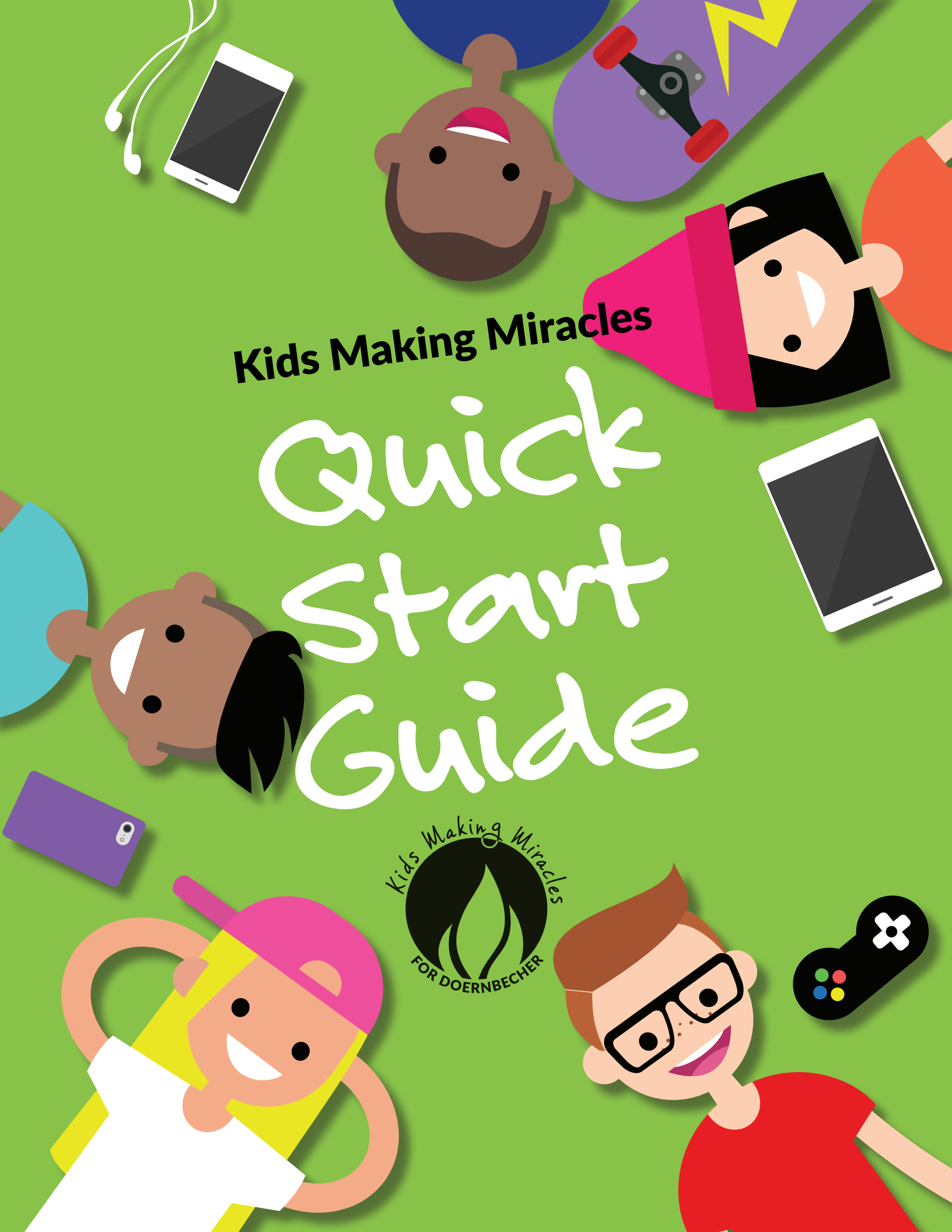


Kids Making Miracles

Quick Start Guide



WELCOME!

WE ARE THRILLED TO WELCOME YOUR SCHOOL TO THE KIDS MAKING MIRACLES (KMM) FAMILY!

Every dollar raised by KMM schools allows OHSU Doernbecher Children's Hospital to address immediate needs and take advantage of unanticipated opportunities. KMM is helping Doernbecher cure kids with cancer, mend broken hearts and bones, stop seizures, save the tiniest babies, and train the next generation of pediatric specialists.

This Quick Start Guide is designed to provide helpful resources and assist you in planning your school's own fundraising activities.

Have questions along the way? We are here to help! Please let us know how we can support your efforts or provide resources and encouragement.

Julie Robertson, 503-552-0730
robjulie@ohsu.edu
kmm.doernbecherfoundation.org
#kmm4kids



GETTING STARTED!



STEPS FOR ORGANIZING YOUR COMMITTEE AND SELECTING A FUNDRAISING ACTIVITY!

