



# Application to Sponsor a Fundraising Event



# Sponsor an Event

Thank you for your interest in supporting the Helen DeVos Children’s Hospital Foundation and/or Spectrum Health Foundation, the fundraising arm of **Spectrum Health**. We encourage fundraising initiatives that are consistent with our mission, vision and values. Please be certain that you have read the Frequently Asked Questions prior to submitting your event application. Applications should be received approximately **6 weeks** prior to the event.

## Tell Us About You or Your Organization:

### Primary Contact

Name/Title: \_\_\_\_\_

Sponsoring Business/Community Group/Individual: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

### Additional Contact

Name/Title: \_\_\_\_\_

Sponsoring Business/Community Group/Individual: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

## Tell Us About Your Event:

Name/Title of Event: \_\_\_\_\_

Description of Proposed Event (include dates, time, location, publicity plans, sponsors, other beneficiaries, etc.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

We would like proceeds from this event to be used for the greatest needs at:

- Helen DeVos Children’s Hospital     Spectrum Health     Other \_\_\_\_\_

## Help us promote your event:

- The Helen DeVos Children’s Hospital and Spectrum Health logo are registered trademarks and cannot legally be reproduced without permission. Contact us about proper language designating Helen DeVos Children’s Hospital Foundation or Spectrum Health Foundation as the beneficiary of your fundraiser or logo usage.
- Miracle Story Video for events supporting the Helen DeVos Children’s Hospital
- Spectrum Health or Helen DeVos Children’s Hospital Fact Sheets (Quantity: \_\_\_\_\_)
- List event on Foundation Website and Calendar of Events
- Other \_\_\_\_\_

**How Will Your Event Raise Funds (i.e. ticket sales, sponsors, etc.)?**

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**What Motivated You to Host a Fundraiser?**

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*Events should complement the mission and image of Spectrum Health Foundation and Helen DeVos Children’s Hospital. Please allow 5-10 business days for notification from the Spectrum Health Foundation and Helen DeVos Children’s Hospital Foundation.*

Please return completed application to:  
Laurie Alighire  
Helen DeVos Children’s Hospital Foundation  
Spectrum Health Foundation  
100 Michigan NE, MC 004  
Grand Rapids, MI 49503  
Phone: 616.391.9125 Fax: 616.391.8752  
Email: [Laurie.Alighire@spectrumhealth.org](mailto:Laurie.Alighire@spectrumhealth.org)

<u>For Office Use Only</u> Date Received: _____ Approved YES or NO by _____ Approval Date: _____ Notified by _____ Notification Date: _____
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I understand that I am responsible for obtaining any and all permits, licenses, insurance and any other requirement mandated by the city and the state of which the fundraising event will be taking place.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



## Frequently Asked Questions

# Frequently Asked Questions

Thank you for choosing Spectrum Health and Helen DeVos Children's Hospital to receive the proceeds from your organization's charitable event. Events such as yours are a vital source of funds for us, helping us to ensure that our patients and families have access to high-quality care.

**Q: What are the mission, vision and values of Spectrum Health?**

A: Our mission is to improve the health of the communities we serve. Our vision is by 2020, Spectrum Health will be the national leader in health care. Our values include compassion, excellence, integrity, respect and teamwork.

**Q: Can event organizers use the Helen DeVos Children's Hospital Foundation or Spectrum Health Foundation logo?**

A: Helen DeVos Children's Hospital, Spectrum Health and their respective Foundation logos are registered trademarks and cannot legally be reproduced without permission from the Spectrum Health or Helen DeVos Children's Hospital Foundation. Please contact our office to determine the proper language to use and receive permission for logo usage.

**Q: Can event organizers use the Helen DeVos Children's Hospital Foundation or Spectrum Health Foundation name?**

A: Yes, promotional materials that use the Hospitals' names must use the term "Proceeds to benefit Helen DeVos Children's Hospital Foundation or Spectrum Health Foundation."

Helen DeVos Children's Hospital Foundation or Spectrum Health Foundation is the beneficiary, rather than sponsor, of all fundraising projects and events. Therefore, our name cannot be used as such: "Spectrum Health Foundation 5K Run" or "Helen DeVos' Fashion Show" as examples.

**Q: Can event organizers request a hospital representative at an event?**

A: We cannot guarantee a Hospital representative will be available. While we would love to attend each fundraising event, please understand that the volume of requests exceeds our available staff. Events that will receive greater consideration are those that raise \$5,000 and above. You may want to consider inviting a family from your community to share their hospital experience.

**Q: Can event organizers serve alcohol at an event?**

A: If you wish to dispense alcohol at your event, you must hire a licensed alcoholic beverage bartender. All required licenses and/or permits must be obtained by the event organizer. More information can be found at [www.michigan.gov/dleg](http://www.michigan.gov/dleg).

