

# join our miracle movement



OSF HealthCare Children's Hospital of Illinois is dedicated to saving the lives of kids, right here in our local communities.

Whether it's sickness, injury, a cancer diagnosis or something in between, our team of advanced doctors and nurses is dedicated to getting kids back to being kids. **But it's not only our doctors and medical staff caring for these patients. It's YOU.** With your support, you give families the hope and strength they need. YOU help make miracles happen.

Thank you for joining our Miracle Movement!

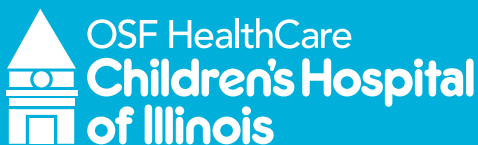
The Miracle Movement is a way for our community members to get involved and make a BIG difference for the kids at OSF Children's Hospital. It's also a way for us to help you, as the event organizer, by ensuring that you have the proper tools and knowledge to host a successful fundraiser on your own. Whether you are hosting a private birthday party, setting up a neighborhood lemonade stand or starting a communitywide race, we can help you get started. We know you have a ton of creative ideas already. We're here to help you with the nuts and bolts and share details about what we, as the nonprofit beneficiary, can and cannot do for you.

Once you nail down your fundraising event, let us know what you've got planned by completing the "Let's Start a Fundraiser" form on our website. When we receive your submission, I will be in touch with you! In the meantime, read through the Miracle Movement Toolkit that outlines all of the details you'll need for planning, executing and wrapping up your event.

**Thank you again for joining our Miracle Movement! Without local fundraisers like you, we simply could not do all that we do for the kids each day.** If you have any questions along the way or just need some tips and tricks to get the ball rolling, feel free to contact me, Jessica DeSantis, at any time during your event planning process.

***Now let's go start a Miracle Movement!***

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OSF HealthCare Foundation  
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*P.S. Check out the FAQ section at the end of the toolkit for answers to all of your event related questions. You'll also find details about how OSF HealthCare Foundation staff can support you!*

# let the planning begin



The kids of OSF Children's Hospital thank you for choosing us as your event beneficiary. You might be just at the beginning of your event planning process or you might be toward the end. Either way, here are a few steps to follow for a successful event.

- 1** **Decide** what type of fundraising event you'd like to do and pick an area of need within the hospital to support. This needs to be done before your event starts so that your participants know what their donations will be supporting. *\*See page 3 for a list of funds to choose from.*
- 2** **Register** your event with OSF HealthCare Foundation. Let us know you're planning a fundraising event by submitting the "Let's Start a Fundraiser" form on our website. This puts you in touch with our third-party specialist who can work with you one on one to answer any questions you have.
- 3** **Set** your fundraising goal. Each fundraising event is different and comes with different levels of support from our OSF HealthCare Foundation staff. *\*See page 4 for a full list of benefits.*
- 4** **Keep** in mind your timeline, budget and day of execution tasks. As a nonprofit organization, we cannot assist you with your event expenses, but we can supply you with tips and tricks to best manage your event tasks. *\*See page 4 for the FAQs.*

## Tips, Tricks and Resources for You

Visit our website for sample documents to help ask your friends, family and community for support, and to promote your event.

While you're there, check out the Miracle Movements in Action tab to see events happening in our area for ideas on what you can do.

 [osfhealthcarefoundation.org/miraclemovement](https://osfhealthcarefoundation.org/miraclemovement)

Examples of documents available online:

- Thank you letter example
- Solicitation letter example
- Social media post example
- OSF Children's Hospital fast facts
- Examples of other local fundraisers benefiting OSF Children's Hospital to use as inspiration



# you make an impact



When you fundraise for OSF HealthCare Children's Hospital of Illinois, 100% of the money you raise stays local helping kids right here in our community. This year, thousands of families will find themselves visiting our hospital as they desperately look for answers and the best medical care possible for their kids. Whether it's a short visit or an extended stay, it's never easy. But with supporters like you, it becomes a little more manageable.

When you donate to OSF Children's Hospital, it's more than just dollars. It means we can provide advanced medical equipment to keep a three-year-old's heart beating, a private room so a mom can sleep next to her son while he recovers from a chemo treatment and diverse outpatient clinics so children can manage their chronic conditions.

**YOU help make a difference in the life of each and every patient at OSF Children's Hospital.** Thank you for joining our Miracle Movement to help make miracles happen today and every day.



## What Your Fundraising Supports

As you start to plan your event, you have the option to decide what area your fundraising dollars will support within OSF Children's Hospital. Whether you want to support the area of greatest need or prefer to support a specific need, the decision is all yours.

