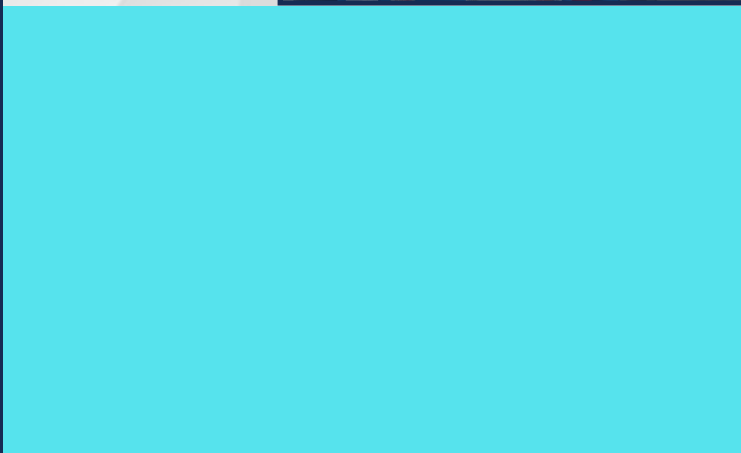


Community Fundraising Events GUIDELINES





Getting Started

There are many ways you can support Corewell Health Foundation West or Helen DeVos Children's Hospital, including hosting a community fundraising event. Every dollar you raise goes directly to helping patients and families.

Get started planning your event

- Review and familiarize yourself with the event guidelines.
- Confirm your fundraiser details such as date and venue.
- Register your fundraiser by filling out and submitting your application online. A member of the events team will review and follow up with the individual or organization submitting the request. Upon approval, the Corewell Health Foundation West will provide ongoing support and benefits listed on the next page.
- Rally your friends, family and co-workers to support your event!

Community Fundraising Events

BENEFITS

OPPORTUNITIES	All Approved Events	\$2,500-\$4,999	\$5,000-\$9,999	\$10,000-\$24,999	\$25,000+
Virtual Tool Kit	◆				
Event Calendar Listing	◆				
Certificate for First Time Event	◆				
Personal Fundraising Website	◆				
Check Presentation at Hospital/ Post-Event Social Media Mention		◆			
Tool Kit Including Signage		◆			
Patient Story Cards (100 pc)		◆			
Thank You Email Sent to Donors			◆		
Invitation to Exclusive Donor Dinner			◆		
Pre-Event Social Media Mention			◆		
Swag Item (100 pc)			◆		
Hospital Representative Appearance (based on availability; limit to 1 hour)				◆	
Premium Swag Item (150 pc)				◆	
Staff Volunteer Time at Event (based on availability)				◆	
Custom Table Tent or Poster					◆
Attendance by Event Staff at 2 Off-Site Committee Meetings (based on availability)					◆
Instagram Reel (based on availability)					◆
Desk Award					◆

First year community fundraising events receive “all approved” benefits only & qualify for additional benefits at second year.

Community Fundraising Events

BENEFITS DESCRIPTION

Virtual Tool Kit: Online, you'll find access to logo usage, letter of intent, FAQ's and event ideas.

Event Calendar Listing: Corewell Health Foundation West Michigan event staff will post your event date and details at corewellhealth.org/foundation/west.

Personal Fundraising Website: Gather more donations by setting up your own personal fundraising campaign through our website. Share your story of why you are raising funds for Corewell Health Foundation West Michigan or Helen DeVos Children's Hospital.

Hospital Check Presentation: You and your committee are invited and encouraged to get your photo taken at our hospital, or in the Foundation office with a check to celebrate a successful event.

Tool Kit Including Signage: Enclosed in this tool kit will be hospital branded table tents, welcome sign and more.

Patient Story Cards: Tell the story of why you are raising money by sharing a patient story (based on availability).

Thank You Email Sent to Donors: Event staff will gladly email a thank you message to your event's donors. Please provide an excel file with first name, last name and email addresses.

Invitation to Exclusive Donor Dinner: You and a guest are invited to join us for a special celebration in the Fall.

Social Media Mention: Social media promotion for your event will be posted from the Corewell Health Foundation West Michigan Facebook page or @chfoundationwest on Instagram.

Corewell Health Foundation West Michigan Swag Item: Examples of items available for pickup include pens, golf tees, plastic bags, etc.

Hospital Representative Appearance: An event staff member or representative from the hospital will attend your event to thank attendees for up to one hour. This is based on staff availability.

Corewell Health Foundation West Michigan Premium Swag Item: Upgrade to an item at a higher price point. Examples include water bottles, golf towels, etc.

Staff Volunteers at Event: Event staff will request volunteers for beneficiary events as needed. Please provide specific job responsibilities/details to event staff six weeks in advance of event. Volunteers will be provided based on availability.

Custom Poster: Posters with organization customization.

Attendance from Event Staff at Off-Site Committee Meetings: Event staff will join up to two of your committee meetings. Please communicate all meeting details one month in advance, including if the staff member has an agenda item (e.g. giving a hospital update).



Event Guidelines

1. Community fundraising events must be submitted for approval at least 30 days prior to the date of your event.
 2. Promotional materials must be reviewed by Corewell Health Foundation West Michigan event staff prior to use. Printed materials and messaging should state that your event is "benefiting Corewell Health Foundation West Michigan, Helen DeVos Children's Hospital or The Susan P. Wheatlake Regional Cancer Center." If use of a logo is requested, branding guidelines must be followed.
 3. Due to confidentiality, Corewell Health Foundation West Michigan is unable to release donor, volunteer, employee, physician or other mailing lists for the purpose of solicitation of funds or event participation.
 4. All raffles must be licensed in accordance with state law. Corewell Health Foundation West Michigan cannot obtain a raffle license on your behalf. If you wish to conduct a raffle you must obtain your own license. For more information, please visit www.michigan.gov/cg/.
 5. Corewell Health Foundation West Michigan is unable to sell tickets for events. We also cannot commit to securing auction or raffle items.
 6. All necessary permits & certificates of insurance required by city ordinance or otherwise is the responsibility of your fundraising group.
 7. All expenses are the responsibility of the project/event organizer. The Foundation is unable to provide reimbursement for event expenses including start-up costs. Event expenses must be less than fifty percent (50%) of the total raised. If the event expenses are greater than the total collected, the group holding the event is responsible for the additional expenses.
 8. If circumstances warrant, Corewell Health Foundation West Michigan may opt out as a beneficiary of the event/promotion at any time with no obligation.
 9. Funds raised and post-event report must be provided within 60 calendar days of the fundraiser date.
- Checks can be dropped off at the Foundation office or mailed to:
- Corewell Health Foundation
West Michigan
Attn: Community Fundraising Events
25 Michigan Street NE, Ste 4100
Grand Rapids, MI 49503