

# FUNDRAISING TOOLKIT



UPMC  
**CHILDREN'S**  
**HOSPITAL**  

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**FOUNDATION**

## Dear Community Fundraiser,

Thank you so much for your sincere interest in supporting UPMC Children's Hospital of Pittsburgh. We are grateful to those in our community who choose to hold fundraisers - large and small - that raise money and change lives.

The support and dedication from our community helps provide the life-changing care and programs that make UPMC Children's so special.

We are excited to partner with you as you share your passion and inspire your friends and family to join in support of UPMC Children's. Your generosity and compassion will cause a ripple effect inspiring many others to get involved.



We want to provide as much guidance and support as we can while you plan your community event. This toolkit will be your guide as you plan and host your fundraising event, including

- How UPMC Children's Hospital Foundation can assist you
- Ideas of what type of fundraiser to hold
- How to and benefits of creating an online fundraising page
- Common FAQs
- How your support impacts UPMC Children's
- Brand Guidelines to promote your fundraiser benefiting UPMC Children's

If you have any questions, please do not hesitate to reach out to one of our team members at 412-692-3930 or [communityfundraising@chp.edu](mailto:communityfundraising@chp.edu).

We are grateful for your support and excited to help any way that we can!

Best,  
The Community Fundraising Team  
UPMC Children's Hospital Foundation

# YOU HAVE SUPPORT

You are investing significant time, energy, and passion into planning your fundraiser. Our UPMC Children's Hospital Foundation team can help ensure your success in the following ways:

- Provide a letter of authorization stating that your fundraiser is registered and benefits UPMC Children's
- Provide approved use of our 'Supporting UPMC Children's Hospital Foundation' logo
- Provide resources to create an online fundraising page for your fundraiser
- Provide information and helpful supporting documents (*fundraising tips, planning templates, and impact of giving statistics*)
- Mail a Foundation branded banner to display at your fundraiser
- Provide tax receipts for all donations made payable to UPMC Children's Hospital Foundation
- Offer an in-person check presentation for fundraisers totaling \$2,500 or more (based on availability)
- Mail a branded donation check for fundraisers to fill out and share total raised
- In special circumstances, offer access to our event software platforms that help manage auctions, ticketing, registration, etc.

## We are unable to:

- Provide insurance coverage or assume any type of liability for your fundraiser, event, or promotion
- Provide our tax-exempt number for obtaining silent auction items and event supplies
- Provide funding or reimbursements for expenses
- Supply auction items or solicit businesses or vendors for support
- Solicit or promote community events on hospital property
- Provide mailing lists of donors, vendors, board members, or employees
- Promote your event on official UPMC Children's social media pages
- Authorize use of UPMC Children's name for outside bank accounts established to hold funds from a community fundraiser
- Guarantee attendance or speakers from UPMC Children's, the Foundation, or patient families at events



# CHOOSING YOUR EVENT

Want to raise money but not sure what to do? The options are endless, and no idea is too big or small. Here are a few suggestions:

Community Cook-Off: Invite anyone from the community to submit their best dish to be tested by local community members. You can even introduce fun categories such as best baked good, best pasta dish, or most unique dessert. Raise money by setting up a vote-by-donation system and charging an entry fee for those who wish to try all of the competing dishes.



Golf Outing: Spend a day on the greens with friends and colleagues. From scrambles, match play, marathons, beat the pro, closest to the hole, or miniature golf, the options are endless, fun, and can help raise a lot of money. Following the tournament, winners can be announced over a dinner or simple reception.

Penny Wars: Have a friendly competition at your school or work by giving each classroom or department change jars. See who can raise the most money by donating loose change over the course of a week or month. Throw a pizza party for the winning team to help create incentive!

**TIP: Invite corporations to sponsor your event to help maximize funding!**

## Other Potential Event Ideas:

### Athletic Events

- Cross fit challenges
- Group bike rides
- 5K race

### Creative Events

- Karaoke contests
- Talent shows
- Celebrity cook-off
- Celebrity bartender

### Fundraisers for Kids

- Lemonade stands
- JustGiving birthday fundraisers
- Coloring contests
- Bracelet sales

### School or Work Events

- Field days
- Dress up/Dress down days
- Pie a teacher/boss

### Celebrations

- Transplant milestones
- "Beat cancer" fundraisers

### Online Events

- Gaming tournament
- Trivia nights

### Online Fundraising Page

- Share your story and a powerful image





# PERSONAL FUNDRAISING PAGE

Quickly raise money online or take your event to the next level by using our online fundraising software, JustGiving.