- Identify a school advisor to support your fundraising campaign.
- Gather a group of students who are interested in helping. Be inclusive!
- Register your school at kmm.doernbecherfoundation.org
- Contact the Doernbecher Foundation! We will help you start planning and show you what resources are available.
- Establish goals for what your school wants to accomplish.
- Brainstorm ideas for fundraising and how your school is going to exceed your goals! Please review the Fundraising Policies and Procedures on page 8 of this Quick Start Guide.
- Schedule a tour of the hospital! The best way to generate enthusiasm and support for Kids Making Miracles is to invite students and administrators to tour Doernbecher.

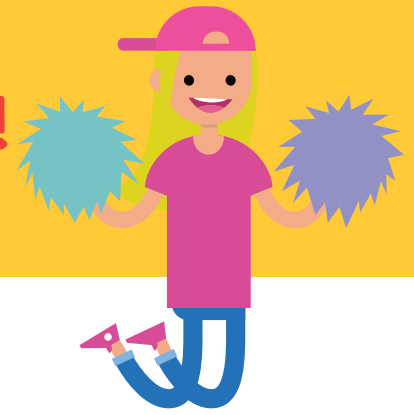
To Arrange a Tour

Contact the Doernbecher Foundation to schedule a tour for your school. Tours are available Monday-Friday from 9:00 a.m. to 2:30 p.m. and take approximately one hour. Please schedule your tour at least two weeks in advance. We can accommodate up to 15 people per tour.

Who May Tour?

Students must be 12-years-old or older. Doernbecher patients are seriously ill and may be extremely susceptible to infection. To protect patients, anyone with a cold, cold sore, diarrhea, fever or other contagious illness must postpone their tour.

FUNDRAISING IDEAS!



**MORE RESOURCES ARE AVAILABLE AT
KMM.DOERNBECHERFOUNDATION.ORG**

Host a Spirit Week at Your School

Spirit Weeks provide the opportunity for your school to dedicate an entire week to raising critical funds for Doernbecher.

Penny Wars

Assign each class a clear container in a common area and gather pennies throughout the week. Classes are encouraged to put as many silver coins and dollar bills in the other classes jars to offset the penny ratio. The class with the most pennies in their container at the end of the week wins.

Sell Eternal Flame Icons

Eternal Flame icons can be sold for a minimum of \$2 each. Have the purchaser sign the eternal flame and place them around your school. You can obtain icons by contacting the Doernbecher Foundation.

Tournaments

Host a game in an open area for students and faculty to pay to participate in. Teams can be formed and participant fees can be collected. Fun game ideas are: corn hole, video games, board games, trivia games, softball tournament, golf tournament, and bowling tournament.

Letter Writing

A letter writing campaign to your personal contacts is a great way to jump-start your fundraising!

Personal Fundraising Web Pages

Create a personal on-line giving page to raise funds through peer-to-peer fundraising and through social media. Create a First Giving profile at www.firstgiving.com. Select "Create a Page", Scroll to the bottom, search "Doernbecher Children's Hospital" and select it. The EIN or tax ID number is 93-0579587. Select "Start Fundraising" and follow the steps to set up your page.



PLANNING A SUCCESSFUL FUNDRAISING CAMPAIGN



Tips For Success

- Identify the audience you want to target for your campaign. Include as many people as possible.
- Plan a budget with any possible expenses and projected income.
- Solicit sponsorships to help cover the cost of your expenses.
- Establish the tasks that need to be done, assign the tasks to members of the committee and set deadlines to accomplish tasks.
- Present your completed plan and timeline to your school's administration for approval.
- Encourage a friendly competition among different grades or between neighboring schools to spur motivation, creativity and more donations.
- Thank your donors! Always show your appreciation to all of your donors, sponsors and volunteers by sending a thank you note at the conclusion of your fundraising efforts.

Promotion

It's important to promote your fundraiser to educate students, teachers, parents and the general community!

- Ask your school newspaper editor to support your fundraiser with a feature story or series of articles.
- Find out who manages your school's social media accounts and ask to post about your KMM fundraiser. Don't forget #kmm4kids.
- Create a flier for local businesses to request support and involvement.
- Make posters for school hallways, the gym or cafeteria promoting individual events.
- In a visual place in your school, hang a large poster that can be updated regularly to track the dollars raised to date.
- Many schools and school districts have publications for parents and teachers. Work with your advisor or administrator to contribute articles about KMM and suggest ways they can support your efforts.

The Key to Your Campaign Success is Your Assembly!

Plan an assembly directly leading into your fundraising events. This is your opportunity to share your enthusiasm, educate and excite your school to inspire the student body and faculty to participate! An example assembly outline can be found at kmm.doernbecherfoundation.org.

