



Outside Benefits for CHOC Children's

Thank you for your interest in raising funds to benefit CHOC Children's! Outside Benefits play a special role in philanthropy at CHOC. Dollars raised by these events directly impact the services that CHOC provides to children in our community.

Outside Benefits are those activities through which another organization, group, or individual (YOU) offers to hold a fundraising event for the benefit of CHOC Children's. If you have a desire to raise funds for CHOC, please be sure to read this Outside Benefits package carefully. After reading, please complete the Outside Benefits application form for your event and submit to:

Monique Bates
CHOC Children's Foundation
mbates@choc.org
Phone: (714) 509-7972

Within three days, the CHOC Children's Foundation Office will be in touch to discuss your Outside Benefit.

Fundraising Tips and Outside Benefit Ideas

CHOC Children's is so thankful for community members like you who are interested in helping fundraise for the hospital! We'd like to provide you with some fundraising tips to consider before taking the plunge to organize an event:

- Fundraiser events range in size, involvement, interest, and time availability. *Be sure to consider your own time and resources that you can contribute to the event.*
- *Be sure you've got an interested audience to attend your event and to donate.* Choosing an event that you know will interest your friends and/or community will prove to be more successful.
- *Get some help from your family, friends, and community.* Two heads are better than one! Form a committee to help you plan and execute your event so you are not overwhelmed by the details and logistics.
- *Have a strategy to spread the word and market your event.* In order to have a successful fundraiser event, you've got to make sure people are aware of what you're doing, and the reason for it. Determine a social media strategy. Once your event is approved, create and distribute flyers, and tell everyone you know.

You'd like to support CHOC Children's, you've reviewed some of our fundraising tips, but you're not quite sure what kind of fundraiser you'd like to host? Below are some Outside Benefit ideas:

- **Yard Sale** - Declutter your home and raise money for CHOC. Hold a yard sale to pass your treasures on to others, and donate the proceeds to CHOC. Chat with your neighbors, maybe they'll be interested in a Block Sale to benefit CHOC.
- **Bake Sale** - Bake some goodies made with love and sell them at your child's next sporting or performance event. Your treats will fill people's bellies while the proceeds benefit CHOC.
- **Recycling Event** - Invite family, friends, and your community to recycle, and donate proceeds to CHOC.
- **Birthday/Anniversary Gifts** - Encourage your birthday or anniversary party guests to bring a donation for CHOC, in lieu of a traditional wrapped gift to you.

- Runs/Walks/Marathons - Ask friends to support you for each mile you run/walk! The running and walking is good for your health, and the donation to CHOC is good for the children's health.
- Dinner Parties - Host a dinner party for your friends, and ask them to make a donation to CHOC for the amount they would have spent on a night out. You'll enjoy each other's company, and enjoy making a donation to support CHOC Children's.
- Car Wash - Get a group of friends together and spend a day washing cars for a good cause. Donate the proceeds to CHOC.
- Be Creative - Think up an event that incorporates your own interests, and turn it into a fundraiser for CHOC!

Outside Benefit Guidelines

Before you dive into your Outside Benefit for CHOC Children's, the CHOC Children's Foundation Office will need to review the details of your event. The following guidelines will help guide you in planning your event, and prepare you for the requirements of CHOC Children's for Outside Benefits.

- Events must maintain the image and integrity of CHOC Children's, and must be promoted and operated in an ethical and professional manner. We reserve the right to deny applications for events that do not project a positive image of CHOC Children's and to prohibit sponsorship by companies that conflict with our mission, vision, and values.
- Outside Benefit application must be submitted for approval to the Foundation Office at least 60 days prior to your event date.
- CHOC requires at least 50% of the net proceeds to be directed to the hospital. Reasonable exceptions may be considered for first-time events, on a case by case basis.
- A minimum gift of \$5,000 must be guaranteed to CHOC Children's in order to receive approval to use the CHOC logo in association with your event (promotional materials, invitations, etc.). Should permission to use logo be granted, the logo cannot be altered in any way.
- CHOC Children's will not provide funding or reimbursement for expenses related to your event, cannot solicit sponsorship revenue for your event, and cannot sell tickets to your event.
- All necessary permits, licenses, etc. required for your event are the responsibility of your fundraising group, not CHOC Children's. If insurance is required for your event, you must submit a copy of the certificate of insurance to the Foundation Office prior to your event date. CHOC Children's will not insure your event.
- The Foundation Office must approve all promotional materials prior to distribution. In naming the event, CHOC Children's should be presented as the beneficiary only, not as the host or co-host of the event.
- When beneficiary status of an event is shared between CHOC Children's and other organizations, CHOC must have the opportunity to approve beneficiary status. All beneficiaries of an event should be listed on invitations, promotional items, press releases, etc.
- You must have permission from the Foundation Office prior to soliciting any businesses for your event.
- The Outside Benefit Accounting Worksheet must be completed and sent in to the Foundation Office, along with the funds raised/collected no more than 45 days after your event. CHOC Children's is authorized to have complete access to all fundraising activities and is authorized to audit records at completion of the fundraiser, or at any time during the fundraising activity, as deemed necessary.
- CHOC Children's will issue thank you letters for in-kind donations, if you provide complete information for all applicable donors.

