



EVENT PLANNING TOOL KIT

ABOUT US

The Children's Foundation focuses every day on the health and well-being of children in Michigan.

Through grantmaking, advocacy, and bringing together passionate philanthropists who want to improve the lives of children, the Foundation is creating meaningful impact today and for generations to come.

Our work creating more equitable opportunities for children's health has a history that traces back to supporting the Children's Hospital of Michigan. For more than 130 years, we have stewarded funds to enable better treatment and improve health outcomes.

As the Foundation has grown and evolved, we have broadened our approach to provide for kids both inside and outside the hospital, focusing on the most urgent health needs of kids in our region.



Since 2011, we have awarded more than \$80 million in grants to create meaningful change for kids

MORE THAN
\$85M
SINCE 2011

FOCUS AREAS



Mental Health



Substance Use Disorder



Health Equity & Access



Children's Hospital of Michigan Legacy Initiatives

MISSION

The Children's Foundation is a catalyst for change, partnering with the community to advance solutions and discoveries that improve the physical and mental health of children in Michigan.

VISION

Our vision is a Michigan where all children have equitable opportunities to lead healthy lives



Children's Foundation

Together, we can do more.

By hosting an event or fundraiser to benefit the Children's Foundation, you are supporting kids today and into the future. Dollars raised will be invested right back into our community, creating long-lasting resources and solutions that improve the lives of kids.

Event ideas include:

- School Penny Drives
- Shopping for a Cause events
- Point-of-Purchase sales
- Sporting events
- Walkathons, Races, Marathons
- Crowdfunding Fundraisers
- Birthday, Anniversary, or other special celebrations

WHERE DO I BEGIN?

To ensure a successful fundraiser, below are few suggestions to help you get organized and started on planning your event.

Form a planning committee. Bring together a group of enthusiastic and dedicated individuals with diverse talents and perspectives to help plan and promote the event.

Identify the type of event. With your planning committee, brainstorm ideas for your fundraiser and identify the challenges and opportunities that come along with each idea. The type of event you choose should fit the size, interests, talents, goals, and time availability of your planning committee and appeal to those you might want to attend.

Develop a budget. Try to identify all the expenses involved with your event. This can be things such as invitations, rental space, signage, food and catering, and more. Then, think about possible sources of funds, and people and companies you know who may be able to donate products or services to reduce your costs.

Develop an event timeline. A timeline is important in ensuring all the pieces of your event are falling together seamlessly.

Schedule 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 or holidays.

Collect all funds. We ask that all event proceeds designated for the Children's Foundation be sent to the Foundation within 30 days after your event.

Say "Thank you!" Sending thank-you letters, notes, or e-mails to everyone who participated in or supported your event shows your appreciation and generosity toward the Children's Foundation.



HOW CAN THE CHILDREN'S FOUNDATION SUPPORT ME?

- Provide consultation on fundraisers and events
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide and approve the use of our logo, provided certain criteria are met; please contact us if you need our logo
- Help you select an area at the Children's Foundation for your donation to support
- Coordinate check presentations
- Send you Children's Foundation materials for your event

We are here to support you, however, there are some services we are unable to provide:

- Our sales tax exemption number
- A raffle license - you must apply for that yourself.
- Financial support for event expenses
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- Event promotion or publicity (e.g. newspaper, radio, television)
- Guaranteed attendance of the Children's Foundation staff - please provide us with the date, time and location of the event as early as possible so we can try our best to be there!

FAQs

Where should I send my donations?

Please send any cash or checks you collect to the Children's Foundation. Please make all checks payable to the Children's Foundation. All donations should be sent to:

The Children's Foundation
3011 W. Grand Boulevard, Suite 218
Detroit, MI 48202

What is your tax ID number?

Our tax ID number is 32-0087353

How can my supporters stay engaged with the Children's Foundation?

Encourage your supporters to follow us on social media and sign up for our newsletter.

CONTACT US!

Katie Couture
Events Manager

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P: 586-441-9671

FOLLOW US



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