THE DOERNBECHER FOUNDATION IS HERE TO HELP!

ALL SCHOOLS WHO PARTICIPATE IN KMM ARE ENCOURAGED TO WORK WITH THE DOERNBECHER FOUNDATION TO RECEIVE THE FOLLOWING SUPPORT FOR A SUCCESSFUL FUNDRAISING CAMPAIGN!

- Kids Making Miracles Eternal Flame logo for use to promote fundraising activities
- Doernbecher buttons, wristbands and balloons
- Access to Kids Making Miracles and Doernbecher patient story videos
- To help with sponsorship solicitation, the Doernbecher Foundation can provide you with logoed presentation folders, Doernbecher publications and informational brochures.
- Schedule a KMM volunteer speaker to attend your assembly or fundraising events (pending availability)
- Opportunity to do a check presentation at Doernbecher
- Visit kmm.doernbecherfoundation.org for templates and examples of fundraisers that your school can use!

KMM Student Council

The Kids Making Miracles Student Council is a group of student representatives who work closely with the Doernbecher Foundation to help support the fundraising efforts of KMM schools!

The KMM Student Council representatives can meet with your planning committee to help brainstorm, share how other schools fundraise, and speak at assemblies or fundraisers.



HELP!

The illustration shows a young boy with brown hair and black-rimmed glasses, wearing a black t-shirt. He has a surprised or distressed expression with his mouth open. A speech bubble next to him contains the word 'HELP!' in bold, black, uppercase letters. To his right, a large, purple, cartoonish octopus tentacle with suction cups is reaching towards him. The background is a light blue gradient with several white circles of varying sizes, suggesting bubbles or a bright, airy environment.

SUBMITTING CONTRIBUTIONS TO DOERNBECHER

Fill out the donation form in this Quick Start Guide and follow the instructions for sending donations.

Please send all contributions to the Doernbecher Foundation by June 30, 2019.

Checks should be made out to: *Doernbecher Foundation*.

Please clearly mark the check with your school's name, especially if the check comes from your district.

Please mail your check to:

Doernbecher Foundation
Attn: Kids Making Miracles
PO Box 29017
Portland, OR 97296

Frequently Asked Questions about Contributions to Doernbecher

Q: My parent's employer has a matching program with Doernbecher. How can our school get credit for soliciting the money and still secure the match?

A: Your parent will need to write his/her check to Doernbecher Foundation and send it directly to the Foundation with a note stating your school's name. We will credit your school, your parent and your parent's company.

Q: Someone turned in a check written out to Doernbecher instead of our school. Can we endorse the check over to our school?

A: No, please send in any checks written out to Doernbecher along with your school's check. We will credit your school and the individual for the amount written on the check.

Q: Will COSTCO match our school fundraising dollars?

A: No. The agreement Doernbecher has with Costco is that only an INDIVIDUAL'S donation will be matched. We are unable to credit schools for donations made to Costco.

Q: How Your Donation Will Be Used?

A: Dollars raised through Kids Making Miracles will be unrestricted, which means they will fund multiple hospital priorities such as research, recruitment of the best and brightest medical professionals, clinical care and uncompensated care.

If you wish to designate your fundraising dollars to a specific area, department or research, please enclose a letter telling us how you want your donation to be used.



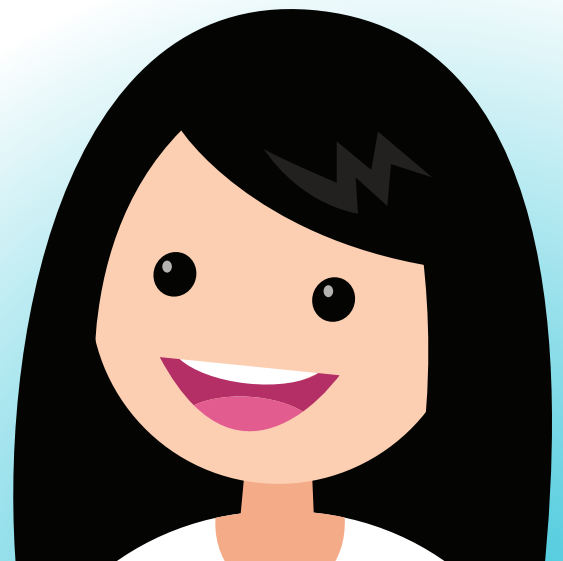
DOERNBECHER FUNDRAISING POLICIES & PROCEDURES