**Q: Can organizers conduct a raffle at an event?**

A: We recommend conducting an auction as opposed to a raffle due to the complex gaming laws in the state of Michigan. We cannot obtain a raffle license on your behalf.

**Q: Can event organizers direct the proceeds from an event to a specific area of the hospital?**

A: If you would like to designate your donation to a specific area of the hospital, please indicate that on the giving form accompanying your donation. If you do not indicate a specific area of the hospital where you'd like to direct your funds, all donations will be directed to support the greatest need.

**Q: What is the charitable portion of my ticket sales?**

A: The I.R.S. requires that all tickets, invitations or entry forms state what portion of the contribution is tax deductible. If donors will receive a product or service in exchange for their donation, subtract the value (whether or not it is donated) of the product or service from the contribution. The remaining amount is tax deductible. For example, the written materials could state: "The portion of the payment for each ticket which is deductible for federal income tax purposes is limited under the federal tax laws to the excess of the payment over the value of the goods or services provided to a person attending this event. We estimate that the value of goods and services provided to each person attending will be \$\_\_\_\_. The amount of your payment that is deductible for federal tax purposes is \$\_\_\_\_(\$\_\_\_\_ per ticket)."

**Q: Will donors receive a tax receipt for their donation?**

A: Please provide appropriate accounting of the donations by using our printable giving form. Donations of \$XX or more written to the Spectrum Health Foundation that include the name and full address of the donor will receive a tax receipt. Donors cannot deduct as a charitable contribution amounts paid to purchase an auction item below the Fair Market Value.

**Q: Can event organizers request Helen DeVos Children's Hospital Foundation/Spectrum Health Foundation's tax ID and W-9?**

A: Yes, our Tax ID # is 38-2752328. Requests for a completed W9 form can be sent to Laurie Alighire at [Laurie.Alighire@spectrumhealth.org](mailto:Laurie.Alighire@spectrumhealth.org) or 616.391.9125.

**Q: Does the Foundation cover event expenses?**

A: All expenses are the responsibility of the project/event organizer. Event expenses must be less than fifty percent (50%) of the total raised and must be turned in to the Foundation within **60 calendar days** of the event date. If the event expenses are greater than the total collected, the group holding the event is responsible for the additional expenses.

**Q: Where do event organizers send the donation after an event?**

A: Please send gifts to:  
Spectrum Health Foundation  
Attention: Laurie Alighire  
100 Michigan Street NE, MC 04  
Grand Rapids, MI 49503

Please send your donation within 30 days of your event. Do not send cash in the mail. Checks should be made payable to Spectrum Health Foundation.

Credit cards are accepted through [give.spectrumhealth.org](http://give.spectrumhealth.org) or you can set up your own online giving page where you can invite friends and family to support your fundraising efforts.

**Q: What can the Foundation do to help?**

- Answer questions about event planning.
- Provide a letter of authorization to validate the authenticity of the event and its organizers.
- Provide tax receipts to donors who make checks payable to the Helen DeVos Children's Hospital Foundation or Spectrum Health Foundation.
- Promote your event on our Calendar of Events so that Spectrum Health and Helen DeVos Children's Hospital staff and volunteers are aware of your efforts.
- Brainstorm appropriate sponsors. Some corporate sponsors may already be supporting the Hospitals and may not wish to be contacted about additional donations. We can help you identify these.
- Provide a media kit to assist in generating media interest in your event.

\*Please note that all materials must be reviewed by a Foundation Annual Giving staff member prior to printing and distribution.

**Q: What can't the Foundation do to help?**

- Provide reimbursement for event expenses exceeding event revenue including start up costs.
- Provide contact information and/or mailing lists for corporate sponsor(s), donors and supporters for solicitation purposes.
- Provide volunteers to be at the event.
- Sell tickets for your event.



# Fundraising Media Kit

# Media List

## **News Organizations**

### **WZZM TV 13**

[news@wzzm13.com](mailto:news@wzzm13.com)

[www.wzzm13.com](http://www.wzzm13.com)

559-1300

### **WOOD TV 8**

[newsroom@woodtv.com](mailto:newsroom@woodtv.com)

[www.woodtv.com](http://www.woodtv.com)

771-9633

### **WXMI TV 17**

[news@fox17online.com](mailto:news@fox17online.com)

[www.fox17online.com](http://www.fox17online.com)

364-1717

### **MLive**

[grnews@mlive.com](mailto:grnews@mlive.com)

[www.mlive.com/grand-rapids](http://www.mlive.com/grand-rapids)