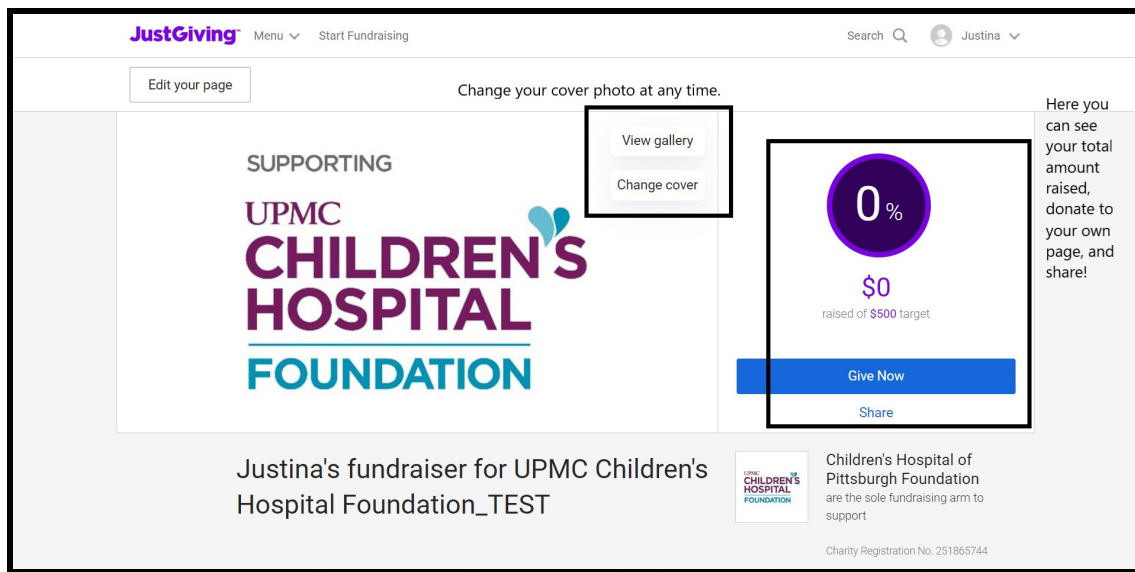
Creating a fundraising page is an easy and efficient way to maximize donations and reach a larger audience.

## Why Create a Fundraising Page

- Easily promote your event online
- Engage friends and family from all over
- Free to use
- Set up in less than 10 minutes
- Donors typically give more online

## Benefits of Having a Fundraising Page

- Customized page link and QR code
- Ability to take credit cards securely
- Instant tax receipts for donors
- Easily track your progress towards your goal
- Expand your reach
- Share your story and why you're raising money



[www.justgiving.com/upmcchildrenshospitalfoundation](http://www.justgiving.com/upmcchildrenshospitalfoundation)

## How Do I Set Up a Page

- Click "Fundraise for Us" button
- Choose event/crowdfunding type
- Fill in your information, photos, story
- Set your fundraising goal

Click [here](#) for step-by-step instructions

## Promote Your Page

- Share link with friends and family
- Post on your social media accounts
- Use word-of-mouth promotion
- Contact local papers to list/promote fundraiser
- Create flyers to distribute locally using your automatically generated QR code for easy access to your page

# FREQUENTLY ASKED QUESTIONS

Here are a few of the most popular questions regarding community fundraising.

## How do I register my fundraiser?

Once you have decided on your fundraiser idea, visit [www.givetochildren.org/fundraise](http://www.givetochildren.org/fundraise) to formally register your fundraiser with us. Click on the "Register an Event" link. Answer a few questions regarding your fundraiser (type, location, date, goal) and click submit.

## How do I know if my fundraising idea has been approved?

You will receive an email confirmation from the Foundation as soon as you submit the Community Fundraising form. Upon review, a member of the team will follow-up within 1 to 3 business days to either approve your idea or request additional information.

## Can I pay myself back for expenses I've incurred to host the event?

You are responsible for covering all event expenses. UPMC Children's Hospital Foundation is not able to reimburse fundraisers or pay invoices on behalf of fundraisers. If you are paying for expenses, you must deduct these from the funds raised before you send the proceeds to us. We recommend that your expenses not exceed 30% of the funds raised to comply with industry best practices.

## Where do I send my event proceeds?

All donations should be sent to us within 30 days of completing your fundraiser. You can either drop off your donations in person, mail in your check(s), or pay with a credit card online or over the phone. Whatever is easiest for you! Please reach out to our staff to schedule a drop off in person.

