fundraiser, but not used in the fundraiser name.
3. The IRS requires that all promotional materials indicate the percentage of net proceeds that will be donated.
4. Your fundraiser must comply with all federal, state and local laws. It is the responsibility of the organizer to obtain any necessary permits, licenses and/or insurance.
5. If circumstances warrant or if Children's Mercy becomes aware of practices that are incongruent with these guidelines or are misaligned with our mission, Children's Mercy may direct you to modify, cease or cancel the fundraiser.