222-5455

### **Advance Newspapers**

[advancenewssubmissions@mlive.com](mailto:advancenewssubmissions@mlive.com)

[advancenewspapers.com](http://advancenewspapers.com)

669-2700

### **WOOD Radio**

[news@woodradio.com](mailto:news@woodradio.com)

[www.woodradio.com/main.html](http://www.woodradio.com/main.html)

458-9663



# Community Calendars

## **Experience Grand Rapids (Web Based Event Calendar)**

[www.experiencegr.com/events](http://www.experiencegr.com/events), click on "Submit Event"

## **Grand Rapids Magazine**

[caleditor@geminipub.com](mailto:caleditor@geminipub.com)

To have your non-profit community event submitted for consideration, send information via email. Include your name, email address, address, phone number, organization, name of event, organization your event benefits, start/end date of event, location of event, address of event, city of event, Web link of organization and a description of event two months prior to the publication date.

## **GR Now (Web Based Event Calendar)**

[events.grnow.com/events](http://events.grnow.com/events)

## **mLive**

[myevent.mlive.com/web/event.php](http://myevent.mlive.com/web/event.php)

## **On The Town Magazine**

[mlive.com/myevent](http://mlive.com/myevent)

## **Women's Lifestyle Magazine**

[womenslifestyle.com/add-event](http://womenslifestyle.com/add-event)

## **WOOD TV 8 – Two Options**

1. Log onto [woodtv.com/community/calendar/submit-event](http://woodtv.com/community/calendar/submit-event) to submit your event.

2. "Connecting with Community" during noon news

To have your non-profit community event submitted for consideration send information in writing by email (preferred) [community@woodtv.com](mailto:community@woodtv.com) or fax (616) 456-9169 at least four weeks in advance. Include your name, email address, address, phone number, organization, name of event, organization your event benefits, start/end date of event, location of event, address of event, city of event, Web link of organization and a description of event.

## **WXMI TV 17**

[www.spingo.com/submit/?partnerId=2223](http://www.spingo.com/submit/?partnerId=2223)

## **WZZM TV 13**

[events.wzzm13.com](http://events.wzzm13.com)

# Media Tip Sheet

*The following information will help prepare you to promote your event to the media and/or be interviewed by the media.*

- Know your audience. All events are not appropriate for all media outlets. Is your event a cocktail party or backyard BBQ? The audiences for each are different. Do you want media coverage to drive attendance at your event or media coverage of your event? Your event must be relevant to viewers, listeners and readers.
- Start planning early. If you wish to submit your event to a community calendar, some require at least two months notice.
- If you want media coverage of the actual event, send a press release or media advisory two days in advance. Remember the media is under constant deadline pressure. Keep the five W's in mind – who, what, where, when and why. Ask yourself “who cares and why should the media cover my event.”
- Identify an event spokesperson. Make their contact information clear on any media advisories or news releases. Include a cell phone or pager number. The spokesperson should have a warm demeanor and the ability to speak in conversational, layperson terms.
- Speak in sound bites. The average TV news story is no longer than two minutes. Don't use technical jargon. Be concise and clear. For TV interviews, look at the reporter, not the cameraman.
- State the most important information first; then provide background information. Avoid saying “yes” or “no” – expand and provide details that help tell the story.
- Remember you are hosting an event to benefit Spectrum Health or Helen DeVos Children's Hospital. You are not *representing* Spectrum Health or Helen DeVos Children's Hospital. If media are interested in speaking to physicians, staff, etc., please direct them to our public relations coordinator at 616.391.7920.
- Keep track of any coverage you receive. Email or mail it to:  
Spectrum Health Foundation  
Attn: Laurie Alighire  
100 Michigan NE MC 004  
Grand Rapids, MI 49503  
[Laurie.Alighire@spectrumhealth.org](mailto:Laurie.Alighire@spectrumhealth.org)

# Media Tip Sheet

*The following terms are often used by journalists and public relations practitioners. Knowing these terms may be helpful as you pitch your story to news media.*

## **Advertorial**

A paid advertisement written in the form of editorial copy for a publication. It is often confused with a news story because of its design and content.

## **Angle**

A specific perspective a reporter takes when writing a story.

## **Boilerplate**

Standard wording about a company that usually appears at the bottom of all news releases.

## **B-roll**

Television footage an announcer speaks over during a newscast.

## **Copy**

Commonly known as text, or a collection of sentences and paragraphs.

## **Deadline**

A time limit for the completion of an article or story by a reporter or producer. The media works under very tight deadlines and often needs a response or interview within a few hours.

## **Editorial**

Expression of opinion, as opposed to a news article which presents facts without opinion. Editorials usually appear on an "editorial page" separate from news stories.