## Will each of my donors get a receipt?

UPMC Children's Hospital Foundation will not issue receipts for donors or sponsors who make payments directly to your fundraising event. If a donor requests a receipt, please be sure their check is made payable to UPMC Children's Hospital Foundation with your event name in the memo line and mail to the Foundation at: UPMC Children's Hospital Foundation, Attn: Community Fundraising, PO Box 535240, Pittsburgh, PA 15253-9926.

## Can I choose where to designate my event proceeds?

Yes! If you have a particular hospital area, program, or research focus in mind, please include this on the registration form for us to discuss. We have hundreds of available funds from which you can choose to designate your support.

## Can someone from the Hospital or Foundation attend and/or speak at my event?

We cannot guarantee physicians, staff, volunteers, and/or patients at your event. We will do our best to accommodate requests based on staff availability, number of events that week/month, and proximity to hospital.

## Can my event name include UPMC Children's?

No, your event name cannot include our name in the title. However, UPMC Children's Hospital of Pittsburgh can be listed as a beneficiary of your fundraiser. For example, it cannot be called the "UPMC Children's Hospital of Pittsburgh XYZ Event"; instead, it should be "XYZ Event benefiting UPMC Children's Hospital of Pittsburgh."

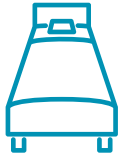
## Can UPMC Children's Hospital Foundation help me get a permit or license for my fundraiser?

We are not able to directly assist in receiving permits or licenses. As the fundraiser, you are responsible for obtaining any necessary permits, licenses, or insurance. We can provide you with an authorization letter confirming the organizer's intent to raise funds for the Foundation.

Further questions? Contact us at [communityfundraising@chp.edu](mailto:communityfundraising@chp.edu) or 412-692-3930.

# THE IMPACT OF YOUR GIVING

## Top Ten Children's Hospital in Your Backyard



Includes 313 beds and 9 floors of patient care areas



Sits on a 10-acre campus with 1.5 million square feet of research and clinical space



Is the only hospital to have a 74-room attached Ronald McDonald House



Houses a rooftop helipad that facilitates more than 2,400 helicopters transports each year; UPMC Children's is the only certified Level I Pediatric Trauma Hospital in western Pennsylvania

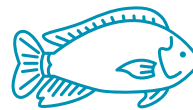


Boasts a 20,000-square foot Family Resource Center with an atrium, chapel, classroom, library, healing garden, and a high-tech children's broadcasting studio

## Thanks to the generosity of our donors,



More than 1,000 fragile NICU babies receive care each year



Little patients are less frightened as they are treated in one of our 100 themed distraction therapy rooms



35,000 kids receive free and uncompensated care annually



Kids can forget about their treatments and play in one of the 13 medical-free playrooms



More than 50 specially trained therapy dogs visit with patients through the Pet Friends program



Children receiving care can reach their creative side in the state-of-the-art 2,000-square foot Creative and Expressive Arts Therapy space with a children's theater, two private therapy studios, a pottery nook, a maker space, and more



*above services and programs are funded by philanthropy*

**UPMC Children's Hospital of Pittsburgh is consistently recognized in the top 10 in the Best Children's Hospital rankings by *US News and World Report*.**



# STYLE GUIDE

When utilizing the UPMC Children's Hospital of Pittsburgh and UPMC Children's Hospital Foundation name, image, and likeness, we ask that you please follow these guidelines.

## NAME

The hospital name should be announced or written as UPMC Children's Hospital of Pittsburgh. If referenced again in the same article or on the same page, use UPMC Children's. The Foundation should be announced or written as UPMC Children's Hospital Foundation on the first reference and as the Foundation for any subsequent references.

## PRIMARY COLOR PALETTE

Below is our color palette. Please do your best to match our official colors.

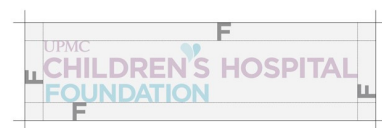
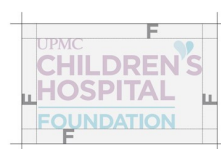


## LOGO

Letter spacing, font weight, defined clear space, and purposeful placement in relation to other content all serve to keep UPMC Children's Hospital Foundation's logo identifiable in any context. Therefore, the logo should never be recreated, redrawn or re-typeset.



It is important to leave enough space around the logo for proper brand recognition and to avoid crowding the logo. Clear space measured by the height of the "F" in "Foundation" and should be maintained around all sides of the logo.



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**FOUNDATION**

A white graphic element consisting of three teardrop shapes arranged in a fan-like pattern, positioned to the right of the word "CHILDREN'S".