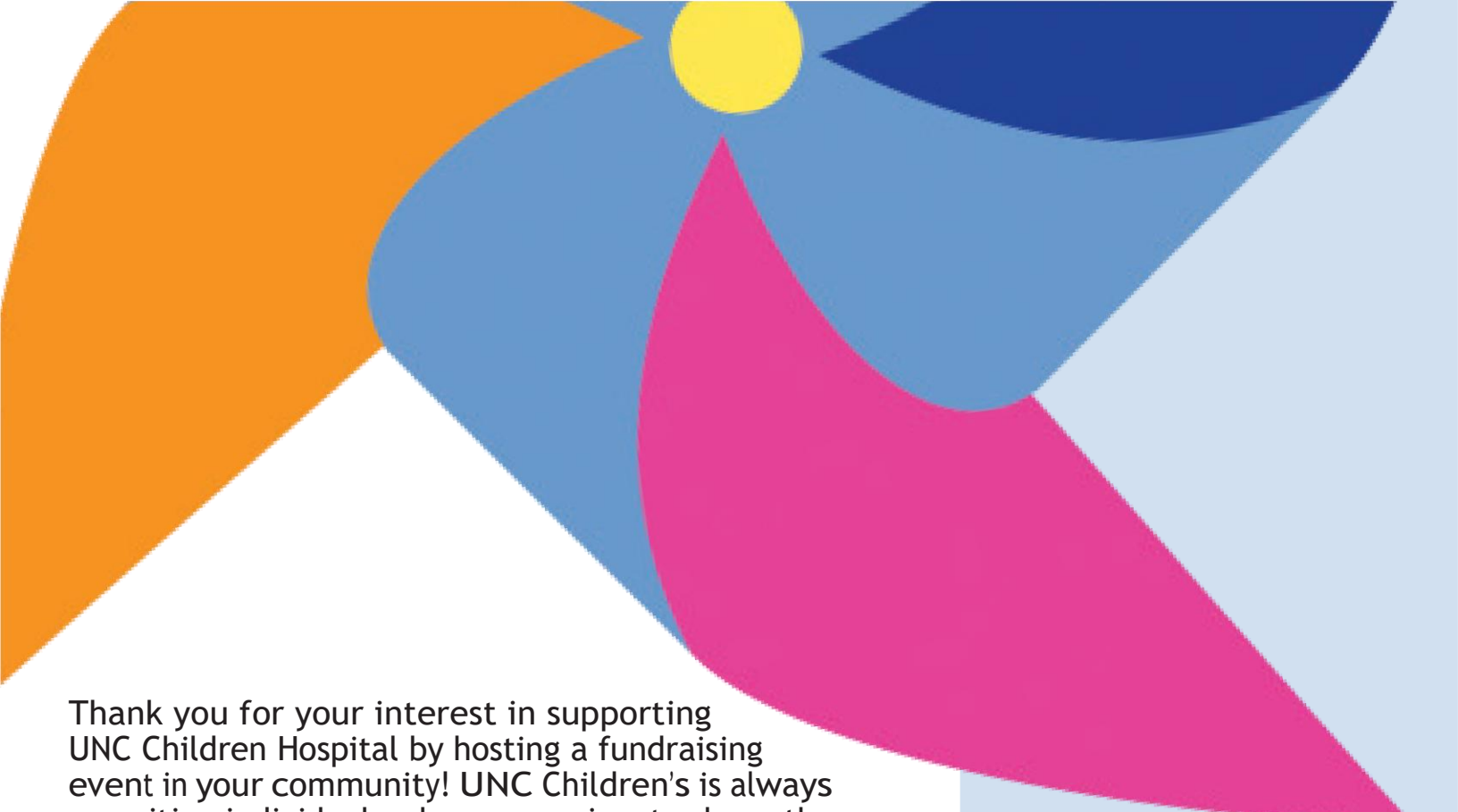




Community Event Toolkit



Thank you for your interest in supporting UNC Children Hospital by hosting a fundraising event in your community! UNC Children's is always recruiting individuals who are passionate, have the ability to mobilize and motivate others, and want to make an immediate impact in the world. We thank you for taking up our cause!

For years, UNC Children's has been providing world-class medical care to children of all ages - no matter how critical or rare their condition, and regardless of a family's ability to pay. Unrestricted funds raised through community events like yours help the hospital to best meet immediate needs, including funding for new clinical and research initiatives, renovations of clinical spaces, and program development. We appreciate the support you are lending us to realize such ambitious goals in the service of others.

To help ensure the best outcomes for your event, we have developed this Community Event Toolkit which will help keep your fundraiser aligned with our mission and aid you in planning the best event possible!

If you have any questions during the planning of your community fundraising event, please don't hesitate to contact us. Though they may never see your face, you are truly a hero for our patients, families, and physicians. Thank you for thinking of UNC Children's!

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One of America's Very Best Children's Hospitals

UNC Children's: A Commitment to Care

UNC Health Care's North Carolina Children's Hospital protects the health and well-being of children throughout North Carolina and beyond, regardless of how critical or rare their challenge. More than merely treating patients, we uphold a four-tiered mission to "CARE," aligning clinical care, advocacy, research, and education to deliver world-class, family-centered health care, and advance our vision of becoming the Southeast's leading children's hospital.

