

Community Fundraising

An easy way to give back.



950 N. 12th Street
Suite A511
Milwaukee, WI 53233
aurora.org/foundation

GIVE WELL GIVE WELL GIVE WELL GIVE WELL GIVE WELL GIVE WELL GIVE WELL

Thank you for considering Aurora Health Care Foundation as a beneficiary of your fundraising activities. We appreciate your efforts to make a difference in the lives of those we serve every day.

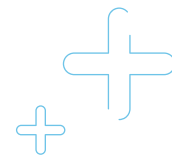
Giving back can take on many forms (golf outings, walks/runs, dunk tanks, etc.), but all involve careful planning. Our staff works at varying levels of support with community groups. We will work directly with you to offer assistance as you hold your fundraiser or project. Our goal is to make it as easy as possible for you to be successful.

When you're ready to get started, complete the Community Event Proposal Form and return to one of our community fundraising contacts (see page 9). A member of our staff will follow up with you when we receive your proposal.

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Thank you for your interest and support.
**Together we can transform care
and create a stronger community.**



Introduction

We believe, through working together, we can transform health care to create a stronger community where we can all live well. Community fundraising provides the optimal platform for individuals to come together to make a collaboration which will impact countless lives.

Who can conduct a fundraiser on behalf of Aurora Health Care?

Individuals and organizations can host an independent fundraising event to support Aurora Health Care. These can be private foundations, schools, grateful patients, and families and community organizations. In fact, anyone in the community can host an event to support the areas of greatest need or their choice of a specific fund at Aurora.

How will this tool kit help me?

This tool kit is a guide to make giving back as easy as possible. It is a complete planning guide that will allow anyone to become a successful fundraiser for Aurora Health Care. The guide will help you create a timeline, plan a budget, organize your event and even help with suggestions about getting publicity. You can use a few of our ideas or all of them. It's up to you.

Where in Aurora Health Care will my donation go?

There are many specialties, programs and services within Aurora Health Care that may be designated to receive the proceeds of your event. If you have a passion for a specific area, we can help you direct your donation there. A few examples of where your donation can help are:

- *Greatest Need*
- *Well Communities*
- *Other popular funds*

Let the **planning** begin

Answer the questions below to begin.

1. Do you know anyone who would like to help?

If necessary, bring together a group of people who share an interest or passion in raising money to support children's health.

2. What does "giving back" look like to you?

The type of event you choose should fit the size, interests, talents, goals and time availability of those involved.

3. Who will participate?

Consider who is most likely to attend and support the type of event you have selected.

4. Do you need any upfront financial resources?

Identify expenses and possible sources of funds, including in-kind products and services you may be able to get donated. This will help keep your costs down, which is something everyone will appreciate.

You may find that you will need to establish a bank account to accommodate incoming revenue and expenses. This can be done by visiting a local bank and creating a business account under your event's name.

5. How and when will everything get done?

A timeline is important in planning a strategy for your event.

6. When will you have the event?

Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.

7. How will I say thank you?

Sending thank you letters, notes or emails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about supporting Aurora Health Care.



Maximize **your impact**

Matching gifts

Many companies offer matching-gift programs to support the charitable interests of their employees. Please contact a member of the Aurora Health Care Foundation team if you have any questions about matching gift programs, donations or forms.



Vince Lombardi CANCER FOUNDATION

45th Anniversary 1971-2015

Vince Lombardi Cancer Foundation (VLCF) offers matching funds to events benefitting Aurora Cancer Care and Aurora's Vince Lombardi Cancer Clinics.

For more information or to determine your event's eligibility, please ask your local community fundraising contact (*see page 9*).



Fundraising ideas

If you are uncertain of how to go about it, or if you are looking for added inspiration, check out the fundraising ideas below. When deciding on what you will do (or what combination), remember to make sure that it is something you are comfortable doing and that you feel able to achieve. It's much better to start slow and build up as you gain confidence and experience rather than aiming too high and not enjoying the experience.

Try to think of fundraising activities that will appeal to your friends' and family's interests, such as social events or sporting tournaments. You could even get your friends and family to sponsor you to quit smoking/junk food, or to walk, cycle or anything you love to do.

As a rough guide, we've classified some popular fundraising strategies into straightforward, getting trickier and significant commitment.