Before you accept or even solicit any donations, we highly recommend you decide where your funds will go. It ensures each donor, sponsor and participant knows exactly what his or her donations are supporting. In the nonprofit world, we call this honoring donor intent, and it is very important.

Below is a complete list of funds for you to choose from for your event. When you have chosen your fund, include this information on your "Let's Start a Fundraiser" form on our website. If you have questions about these funds or have something else in mind, you can contact **Jessica DeSantis** at (309) 566-5679 or [Jessica.D.DeSantis@osfhealthcare.org](mailto:Jessica.D.DeSantis@osfhealthcare.org).

- Area of Greatest Need – supports general needs throughout OSF Children's Hospital
- Almost Home Kids
- Congenital Heart Center
- Family and Patient Care
- Heller Center for Kids with Cancer
- Neonatal Intensive Care Unit (NICU)
- Pediatric Critical Care Unit (PCCU)
- Pediatric Diabetes Resources
- Pediatric Healthy Living
- Pediatric Oncology and Blood Disorders
- Pediatric Surgical Advancement
- Pediatric Simulations and Innovation





# how we'll help



As the event organizer, we know you have a lot on your plate. We're here to help you as best as we can so that you're successful in everything you do.

Based on the amount of money raised by your event each year, the graph below outlines what OSF HealthCare Foundation can do for your event. All first-time events will fall under Miracle Makers.

Benefits Given	Miracle Makers Under \$4,999	Hope Giver \$5,000 - \$9,999	Love Champions \$10,000 - \$24,999	Faith Leaders \$25,000 - \$49,999	Courage Warriors \$50,000 - \$74,999	Dream Builders Above \$75,000
Use of the official Miracle Movement Toolkit	X	X	X	X	X	X
OSF staff knowledge and advice on event planning	X	X	X	X	X	X
Event details listed on OSF HealthCare Foundation website	X	X	X	X	X	X
Acknowledgement and receipt of donations made directly to OSF HealthCare Foundation	X	X	X	X	X	X
OSF HealthCare W-9 to ask for donations from businesses	X	X	X	X	X	X
Use of OSF Children's Hospital logo <i>*after your materials have been approved by OSF staff</i>		X	X	X	X	X
Official letter authenticating your event for sponsorship solicitations		X	X	X	X	X
OSF Children's Hospital signage, table cloths and donation jars can be borrowed			X	X	X	X
OSF Children's Hospital check presentation with OSF HealthCare Foundation staff			X	X	X	X
Limited marketing materials provided (invites, flyers, posters, etc.)				X	X	X
OSF Children's Hospital promotional item				X	X	X
Social media post promoting your event					X	X
OSF staff volunteer time or attendance at your event					X	X
Impact report created and potential for further donor engagement opportunities					X	X
OSF Children's Hospital tour for event organizers						X
OSF videographer at your event						X
OSF patient "thank you" images or video						X

# time to celebrate – wrapping up a successful fundraiser



We get it. When you plan an event, everything centers on the actual event. However, it is important to think through and plan what you'll need to do once your event wraps up.

Follow the steps below to ensure all the proper event wrap-up details are completed. Call Jessica DeSantis at (309) 566-5679 to schedule a time for donation drop-offs or to return any borrowed OSF property.

- 1** **Total** up your dollars raised. Any event expenses are the responsibility of the event organizer. OSF is not responsible for any event expenses incurred by your event. Your proceeds minus your expenses is your donation to OSF Children's Hospital.
- 2** **Submit** your total dollars raised. Contributions of cash or checks given during your event should be submitted back to OSF HealthCare Foundation within 14 business days of your event ending.
  - Checks can be made payable to: OSF HealthCare Foundation with your event name written in the memo line of the check
  - Checks can be mailed to: OSF HealthCare Foundation, Attn: Jessica DeSantis, 124 SW Adams Street, Peoria, IL 61602
  - Cash donations can be dropped off at our Peoria Heights office by appointment only.
- 3** **Collect** your event collateral. Any signage, donation jars or property of OSF that was borrowed for your event must be returned within seven business days of your event ending.
- 4** **Give thanks!** Most importantly, thank your donors, your participants and your sponsors! It takes a village to pull off what you did . . . make sure everyone knows just how grateful you are and how much you raised!



# you've got questions. we've got answers.



Here you'll find the answers to frequently asked questions that we get from event organizers like you. You'll also find details about how OSF HealthCare Foundation can and can't support your event planning process.

If you have any additional questions, contact Jessica DeSantis at (309) 566-5679 or [Jessica.D.DeSantis@osfhealthcare.org](mailto:Jessica.D.DeSantis@osfhealthcare.org).

