

Community Event Information Packet



Children's Healthcare of Atlanta has been 100 percent dedicated to kids since 1915. As a not-for-profit organization, Children's is dedicated to making kids better today and healthier tomorrow. Our specialized care helps children get better faster and live healthier lives. With generous philanthropic and volunteer support, Children's has impacted the lives of children in our community and beyond.

Every year, thousands of Georgia residents hold community fundraisers, large and small, to raise money to help provide high quality pediatric care. On behalf of all who have benefited, thank you for choosing to support Children's with your fundraising activities.

In the spirit of gratitude, we want to provide as much guidance and support for you as you plan your community event. We are, however, bound by some regulations that we must share with all community members organizing fundraising events in support of Children's. Please use this guide as you begin planning or call the Children's Healthcare of Atlanta Foundation with any questions you may have along the way.

Inside this packet you will find:

- How Children's Can Help
- Community Event Guidelines
- Logo Use Agreement

For questions call 404-785-7338.

How Children's Can Help

At Children's, we organize and host hundreds of special events throughout the year and appreciate the energy and heart that goes into them. We are happy to help you with your event when and where we are able:

What we can help with:

- Offer ideas and planning advice for your fundraiser
- Provide approved use of the benefiting Children's Healthcare of Atlanta logo
- Make sure people know your event is approved by us with a letter
- Provide IRS-compliant tax receipts for donations made directly to Children's Healthcare of Atlanta
- Provide banner, balloons, window cling for event
- Offer access to Friends Asking Friends online fundraising page
- Promotion on our Children's internal and external calendars
- Take part in celebratory check presentation

Tips for your success:

- We try our best, but it is not possible for our staff, patients or physicians to attend community events, but please make sure we know about your event.
- Make sure you have plenty of volunteers to help. Children's is unable to provide staff or volunteers.
- Ask your insurance agent if you think you might need liability insurance for your event.
- Get the word out! Ask friends and volunteers to spread the word via email, fliers, and social media. Children's is not able to provide social media support.
- Plan your budget to cover your expenses. Aim to spend \$.25 to raise a dollar.
- Say thank you, thank you, thank you! Your supporters will feel great knowing they made a difference. Let them know how much they raised and remind them their gifts go to making kids better today and healthier tomorrow.

Community Events Guidelines

Making your event official is a great way to encourage people to support it- our community is generous and supportive of the work we do and we hope you will find people are happy to support your event.

By registering your event with us, you will receive support, advice and approved use of the benefiting logo. We will also provide a letter of endorsement so people know your event benefits Children's Healthcare of Atlanta.

As with all things official, there are some rules we are obligated to follow. Please review the guidelines below before submitting your application.

- Organizers of community events benefiting Children's should complete and submit the [Community Fundraising Event Application](#).
- Children's reserves the right to decline approval of an event at any time if there is a conflict of interest.
- All event publicity in which Children's logo is used should comply with our logo usage guidelines.
- Children's Healthcare of Atlanta may only be identified as a beneficiary.
- Due to confidentiality, Children's is unable to release mailing lists for promotion or solicitation of funds in support of community events.
- Our Foundation staff will help you set up a personal fundraising page and provide approval before your event is promoted.
- Children's must approve all gift solicitations to corporations made on our behalf.
- Children's will provide IRS-compliant tax receipts for donations made payable directly to Children's as long as we have contact information for the donor.
- If Children's is not sole beneficiary of funds raised, organizers should clearly state on event materials the percentage of proceeds being directed to the hospital.
- We request that event proceeds be submitted within 30 days of the event date. An envelope is included with this packet.
- Checks should be made payable to Children's Healthcare of Atlanta.

Logo Use Agreement

Children's Healthcare of Atlanta name and logo can only be used with written permission and approval of use.

We will provide you with a benefiting logo to use when promoting your approved event. When listing our event on your materials, please choose from the following options:

- An event benefiting Children's Healthcare of Atlanta
- (Event name), benefiting Children's Healthcare of Atlanta