Straightforward

This refers to fundraising activities that you should be able to organize on your own. Examples include:

- **Writing to all of your friends asking for their support**
- **Setting up an online fundraising page and emailing people asking them to support you**
- **Donations in lieu of gifts**
- **Coin drive**
- **Collection jar** – Place a collection jar in your office or at the front desk. Leave some donation envelopes (provided by Aurora) next to the jar so people can donate in honor or memory of someone.
- **Fundraising day at work**
 - *Denim/Jersey day* – Employees pay \$5 to be able to wear jeans/athletic jersey.
 - *Brown bag day* – Have employees bring a brown-bag lunch and donate the cost of what they would have spent going out. Watch a movie or invite someone from Aurora Health Care to answer questions.
- **Candy sale** – Rather than feeding the vending machine, have money go to Aurora Health Care. Candy can be purchased inexpensively in bulk.
- **Housewarming party** – Ask your friends to make a donation instead of purchasing a gift for your new place.
- **Big-screen TV party** – Have friends over for a film screening or football-viewing party. Ask everyone who attends to write a check to Aurora Health Care Foundation while there.

Getting trickier

This refers to fundraising activities for which you will need to refer to the fundraising guidelines, but you can still do them as one or two people.

- **Small charity auction**
- **Treasure hunt**
- **Benefit night at a local restaurant**
 - Many local restaurants have a benefit night program in which you simply have to ask people to eat at the restaurant and a portion of the proceeds will come to Aurora Health Care.
- **Neighborhood garage sale** – Invite your neighbors to add items to your sale.
- **Neighborhood chores** – Place signs around your neighborhood advertising your services (painting, watering gardens, sweeping the driveway, fixing an easy plumbing problem).
- **Mow-a-thon** – Ask your neighbors if you or your kids can mow their lawns in return for a donation to Aurora Health Care.
- **Game-time play** – This can be a friendly round of cards, host your own Scrabble tournament, or play baseball in the park. Charge an entry fee to participate in each event.
- **Home-shopping party** – Talk to your favorite sales representative (Avon, Mary Kay, Tupperware, PartyLite, Pampered Chef, etc.) – you host the party and they donate a portion of all sales to Aurora Health Care.

Significant commitment

This usually requires a team of people and can involve a financial outlay that you may not recover if the fundraising activity doesn't go ahead or fails to attract as many people as expected.

- **Large charity auction**
- **Hosting a lunch/dinner/wine-tasting party**
- **Arranging a preview movie screening at your local cinema**
- **Carwash** – Ask a local gas station or supermarket if you can host your carwash in their parking lot.
- **Host a concert** – Get a local high school band or choir to host a concert on our behalf. Ask people for donations as they enter the concert.
- **Golf outing**
- **Halloween haunted house**
- **Art show**
- **Bachelor auction**
- **Basketball, bowling, soccer or volleyball tournament**
- **Dance-a-thon, walk-a-thon, etc.**
- **Haircut-a-thon** – Ask the stylists at a local salon to cut hair on a day the salon is normally closed. Ask that all proceeds be donated to Aurora Health Care.

Feeling overwhelmed?

Have an idea but don't know where to start?

Not sure what the right activity is to give back?

We're here to help with all of the above and answer any additional questions you may have.

Call 877-460-8730 or email thankyou@aurora.org.

Frequently asked questions

1. Why does Aurora Health Care Foundation need to approve my event?

Although Aurora Health Care actively encourages community fundraising events, Aurora Health Care Foundation must approve all events in advance. This is an important safeguard in preserving the integrity of Aurora Health Care, the foundation and our commitment to donors. We only are able to endorse fundraisers that fit the mission of Aurora Health Care Foundation, Aurora Health Care and its entities, and therefore must approve all uses of name and logo.

2. When will I know if my fundraiser has been approved?

You will be notified by foundation staff within five to seven business days. We reserve the right to review and/or request additional information before acting on a proposal.

3. Can I use Aurora Health Care's name and logo?

Once your fundraiser or project is approved and you have signed the Community Event Agreement, we will send you a logo to use for your promotional materials. Foundation staff must approve anything with the name and/or logo of Aurora Health Care Foundation, Aurora Health Care and its entities before it is printed and distributed. This also includes all electronic media.

4. Will someone from Aurora Health Care Foundation help me plan and run my event?

Foundation staff can provide supporting materials (logos, endorsement letter, banners, Aurora Health Care informational materials), but cannot manage your fundraiser.

5. Can Aurora Health Care issue tax receipts to my donors?

Aurora Health Care Foundation will provide a tax letter for all donations made directly to Aurora Health Care Foundation. We cannot provide gift acknowledgements to donors who make gifts to you or any other organization.

6. How do we make our donation?

The proceeds you are donating to Aurora Health Care Foundation can be provided in a check made payable to Aurora Health Care Foundation. Send the collected donations to:

Aurora Health Care Foundation Operations
950 N. 12th Street, A511
Milwaukee, WI 53233

Please include a dated, signed letter with the check, indicating the exact amount of the donation and its intended purpose.

7. Can I have a raffle at my event?

We cannot provide or lend our raffle license to your event. You may hold a raffle if you hold a raffle license and the raffle is compliant with the Wisconsin or Illinois departments of gaming regulations.