## Event Planning and Execution Details

**Q:** *I want to start an event, but I'm not sure where to start. Can OSF help give me ideas on how to jumpstart my planning?*

**A:** YES! Contact Jessica DeSantis to brainstorm creative fundraising events and tactics. Reading through this Miracle Movement Toolkit might help get your creativity started.

**Q:** *Can I use the OSF HealthCare Children's Hospital of Illinois name in my event title?*

**A:** No. When naming your event, OSF Children's Hospital should not be used in the title but rather listed as the beneficiary. For example, event organizers should not refer to the event as the "OSF Children's Hospital XYZ Fundraising Event." Instead, it should be promoted as "XYZ's Fundraising Event benefiting OSF HealthCare Children's Hospital of Illinois." Event materials should state that 100% of proceeds benefit OSF Children's Hospital. However if your event proceeds are being split between OSF and another organization, it should be clearly stated on all materials.

**Q:** *Can OSF provide me with event insurance or liability coverage?*

**A:** No. Since OSF is not hosting the event, we cannot provide insurance or coverage for your event. Obtaining these certificates and any other additional special licenses or permissions is the responsibility of the event organizer and should be part of the initial planning process.

**Q:** *Can OSF guarantee event attendance of patients, physicians and other staff?*

**A:** No. But we'll do our best to share the word about your upcoming event to encourage community members, staff and patient families to attend. Ultimately, it is up to them on whether they attend your event.

**Q:** *Can OSF reimburse me for the expenses I incur while planning the event?*

**A:** No. As a third-party event, any event planning expenses are your responsibility. As a nonprofit organization, OSF HealthCare Foundation cannot legally be responsible or reimburse you for expenses incurred before, during or after your event.

## Event Donations and Financials Details

**Q:** *Can I ask for donations on behalf of OSF Children's Hospital?*

**A:** If represented correctly, YES! When asking for a donation, do not represent yourself as an employee of OSF Children's Hospital but rather a community member planning an event benefiting OSF Children's Hospital. As long as you state that your event is a community event with proceeds benefiting OSF Children's Hospital, you can ask for donations and sponsorships from friends, family and businesses.





**Q:** *Can OSF HealthCare Foundation provide me with a tax exemption number so I can buy tax-free supplies for my event?*

**A:** No. Because OSF HealthCare Foundation is not hosting the event, you will not be able to use the tax identification number assigned to OSF HealthCare. All federal, state and local taxes are the responsibility of the event organizer during time of purchase.

**Q:** *Can I use OSF Foundation resources similar to how I would use banking resources?*

**A:** No. If you need to use banking services to manage expenses and incoming donations, it might be helpful to open a bank account in your event's name. Contact your legal advisor, tax advisor or bank representative to advise you in this area. If necessary, we can provide a letter stating that the funds raised will benefit OSF HealthCare, a nonprofit organization.

## Event Marketing and Promotion Details

**Q:** *Can I receive mailing lists from OSF to invite people to my event?*

**A:** No. Our privacy guidelines strictly prohibit us from sharing any personal data that pertains to donors, vendors, patients and any other known associates of OSF HealthCare.

**Q:** *Can OSF send a press release to the media about my event? Can OSF make sure the media is present at my event for coverage?*

**A:** No. Since your event is a community event and not being hosted by OSF, we cannot inform the media of your event or guarantee their presence at your event. If you wish to contact the media on your own, you are welcome to, but please inform OSF HealthCare Foundation staff of your intentions to do so.

**Q:** *Can OSF create marketing materials for my event or provide any special stationery for me to use?*

**A:** In some circumstances, YES! Refer to the Event Benefits guide for further details. If your event raises a certain amount, we can supply you with limited marketing services such as flyers, save the date cards, invites and other small marketing pieces.

**Q:** *Can I use the OSF Children's Hospital of Illinois logo on my event materials?*

**A:** Depending on your event and if the materials have been approved by us, YES! Before the logo is finalized on any materials including but not limited to flyers, banners, invites, social media posts and other event materials, the logo usage must be approved by OSF HealthCare Foundation staff. Additionally, please refer to the Event Benefits Guide to reference which level of event fundraisers receive this benefit.

**Q:** *Can OSF provide marketing for my event either on your website, on social media or other news/media outlets?*

**A:** In some circumstances, YES! We will include your event details on our OSF HealthCare Foundation website event calendar. Refer to the Event Benefits guide for further details as we may be able to provide additional marketing support.

**Q:** *Can OSF provide me with promotional items with the logo or "swag" items for my event?*

**A:** In some circumstances, YES! If your event raises a certain amount, we can supply you with a swag item of our choosing. Refer to the Event Benefits guide for further details.