- Any changes to the event must be communicated in writing to the Foundation Office immediately.

What CHOC Children’s Foundation can do to assist with your event in accordance with Foundation policy:

- Attend events or check presentations, as schedules allow.
- Acknowledge direct contributions to CHOC Children’s in accordance with hospital policies.
- Provide and approve the use of CHOC Children’s logo in accordance with Foundation policy.
- Assist donors in directing contributions towards areas of special interest or areas of need.
- Provide a letter of authorization to validate the authenticity of the event and its organizers.

What CHOC Children’s Foundation cannot do:

- Provide volunteers to support your event.
- Promote, publicize, and/or sell tickets for your event.
- Provide the hospital’s tax exemption number.
- Provide funding or reimbursement for expenses.
- Provide mailing lists of donors, vendors, board members, medical staff members, associates, and other affiliated hospital constituencies.
- Provide CHOC Foundation stationery.
- Guarantee attendance of associates, patients, physicians, or volunteers at the event.

Support Levels for Outside Benefits

Guaranteed Funds Raised	Support Level from CHOC
\$0 - \$1,000	<ul style="list-style-type: none"> • Letter of authorization • Acknowledge direct contributions • Assistance directing contributions • CHOC Children’s Foundation brochures • Permission to include “Benefitting CHOC Children’s” on print materials
\$1,000 - \$4,999	<ul style="list-style-type: none"> • All items listed above • CHOC Children’s table cloth for use during event • Display CHOCO bear for use during event (stuffed bear, <u>not</u> CHOCO costume)
\$5,000 - \$9,999	<ul style="list-style-type: none"> • All items listed above • Permission to include CHOC Children’s logo on print materials • CHOC associate to attend a check presentation, if desired
\$10,000 - \$49,999	<ul style="list-style-type: none"> • All items listed above • CHOC associate to give a brief thank you to attendees at your event, if desired
\$50,000 - \$99,999	<ul style="list-style-type: none"> • All items listed above • CHOC hospital tour provided to up to 8 members of your group/organization • Use of CHOCO Bear costume (you provide the person to wear the costume) for your event, if desired
\$100,000+	<ul style="list-style-type: none"> • All items listed above • CHOC physician or Grateful Family to give a brief talk to attendees at your event, if desired and scheduled in advance

Other Ways to Get Involved

Want to get involved and support CHOC Children's, but aren't sure you want to take on a fundraiser event yourself? Here's some options you can explore to get plugged in:

- Join a Guild - Before CHOC Children's opened its doors in 1964, community guilds were formed to raise funds to support CHOC, and to spread awareness of CHOC's mission. Today there are 11 guilds, located in different geographical regions throughout Orange County. The guilds raise money in a variety of ways - fashion shows, home tours, golf tournaments, dinner dances, themed parties, and boutiques. Check out www.choc.org/giving/guilds for more information about the guilds and consider joining!
- CHOC Follies - Now in its 19th year, the CHOC Follies is considered one of Orange County's most popular fund and friend-raising events. With a cast and crew of more than 100 enthusiastic members from our community, this original musical production is guaranteed to keep you laughing! Check out www.chocfollies.org for more information about the show!
- CHOC Walk - The CHOC Walk in the Park raised \$2 million dollars in 2015 and attracted over 16,000 "CHOC Walkers," who joined together in support of CHOC Children's and the health and well-being of children. Check out www.chocwalk.org for more information about the CHOC Walk and how you can participate!