



Hennepin County Medical Center

Hennepin Health Foundation

Together We Share



We are committed:

- to provide the best possible care to every patient we serve today;
- to search for new ways to improve the care we will provide tomorrow;
- to educate health care providers for the future; and
- to ensure access to health care for all.

Information about HCMC

Hennepin County Medical Center is home to Minnesota's premier Level 1 Trauma Center with many nationally recognized programs and specialties. It is an essential teaching hospital for doctors and other health professionals who go on to practice throughout the state; a safety net hospital providing care for low-income, uninsured and vulnerable populations in our community; and a nationally recognized research facility. HCMC is operated by the Hennepin Healthcare System, Inc., a public subsidiary corporation owned by Hennepin County. In addition to the hospital, HCMC operates primary care clinics throughout the area.

HCMC has been named one of America's Best Hospitals by *U.S. News & World Report* for 14 consecutive years and was recently recognized by the National Association of Public Hospitals with a safety net award of merit, as well as a president's award for our dedication to the victims and families of the 35W bridge collapse.

Each day, Hennepin County Medical Center strives to fulfill the mission that is uniquely our own.



Dear Friend,

Thank you for your interest in conducting a fundraising activity to benefit Hennepin County Medical Center. We can't emphasize enough how much we appreciate your support and the difference it will make in the lives of our patients and their families. From hosting a dinner party, to organizing a golf tournament or tennis match, to donating proceeds from product sales, there are countless ways that you can raise funds to help further the mission of Hennepin County Medical Center.

The Hennepin Health Foundation is the supporting arm of HCMC. Our aim is to raise funds and to work with partners, like you, to be successful in fundraising efforts that go toward the mission of HCMC. The guidelines presented in this booklet are designed to support you in planning successful fundraising and share the extent to which HHF can provide support for your event, activity or program. If you have any questions or need additional assistance we are happy to help you. Contact Hennepin Health Foundation at (612) 873-6090.

We hope your experience as a supporter brings the same fulfillment to your life as it does to the lives of our patients and their families.

Thank you,



Emily Fuerste
President, Hennepin Health Foundation



Organizing a successful fundraising event for HCMC

We developed these steps to assist you in creating a successful and rewarding event—and to have fun doing it!

PLANNING YOUR EVENT

- 1. Brainstorm!** Before getting started, review this guide. It's full of great tips and ideas to help you decide what kind of event you want to host and start to think about what you will need to include. Decisions about theme, location, food, logistics, prizes and programming are some of the things you will want to consider. Invite friends or family to help with ideas.
- 2. Get the OK.** Once you have decided on details about the event, you will be able to fill in your plans on the application form and send it in. The foundation will review your request and respond within a week. It's a good idea to apply at least six weeks before your event date.
- 3. Get some help.** Gather friends, family and others interested in helping with the event to plan and organize with you. Form a committee to make sure your event runs smoothly and turns out well.
- 4. Develop a timeline.** Planning well will increase the fun you have doing an event and help ensure success! Plan for what you need to do each week in order to stay on schedule for the event. Identify who on your committee is responsible for each task. Set deadlines for completion.
- 5. Figure out the budget.** How much do you expect to raise with your event? Set a goal. You will want to identify your expenses and potential sources of support.
- 6. Raise the bar.** In addition to the core fundraising feature of your event (e.g., entry fees to a golf tourney), think of other ways to generate even more giving. Print a small brochure and sell ad space. Ask for donations of goods that can be sold or auctioned. It's easier than you think!
- 7. Spread the word.** Send information out by email, post it on Facebook, and encourage your friends and family to pass on news of the event to anyone who might be interested in participating.

WRAPPING UP YOUR EVENT

- 1. Settle things up.** Make sure your expenses are paid promptly and that the proceeds of the event are sent to Hennepin Health Foundation within 60 days of your event.
- 2. Pat yourself and your committee members on the back for a job well done!** This is your time to celebrate. It is also time to acknowledge and thank your volunteers, donors, participants, in-kind donors, and sponsors for their support and involvement.
- 3. Evaluate.** Gather your committee to talk about what went well, what you would do differently next time, and start planning for next year.