## **Feature/Soft News**

A story that highlights a person, event or trend. Typically not time sensitive. Often referred to as a "human interest" story.

## **Hard News**

A story that is timely and related to an event. For example, a crime, announcement, legal proceeding etc. Hard news is typically of immediate interest or impact.

## **Headline**

The title of an article or press release.

## **Lead**

The beginning of a news story, generally containing the who, what, when, where and why. Make it compelling. It could be the only sentence the editor reads!

## **Media advisory**

A brief summary of the basic facts surrounding an event or offering an expert for comment on a particular topic. An advisory is often used when time is short or the occasion does not warrant a full news release.

**Media coverage**

Mention of an organization, its employees, physicians or services in the media.

**News article**

A story written by a journalist, who is reporting on new information. Organizations have no control over what is written in the article or when it is published. You will not be able to review your article before it is printed.

**Pitch**

A prepared phone call or email to a journalist in an attempt to “sell” a story idea.

**Press kit**

Several materials combined in one folder or package. Often includes a news release on a specific announcement or event, fact sheet, company background and executive biographies. Depending on the size and scope of our event, you may create a press kit.

**Press release**

The most common written form used in public relations to share news and information. Also referred to as a news release.

**Source/Spokesperson**

A person with information useful to the media that is the subject of an interview.

**Q&A**

A document which lists anticipated questions that may be posed to the organization spokesperson.



## Fundraising Ideas

# Fundraising Ideas

## 15 Brainstorming Ideas to Raise Funds for Spectrum Health Foundation or Helen DeVos Children's Hospital Foundation

**Athletic Event** – Organize a walk or run to benefit Helen DeVos Children's Hospital Foundation. Involve local groups or businesses to sponsor the event and charge an entry fee per guest.

**All You Can Eat Lunch** – Solicit food vendors (or employees) to donate items and hold a cook out. You'll raise money from hungry employees who donate money to satisfy their appetite.

**Babysitting for charity** – Teens can either raise money separately for their babysitting services or teachers can organize a day care type center in the school where parents can drop off their kids. There should always be teachers and other parents present in case of an emergency. It just gives parents extra piece of mind.

**Birthday Party** – In lieu of receiving gifts for your child's birthday, ask guests to make a donation to Helen DeVos Children's Hospital Foundation in their honor.

**Canister Decorations** – Have employees decorate their own coin canister and ask customers to vote for their favorite using dollars or spare change. Tie it into an overall theme (NCAA March Madness, box office movies, local area schools, etc).

**Carnival** – Host a carnival including local organizations or businesses. Charge an entrance fee at the door or per game ticket fee.

**Employee Giving** – Have employees sign up to make a donation to Helen DeVos Children's Hospital from each check. Offer incentives for employees to sign-up (T-shirts, prime parking, ½ day off, etc.).

**Golf** – Work with your local golf course to organize a fun event for golfing enthusiasts. Solicit local businesses to sponsor a hole and have contests like Closest to the Pin and Hole in One.

**Kisses for Kids** – Buy Hershey’s Hugs or Kisses candy and wrap in a colorful bag. Tie the package with a ribbon and add a note card that tells for “Kisses for Kids” helps children at Helen DeVos Children’s Hospital. Display them in your location and sell them for a few dollars.

**Miracle Jeans Day** – Have employees pay a specific amount to wear jeans on a designated day. If jeans are not an option, have employees wear stickers or lapel pins to show their support of Helen DeVos Children’s Hospital.

**Spirit Chain Fundraising** - Have a competition within the different classes in the school (senior, junior, sophomore, freshmen, etc.) to see who has the most school spirit. Each class has two colors that their paper chain consists of. Sell each strip of paper for 25 or 50 cents. Keep the chains hidden and then at an assembly have class representatives bring out the huge paper chains that have accumulated over time. Whichever class’ chain is the longest receives bragging rights for the rest of the school year.

**Talent or Fashion Show** – Host a fashion show or talent show where participants perform their talent such as acting, singing, dancing, acrobatics, drumming, martial arts, or playing an instrument. Charge entry to the event and give out small donated trophies for prizes.

**“Thon” Fundraising** – Put together a “Thon” where participants collect pledges from family and friends - either a flat fee or so much per "x" that they complete during the event. Companies may also sponsor the event - especially if it relates to their business. Additional funds can be raised through selling refreshments, advertising or souvenirs. Examples of successful “Thons” include bowl-a-thons, walk-a-thons, swim-a-thon, and much more!

**Trash & Treasure** – A yard sale is a great way to get rid of all that perfectly good “stuff” you just don’t use. Advertise the sale in advance and involve your neighbors as well.