8. Will Aurora Health Care provide items for my auction?

You are responsible for securing all items for auctions. We will provide you with a formal endorsement letter signed by an Aurora Health Care Foundation representative to assist you as you seek support for your auction, fundraiser or project.

9. Can Aurora Health Care send a press release or solicit media coverage for my event?

You are welcome to contact local media regarding your event. Aurora Health Care Foundation cannot write or distribute any press releases for your event or solicit media coverage on your behalf. We ask that you provide any draft media materials to the foundation staff for review and approval prior to their distribution.

10. Will Aurora Health Care design any promotional materials for my event?

You may use our logo to create any promotional materials within our usage guidelines, but Aurora Health Care cannot provide design services. Banners with our logo may be provided upon request. As highlighted in question No. 3, all special event materials that include Aurora's name or logo must be approved by foundation staff prior to use.

11. Does Aurora Health Care provide insurance for my event?

Aurora Health Care and Aurora Health Care Foundation cannot assume any liability for an event conducted on its behalf.

12. Will Aurora Health Care find volunteers for my event?

You are responsible for finding and coordinating volunteers for your event.

13. How do I pay the expenses from my event?

Aurora Health Care cannot fund or financially support community fundraisers. You are responsible for covering all expenses and will not be reimbursed by Aurora Health these reasons, as you start to collect money, we advise you to keep some funds on hand to help pay your expenses. In your planning process, be sure to develop a budget reflecting the type of event you are having and the costs related to the event. We can provide you with a budget planning worksheet at your request, if this would be helpful.

Aurora Health Care Foundation

community fundraising proposal package

Fundraising packet contains the following:

- **Community Event Proposal Form**

This form should be completed and returned to your local Community Fundraising Contact – see *page 9*. If you are not sure who your representative is, please contact us at thankyou@aurora.org or **877-460-8730**.

- **Frequently asked questions**

Please review the FAQ, created to aid you in planning your event, before submitting your proposal.

Thank you for considering Aurora Health Care Foundation as a beneficiary of your fundraising activities. We appreciate your efforts to make a difference in the lives of those we serve every day. Our team works at varying levels of support with community groups. We will work with you individually to offer assistance as you plan and hold your fundraiser or project.

Although Aurora Health Care Foundation actively encourages community fundraising events, the foundation must approve all events in advance. This is an important safeguard in preserving the integrity of Aurora Health Care, the foundation and our commitment to donors.

We appreciate your interest in fundraising for Aurora Health Care Foundation and we look forward to working with you.

Please contact your local Community Fundraising contact (see *page 9*) with any questions you may have.



Community Event Agreement and **guidelines**

Aurora Health Care Foundation's special events staff has created these guidelines for all special events proposed by external organizations, groups or individuals to raise funds for Aurora Health Care. All special events must be approved by Aurora Health Care Foundation before organizations, groups or individuals may announce, publicize or stage an event. Due to confidentiality commitments, Aurora Health Care Foundation cannot release patient, donor, employee, physician or volunteer information, including mailing lists, for the purpose of solicitation of funds or participation in your event or project.

Aurora Health Care Foundation reserves the right to approve only those events that represent Aurora Health Care appropriately, forecast acceptable expense/revenue ratios, and offer an acceptable level of total net revenue or allocation of net revenue. We reserve the right to review and request additional information before acting on a proposal. If circumstances warrant, Aurora Health Care Foundation may choose to opt out as a beneficiary of an event or project at any time with no obligation.

Procedures

- A. Aurora Health Care Foundation will be able to provide the following support to the sponsoring organization, group or individual for use during your event:**
- Acknowledgement of direct contributions to Aurora
 - Advice and expertise on event planning and fundraising
 - Assistance with directing contributions toward areas of special interest or need
 - Aurora Health Care informational materials
 - Banners
 - Coordination of/check presentations, if appropriate
 - Endorsement letter signed by an Aurora Health Care Foundation representative
 - Event posted internally to caregivers (determined by event)
 - For events where at least 50 percent of revenue is gifted to Aurora Health Care Foundation, event information posted on AuroraHealthCare.org
 - Logos

- B. Aurora Health Care Foundation will not be able to provide the following support:**
- Aurora Health Care letterhead
 - Aurora Health Care tax-exempt number or certificate
 - Bank accounts or processing of expenses
 - Celebrities or professional athletes
 - Financial support of any kind
 - Giveaway items
 - Guaranteed attendance of Aurora staff
 - Insurance or liability coverage
 - Liquor licenses
 - Mailing list of donors and/or vendors
 - Publicity or press releases (newspaper, radio, television, etc.)
 - Raffle license
- C. All event materials must be reviewed and approved by Aurora Health Care Foundation staff prior to use.**
- D. The sponsoring organization, group or individual will submit event proceeds to Aurora Health Care Foundation within 60 days of the event, unless a member of the foundation staff previously approves a different date.**

Special note: Aurora Health Care Foundation cannot assume any liability for an event conducted on its behalf. The sponsoring organization, group or individual shall comply with all applicable laws, including, without limitation, all applicable charitable solicitations laws.