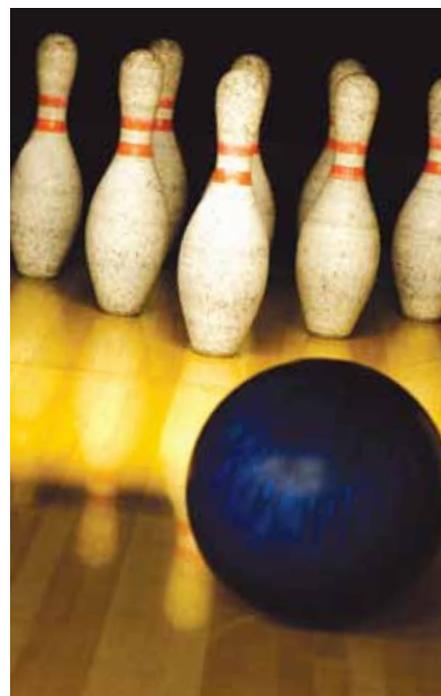
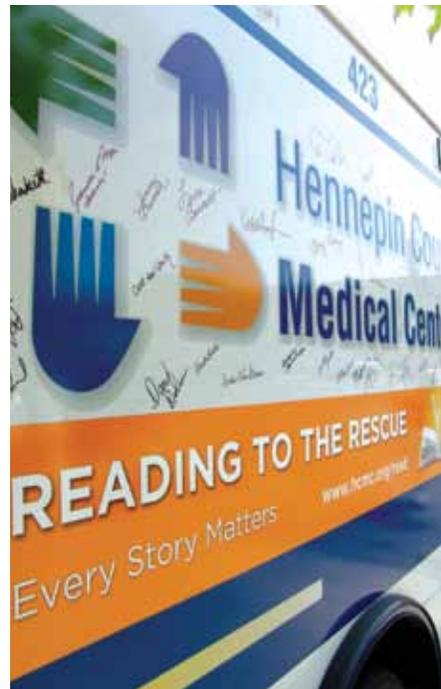




The Sky's the Limit

There is no end to the different types of fundraising events that you can do with your group, company or friends. We've listed below just a few ideas and would be happy to brainstorm with you to generate a concept that is just right for you.

- Recreational event, such as bowling, golf tournament, softball
- 5K, 10K or marathon
- Wine tasting
- Plant sale
- Auction
- Car wash
- Bake sale
- Holiday party
- Holiday gift wrapping at a favorite store
- Pancake breakfast
- Book sale
- Talent show
- Garage sale
- House cleaning
- Percentage of all proceeds for a day from a favorite restaurant or store
- Cook-off
- Lemonade stand
- Poinsettia sale (partner with local garden store)
- Cabaret



FAQs

Q: Can Hennepin Health Foundation provide letters and receipts for supporters of my event?

A: Yes, we can do the following:

- Acknowledgment letters and tax receipts can be provided for any gifts that are received by or made out to Hennepin Health Foundation.
- Thank you letters can be sent to those who have provided auction or drawing items.

Q: Can I use the HCMC name and logo in promotion of my event?

A: Yes, of course. You will need to submit all printed materials such as invitations, posters and advertisements to the foundation prior to use. This way we can help you be sure that all information is accurate and properly reflects the mission, image and core values of the medical center.

Q: What about help in promoting my event?

A: We'd be happy to help by promoting your event to our employees and volunteers, on our website and in any appropriate communications of the foundation.

Q: Can I get a list of supporters from you?

A: We take confidentiality very seriously, and so we do not share any names or personal information of our donors, staff, physicians or vendors. We will review your list of potential sponsors with you to help identify overlaps with foundation activities and advise you on approaching individuals or organizations for in-kind gifts, contributions or sponsorships.

