



BECOME A CHAMPION FOR KIDS!

Children's Mercy Community
Fundraiser Resource Guide

Your **LOVE WILL** inspire a community of champions for kids.

Planning a fundraiser to benefit Children's Mercy is exciting! Not only do you become a champion for the 1 in 3 families in our region who come to us seeking expert care and answers, but you inspire a whole community of champions for kids when you encourage your friends, family and closest connections to give.

Whether you are setting up a lemonade stand, coordinating a "jeans day" at work, partnering with your favorite store or launching a golf tournament, we can't wait to partner with you to make your fundraiser a success! To get you started, we've outlined next steps in this resource guide. From start to finish, we want to help you make your community fundraiser as easy and impactful as possible.



LET'S GET STARTED: SETTING UP YOUR EVENT TO BENEFIT CHILDREN'S MERCY



Tell us all about your fundraiser!

Fill out the "Organize a Fundraiser" form and a Philanthropy team member will follow up with you.

Available online at

champions.childrensmercy.org/host-an-event/



We're here to help!

We will provide you with guidelines, tips and tricks and if you need fundraising support or have any questions at any time, please contact us at:

**giving@cmh.edu or
(816) 346-1300**

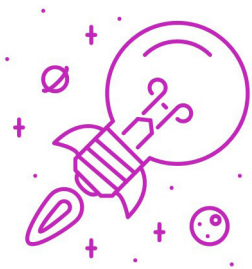


How did it go? Let us know!

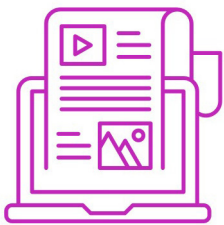
We'll help you say thank you to those who gave. Share your success and inspire others to host a fundraiser to benefit Children's Mercy.

#1 BEST WAY TO BOOST YOUR EVENT: SET UP A CUSTOM FUNDRAISING PAGE ONLINE

It is quick and easy to set up a custom online fundraiser to complement your event. Follow the steps below, and in just a few minutes you'll have a personalized fundraising page to send to your family and friends. Share your story, post on social media, inspire others to give and much more.



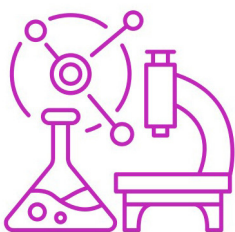
1 Visit [champions.childrensmercy.org](https://www.childrensmercy.org) and select the fundraiser that works for you.



2 Tell your story. Share why fundraising for Children's Mercy is important to you.



3 Start fundraising. We'll give you all the tools you need!



4 Make a difference. Every dollar raised helps save lives.



JOIN THE COMMUNITY TODAY!

The Austie Strong golf tournament is a community fundraiser started in 2013 by the Durbin family after their son was diagnosed with cancer. Donations are used to help fund Acute Lymphoblastic Leukemia (ALL) research at Children's Mercy.

"In 2013, Austin was diagnosed with Acute Lymphoblastic Leukemia. My baby and our family have endured some tremendously difficult days since then, but also with that, have experienced more love and support than we knew would be possible. The kindness of our community has helped us in more ways than I will ever be able to thank, and that is why we are determined to pay it forward and show the support that once kept us afloat.

Austie Strong is a celebration of Austin's strength, a way to recognize the gratitude of healthy children and an opportunity to help make a difference in some of the hardest days for families dealing with childhood cancer." - Austin's mom, Sadie



Austie finished his treatment for ALL on Christmas Day, 2016, and he and his twin brother Jack are ready to take on the world as if it was all a dream.



CONTACT US

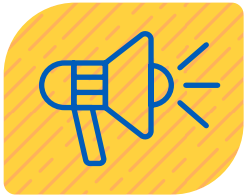
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TIPS FOR MAXIMIZING YOUR COMMUNITY FUNDRAISER

You want to make an impact! Below are a few tips and tricks to help your fundraiser be successful:



1. Share Your Story

Let your friends know WHY you are fundraising. They want to hear why Children's Mercy matters to you. Share your passion and excitement through your personal story, photos and video.



2. Go Virtual

a. Set up an online fundraising page



Take advantage of the Children's Mercy online fundraising tool at champions.childrensmercy.org, create a Facebook fundraiser and/or use a website with an online platform of your choosing.

b. Email your friends, family and closest connections



Encourage them to make a donation or attend your event. As the date gets closer, remind them that it's not too late to give. Don't be afraid to email more than once.

c. Share on social media



Post to Facebook, Instagram, Twitter and other social media sites to get others excited about your fundraiser. Don't be afraid to post on social media often. Tag donors to inspire others. To tag Children's Mercy use @ChildrensMercy.



3. Make a Donation

Show your family and friends that you are committed to your goal by jumpstarting your fundraising with your own donation.



4. Say Thank YOU! And CELEBRATE!

Fundraising is hard, yet rewarding work. Be sure to thank those who gave and celebrate your collective impact on children and families in our community.

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.