Policies and Guidelines

1. All fundraising activities and/or request to use OHSU Doernbecher Children's Hospital's name or logo must be approved in advance by OHSU. Publicity may not suggest that the event/initiative is being sponsored, cosponsored or produced by OHSU, but should instead state that OHSU Doernbecher Children's Hospital is the beneficiary.
2. For confidentiality reasons, OHSU/Doernbecher Foundation cannot release donor or volunteer lists to an individual, company, group or organization. Also, the institute does not sell goods or services from outside organizations.
3. OHSU/Doernbecher Foundation cannot be liable for any expenses incurred by an individual or any organization involved in fundraising on behalf of OHSU. Neither can OHSU/Doernbecher Foundation underwrite any fundraising activities.
4. All publicity involving OHSU/OHSU Doernbecher Children's Hospital name must be approved by OHSU/Doernbecher Foundation prior to production, distribution and/or release. We request lead time of 48 hours to review and approve references to OHSU/OHSU Doernbecher Children's Hospital in general printed materials, and lead time of five working days to review and approve proposed references to OHSU/OHSU Doernbecher Children's Hospital in press releases. Press releases, public service announcements, advertisements, printed materials (posters, brochures, fliers, tickets, invitations, etc.) are the responsibility of the individual/organization coordinating the fundraising activity.

5. Doernbecher Foundation fundraising policy prohibits the use of telephone solicitations by a third party for contributions from the public.
6. Oregon law requires special licensing to conduct a raffle. If you or your organization would like to conduct a raffle, individuals and/or organizations must obtain a raffle license from the Oregon Department of Justice. Learn more at www.doj.state.or.us/charigroup/gaming_oregon.shtml.
7. In accordance with IRS regulations, the individual or organization conducting the fundraiser is responsible for disclosing to donors the exact dollar amount or percentage of their gift which will benefit OHSU Doernbecher Children's Hospital.
8. Insurance (if applicable) for any fundraising activity to benefit OHSU/Doernbecher Foundation is the responsibility of the organizing party and must be submitted with proposal for approval.
9. OHSU/Doernbecher Foundation is unable to provide marketing or support staff (e.g. gift-processing, event organizing, and recruitment of event sponsor/participants).
10. Silent auction items should each be valued at the fair market value. This value must be listed on the bid sheet at the auction table or included in any printed list of auction items, including live auction item descriptions.
 - Items valued at \$5,000 or more require a qualified appraisal by a qualified appraiser, per IRS guidelines.
 - If an item is not valued, or valued as priceless, the final auction bid establishes the item's fair market value, therefore no portion is tax deductible.
 - Fair market value of the item must be disclosed in order to provide gift credit. The charitable portion is that above the fair market value.
11. Gift Processing Policy
 - Event organizers should submit proceeds from their initiative within in 30 days from its conclusion.
 - If the third party is a 501(c)3 organization, all checks shall be made payable to, mailed to, processed by, and received by the third party.
 - If the third party is not a 501(c)3 organization and needs event revenue to pay for event expenses, all checks shall be made payable to, mailed to, and deposited into an event bank account by the third party. It shall be stated on all event materials that gifts to the event are not tax-deductible.
 - Only checks payable to the Doernbecher Foundation and cash donations (equal to or greater than \$5.00) clearly labeled with the donors information will be provided with a tax deductible receipt in accordance with IRS and state tax regulations.
 - Send donations to:
Doernbecher Foundation
Mail Stop 45, PO Box 4000
Portland, OR 97208-9852



DONATION FORM



I/we wish to make a gift/pledge in the sum of \$ _____ to support OHSU. Please designate my gift to the following area
Kids Making Miracles

Option One: Pledge

Payment will begin on ____/____/____ and will be paid over a period of 1 2 3 4 5 years.

The balance will be paid in (number of) _____ payments of \$ _____.

Please send reminders: yes no

Option Two: Outright Gift

Enclosed is the gift in full in the amount of \$ _____.

Method of Payment

Check enclosed (made payable to: OHSUF or DCHF)

Please charge my:

American Express

Credit Card Number _____

Discover

Exp. Date _____

MasterCard

Signature _____

Visa

Donor Information

School Name: _____

Address: _____

City/State/Zip: _____

Advisor E-mail: _____

This gift will be matched by a company. Company name: _____

*Note: If you expect a corporate match to your pledge payment(s), please **do not** include it in the total amount of your pledge. Please send the company's matching gift form to the OHSU Foundation.*

I/we wish to remain anonymous.

Do not list my/our name(s) on honor rolls.

Advisor Signature _____ Date _____

Honorary or Memorial Gift

If you wish to pay special tribute to someone with your gift, please indicate: in memory of in honor of

Name: _____

Please send a letter informing the following of this gift
(gift amount will not be included in message)

What is the letter recipient's relationship to the
honoree/deceased?

Please mail this form to: **Doernbecher Foundation, Kids Making Miracles, PO Box 29017, Portland, OR 97296**