Q: Where do I get help running my event?

A: The HHF staff is happy to advise and guide you as you plan your event. We won't be able to run your event, because other foundation activities need the staff time we have. Most of our fundraising friends form an event planning committee of family, friends and others and find it is a great way to spend time together while working on a worthwhile cause.

Q: Can I have a raffle at my event?

A: There are special rules for a raffle. Only nonprofit organizations can hold raffles, not individuals. You can find additional information about raffles in Minnesota at www.gcb.state.mn.us/index.html.

Q: Can I have an authorization letter and use the foundation tax exempt number to purchase supplies for the event?

A: We can provide an authorization letter to verify that you are conducting a fundraising event to benefit HCMC. In addition, your sponsors can call the foundation to get our tax exempt number. They often need it for tax purposes or to verify the tax status of HHF.

Q: How do I handle the event expenses?

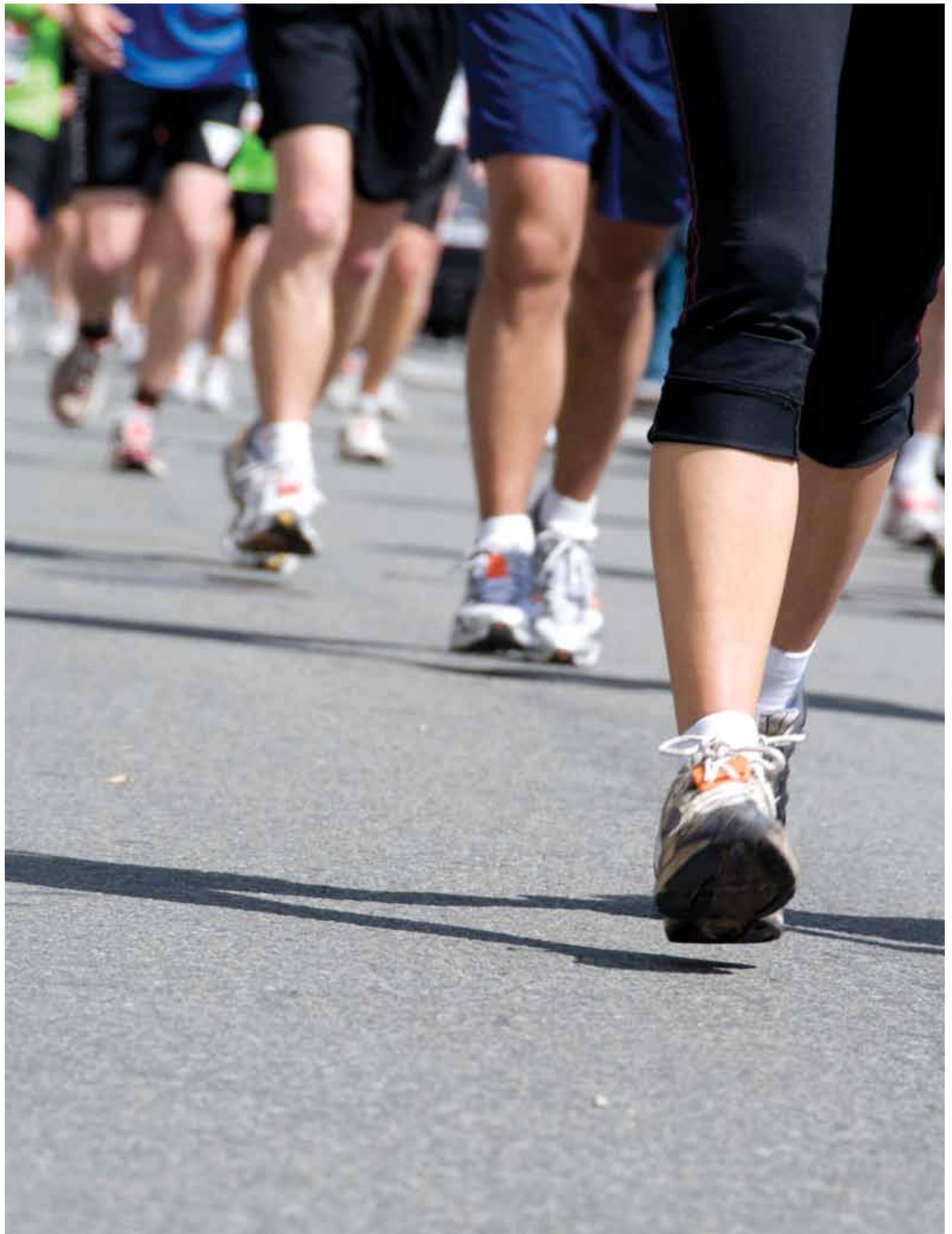
A: We encourage you to keep all receipts showing expenses as you will be able to deduct these from the proceeds and sponsorships. We can provide a form to help you keep a detailed list of all proceeds, sponsorships and expenses to help determine the amount raised. The proceeds can be sent to Hennepin Health Foundation, 701 Park Avenue, P1, Minneapolis, MN 55415.