By the Numbers

In 2018, our nearly 200 physicians treated 107,451 children from all 100 counties of North Carolina and from 45 states across the country. Our 150 beds served 5,276 inpatient visits and patients received care in 7 nationally ranked subspecialties. This illustrates why our commitment to family-centered care is so important. The patient's family is a central member of every child's care team.

CARE in Action

Patient care is at the heart of everything we do. Children admitted to N.C. Children's Hospital have access to a team of child life specialists and other supportive care services. These are complemented by supervised play facilities, including our indoor playground, music room, lookout terrace, and teen activity center.

We also ensure that our patients keep up with their studies during their hospital stays by way of our Hospital School, state-accredited for children in grades K-12. Non-clinical complementary offerings like these help to relieve the stress associated with hospitalization and give our patients a sense of normalcy during a difficult time.

UNC Children's is much more than North Carolina Children's Hospital and its affiliated outpatient clinics. In addition to providing world-class patient care, we are national leaders in advocacy, research, and education.

Advocacy

N.C. Children's Hospital participates in a number of local, national, and global networks that advocate for children's health. These types of programs are helping children not just here in North Carolina but across the nation and around the world.

Research

Scientific discovery is also an important priority. In 2018 we started the 1st NC Children's Research Institute. We are fortunate that the research being done at UNC Children's goes directly from the lab to our patients' bedsides without the delay that usually accompanies paradigm-changing medical breakthroughs.



Education

Finally, UNC Children's hosts one of the largest pediatric residency programs in the country and is nationally recognized as a leader in the training of pediatric residents. We also offer a number of subspecialty fellowships. That means that the vast majority of pediatricians in practice in North Carolina have trained with UNC Children's at some point in their careers.

What External Affairs can do to support your event

In order to be equitable with our resources, UNC Children's will look at how much your event raised in previous years in order to determine what support we will be able to provide. Please note that all benefits are subject to availability and may change at any time.

Events raising \$1-\$999 & First Year Events

- ◆ Access to digital information/presentation materials about UNC Children's
- ◆ Use of UNC Children's logo and name
- ◆ A letter of authorization to be used to validate the authenticity of the event
- ◆ Event date & link to details listed on UNC Children's website calendar

Events raising \$1,000-\$4,999

- ◆ All of the above
- ◆ Increased web and social media exposure

Events raising \$5,000-\$9,999

- ◆ All of the above
- ◆ Small giveaway items to use at your event (pens, pins, cards) as available
- ◆ Enhanced visibility of your event on the UNC Children's website and calendar
- ◆ Invitation for 4 people (ages 18+) to tour the hospital

Events raising \$10,000+

- ◆ All of the above
- ◆ Access to silent auction/raffle item(s), as available*
- ◆ UNC Children's representative at your event or post-event check presentation, as available*
- ◆ Additional support from UNC Children's as needed*

*3+ months advance notice required to implement these benefits



Restrictions

Unfortunately, there are simply some things that we cannot do for your event because of various regulations and time constraints in our office. These include but are not limited to:

- ◆ Provide staff, volunteers, doctors, patients or other speakers for your event,
- ◆ Aid with marketing/publicizing your event or garner any media coverage on your behalf
- ◆ Extend our tax exempt or non-profit status to you/your event to garner discounts or privileges
- ◆ Provide funding or reimbursement for your event expenses
- ◆ Solicit sponsorship revenue for your event
- ◆ Provide any kind of mailing list to you
- ◆ Provide insurance or liability coverage for your event
- ◆ Allow you to apply for grants or funding under our name (you must use your event's name)



Our goal is to ensure the best possible outcome for your event by approaching donors in the community in a coordinated fashion. Please read our community fundraising event guidelines before committing to hosting a fundraising event!

Official Guidelines

- ◆ Any individual, business, or organization that wishes to host an event benefiting UNC Children's must complete the online event application to be reviewed by the UNC Children's development team.
- ◆ Events must fit the mission and image of UNC Children's.
- ◆ If another organization will also benefit from the event, UNC Children's must be notified within the online application.
- ◆ Until the event has been approved, no public announcements can be made, and the event may not be promoted in any way.
- ◆ Should UNC Children's decline the application or choose not to be affiliated with the community fundraising event in question, reference to the UNC Children's in any form (i.e. use of name or logos, etc.) will not be permitted.
- ◆ All event materials that include UNC Children's name or logo must be reviewed and approved in advance by the development team. Materials include, but are not limited to, advertising, press releases, posters, flyers, web content, t-shirts, etc.
- ◆ UNC Children's is the beneficiary—not the sponsor or host— of any events. Publicity should list the name of the event followed by “benefiting UNC Children's”.
- ◆ If the hospital will not receive 100% of the proceeds, an exact percentage or amount must be stated on all related publicity.
- ◆ The event organizer must obtain any necessary permits, licenses, and insurance related to their event. UNC Children's and all related entities cannot assume any type of liability for your event and cannot extend any insurance to you.



List of Potential Fundraising Ideas

Kid Friendly

Art show
Bake sale
Lemonade Stand

Holiday Fun

Pumpkin Patch
Holiday Pictures

Workplace

Jeans on Monday
Potluck

Food Fundraisers

Restaurant Night
Spaghetti Dinner or Pancake Breakfast

About Town

Garage Sale
Band or choir concerts
Fashion Show
Runs and Races



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HEALTH CARE

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