Use of logo or name

The logo and name of Aurora Health Care and other entities may be used as part of an event **only after approval has been granted** by Aurora Health Care Foundation.

The **Aurora Health Care Foundation** name and logo are service marks of Aurora Health Care and cannot be used without written permission. With approval of use, a logo will be provided by Aurora Health Care Foundation special events staff. When the name **Aurora Health Care Foundation** is shown as the beneficiary of events sponsored by external organizations, groups or individuals, only the following wording is acceptable:

- ***An event benefiting Aurora Health Care Foundation***
- ***(Event name) benefiting Aurora Health Care Foundation***

Aurora Health Care requests that its logo usage rules are adhered to when using the logo of Aurora Health Care Foundation, Aurora Health Care and its entities. Please review the attached document related to logo usage.

Sample of logo:



Sample of logo usage and wording when sponsored by external entities:



Aurora Health Care Foundation

Community Fundraising Site Contacts

If you cannot find your community below or are unsure of who your Aurora Health Care Foundation contact is, please contact us at 877-460-8730 or thankyou@aurora.org.

Metro Milwaukee Area

Aurora St. Luke's Medical Center

Caroline Stewart
414-219-7376
caroline.stewart@aurora.org

Aurora Sinai Medical Center Aurora St. Luke's South Shore Aurora West Allis Medical Center

Adam Martin
414-219-6056
adam.martin@aurora.org

Community Wellness

Aurora at Home Aurora Zilber Family Hospice Aurora Behavioral Health Service Aurora Family Service Aurora Abuse Response

The Healing Center
Sexual Assault Treatment Center
Safe Mom Safe Baby
Sexual Assault Nurse Examiners

Aurora Parish Nursing Aurora Walker's Point Community Clinic Bread of Healing Clinic

Diane Orozco
414-219-4742
diane.orozco@aurora.org

Northern Wisconsin

Aurora Medical Center in Grafton Aurora Medical Center in Washington County Aurora Sheboygan Memorial Medical Center

Erin Starck
262-329-1070
erin.starck@aurora.org

Aurora Medical Center in Manitowoc County

Sara Alger
262-329-1072
sara.alger@aurora.org

Aurora Medical Center in Oshkosh

Beth Oswald
920-456-7009
beth.oswald@aurora.org

Southern Wisconsin/Northern Illinois

Aurora Lakeland Medical Center Aurora Medical Center in Kenosha Aurora Memorial Hospital of Burlington

Jolene Halvorsen
262-741-2661
jolene.halvorsen@aurora.org

Aurora Medical Center in Summit

Kim Korber
920-434-1062
kim.korber@aurora.org

Community Event Proposal Form & Agreement

Proposed event/promotion _____

Dates/Time _____

Location _____

Sponsoring organization, business, individual _____

Contact person/title _____

Address, city, state, ZIP _____

Daytime phone _____ Cell phone _____

Fax _____ Email _____

Event description _____

Have you held a fundraiser for Aurora Health Care or Aurora Health Care Foundation before? Yes No

If yes, please describe: _____

How will you raise money through this event (entrance fees, raffle, auction, etc.)?

Please provide promotional details/plan below (may also be included as a separate attachment).

Have you formed a committee to help organize this event? Yes No

Estimated number of participants/attendees? _____

How will you publicize this event?

Please provide promotional details/plan below (may also be included as a separate attachment).

Fundraising goal: \$ _____ Estimated gift to Aurora Health Care Foundation: \$ _____

Funds raised to be designated for (check appropriate area):

Unrestricted gift to Aurora Health Care Foundation

Specific program(s), service(s) or facility/facilities (please provide specific details below):

Is Aurora Health Care Foundation the sole beneficiary of proceeds? Yes No

If not, please explain the percent distribution of proceeds: _____

Do you plan to seek gifts or donations or sponsorships from local businesses? Yes No

Why did you choose to do a special event or promotion for Aurora Health Care? _____

I/We have read and understand all of the community event guidelines and agree to comply with all rules as stated. (Please print your name, sign and date this form, and keep a copy for your records.)

Name (please print) _____

Signature _____ Date _____

Please complete in its entirety, sign and date the Community Event Proposal Form & Agreement, and return to your local Community Fundraising contact (see page 9).

Thank you



950 N. 12th Street
Suite A511
Milwaukee, WI 53233
aurora.org/foundation

KV0151 (05/15)

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