Q: Can I have my event benefit another organization that I care about?

A: Yes, if you wish to fundraise for both HCMC and another organization, just put that on your application. You should clearly state on your promotional materials what percentage of the proceeds is going to each organization.

Q: What if I have questions that this booklet did not answer?

A: Call (612) 873-6090 to get connected with foundation staff.



THANK YOU!

Your fundraising for HCMC supports not just patient care for our whole community and our Level 1 Trauma Center—your support helps us train hundreds of medical residents every year. We're excited to learn about your ideas and to share our knowledge with you.

Thank you for caring!

Liability | Hennepin Health Foundation (HHF) is not financially or otherwise liable for the promotion and staging of any fundraising events by any third party individual or organization. The organizing individual or organization may not incur any financial or other obligations on behalf of Hennepin Health Foundation. It is important for you to obtain any necessary permits, licenses or insurance required by local, state or federal law. HHF cannot be held responsible in any way for casualties and/or situations that occur at your event or in relation to it.

Promotion | How well you promote your event directly affects the success of your event. We encourage you to have fun with this process; however, we do require all promotional materials first be approved. These include, but are not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.

In order to maintain transparency throughout the promotion of your event, clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit HHF. The official logo of HHF/HCMC should be appropriately used in conjunction with such an event, but any use of the logo must adhere to established graphic standards such as typeface, color, configuration and/or position.

It is important that the event be promoted and conducted in a manner to avoid statement or appearance of HCMC or HHF

endorsement of any product, firm, organization, individual or service. You cannot purchase promotional materials and/or advertisements with HHF funds. Any such advertisement should be the result of underwriting or sponsorship by interested organizations that have decided to support your event.

Sponsorship | HHF must receive a list of targeted sponsors for the event before they are approached. This is to minimize competition with other fundraising campaigns under way by the Foundation. HHF reserves the right to decline any underwriting and/or sponsorship should it not meet our criteria.

Proceeds | To keep things organized, HHF should receive all net proceeds within 60 working days of the conclusion of the event, activity or program along with a list of all donors. We will provide a form for you to give a complete accounting of all expenses and contributions (cash and noncash) of the event, activity or program for our own records.

Good luck and have fun!

HHF is a charitable organization as defined by Internal Revenue Code Section 501 (c)(3), meaning that contributions to the foundation qualify for the maximum charitable contribution deduction under the Internal Revenue Code.

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Signed Agreement

THE ABOVE GUIDELINES HAVE BEEN READ AND AGREED TO BY:

Contact Name: _____ Date: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Organization/Affiliation: _____

HHF Representative: _____ Date: _____

Please send completed application and signed agreement to:

Hennepin Health Foundation
701 Park Avenue, LSB 3
Minneapolis, MN 55415
Phone: (612) 873-6090 Fax: (612) 904-4214



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