



Kids Helping Kids

Fundraising Booklet

Kids Helping Kids empowers and celebrates youth-driven philanthropic efforts aimed at helping patients at *American Family Children's Hospital* in Madison, Wisconsin.



Capitol Bank is proud to sponsor Kids Helping Kids.

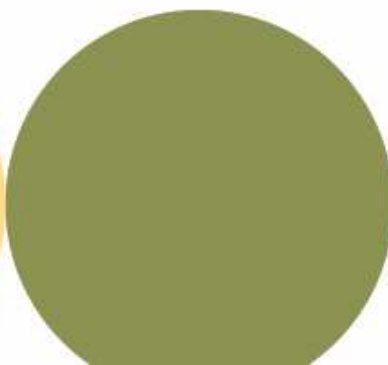


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American Family Children's Hospital



American Family Children's Hospital in Madison, WI is a complete children's medical and surgical center with a pediatric intensive care unit, an internationally recognized transplant surgery program, a children's cancer center and a family-friendly atmosphere.

American Family Children's Hospital's **Kids Helping Kids** empowers and celebrates kids, tweens and teens interested in helping patients and families. Started in 2004 in response to growing interest from local teachers

and students to help patients, **Kids Helping Kids** continues to be inspired by generous gifts from kids, tweens and teens throughout Wisconsin. Time and again, young people have organized events - from change challenges to basketball tournaments - to raise money for American Family Children's.

By empowering individuals and schools in planning their fundraising efforts, **Kids Helping Kids** supports various funds, including: Patient and Family Fund, Child Life Fund and Beat Childhood Cancer Program Fund.

Patient and Family Fund

American Family Children's is committed to ensuring that all children receive world-class care whether at a clinic appointment or during a several month hospital stay. By giving to the Patient and Family Fund, you ensure that our patients receive the highest quality care through various programs, including the Family Resource Center, Tyler's Place, Positive Image Center, and Kohl's Safety Center. This fund also supports research and provides families with housing, meals, transportation and emergency assistance. For example, we were able to supply more than 13,000 meals in 2007 to patient families through this fund.

Child Life Fund

Hospitals can be frightening and overwhelming for anyone of any age, but especially for a child. American Family Children's helps children understand and cope within a hospital environment. Donations directed to this fund will facilitate hospital staff's work with children and families and provides the toys, games and activities to promote a positive hospital experience. Additionally, gifts to this fund will help support the hospital school.

Beat Childhood Cancer Fund

Our Beat Childhood Cancer Fund supports the pediatric cancer program at American Family Children's Hospital. Your donation to this fund will positively impact local families through direct support programs and by sponsoring pediatric cancer research. A special thanks to donors to *Z104's Connie and Fish Radiothon* for their commitment to this fund.

Get your students involved

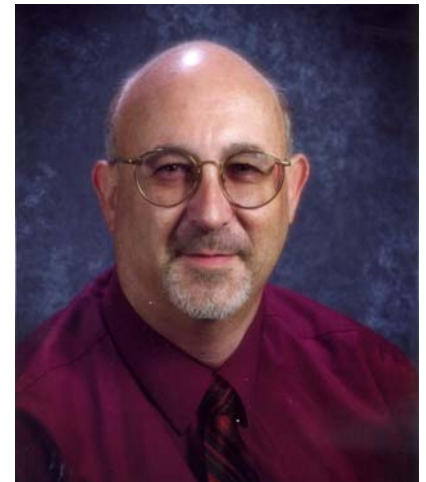
- ★ Develop **leadership** and organizational skills.
- ★ Encourage **school spirit**, **teamwork** and positive relations between students, parents, faculty and your community.
- ★ Build self-esteem and the knowledge that you can make a **positive impact** on your community.
- ★ Give your school a positive image in the community.
- ★ Help **save lives** and enhance quality of life for Wisconsin patients and their families.



“During and Emergency Room visit, Judy was inspired to help other kids so started **Judy’s Lemonade Stands** at her school, Orchard Ridge Elementary School, Madison, WI. Students have since done several lemonade stands and raised over \$750!! Sarah Higgins, Judy’s Mom



“When I was 5 years old I was diagnosed with Leukemia. Once I was cured of this horrible disease, I decided that I needed to do something to help other children that have to stay in the hospital. No child should have to go through what I went through ever in their life. I’ve done fundraisers in my school for three years and plan to do more.” Sarah Vaughn, Student, La Follette High School



“The Six Rivers Conference boys and girls basketball teams, coaches, and fans are proud to support the **Kids Helping Kids** program, with over \$3,500 donated since 2006. Our Six Rivers Conference All Star Basketball Classic allows our schools and athletes an opportunity to provide a positive contribution to the young people and parents who are involved in this program.” Jerry Mortimer, Principal, Black Hawk High School, South Wayne, WI.

Fundraising Ideas



CHANGE HARVEST Used in math curriculum and across school districts, penny drives and change challenges support various patient and family programs, including: family meals, transportation, toys and games! Even in these economic times, everyone's got change in their pocket - let's collect it and see how we can make the lives of sick children and their families a little happier. Start this in your school and then spread it to all the schools in your district!



Caps for the Cure Now in its fourth year, Caps has raised over \$70,000 to support pediatric cancer patients and research. By wearing a hat to school and donating \$1 in honor of pediatric cancer patients, kids can show their support while having fun!



A-Thons Participants register and ask for sponsors to pledge money. You can try one of these popular a-thons: Dance Marathon, bowl-a-thon, dance-a-thon, walk-a-thon, hop-a-thon - or create one of your own.



Be Brave - Go Bald Shave your head in recognition of the challenges kids with cancer face. Set a goal and encourage your friends, family and community to sponsor you by pledging money.

Hall of Fame

Outstanding Youth Efforts



[Samantha Alderson](#) (second from right)
Samanta has hosted [three consecutive Peter Pan Birthday Parties](#). Rather than ask for birthday gifts, she asked for donations to the children's hospital to support our Patient and Family Fund. Her efforts have raised \$770.



[Kristina Schultz](#)

Kristina started a campaign called "Caps for the Cure" to raise money for pediatric cancer research. The campaign has raised over \$70,000 and has spread across the state of Wisconsin from Merrill to Eau Claire to Germantown.



[Andrew Siehr](#)

Though he's only 5 years old, Andrew has hosted [two Peter Pan Birthday Parties](#), resulting in more than \$600 to support our [Building Fund](#).



[Sarah Vaughn](#)

Sarah started a penny drive in her school which has transformed into an annual fundraising campaign called "Change Harvest" as part of American Family Children's Hospital's [Change Harvest initiative](#). | [Read Sarah's letter of introduction \(pdf\)](#)

Outstanding School Support



Windsor Elementary School

Windsor had an "amoozing" \$13,000 effort in 2006 to bring home their beloved "Rosie" (a.k.a., "Cowpiary" from Madison's 2006 Cow Parade). Penny wars, hat days and spaghetti dinners raised funds. Two students broke open their piggy banks, and principal Roz Craney was turned into an ice cream sundae when the \$5,000 mark was reached. When \$7,000 was attained, he sat on the school's roof for an entire day!



Orchard Ridge Elementary School (Madison)

Kindergartener Judy Higgins started a lemonade stand which has become a school sensation, raising more than \$900 - and they're still selling lemonade! The whole school gets involved, planning additional annual fundraisers such as penny drives and family-fun nights.



West Elementary School (Milton)

Collecting change and working it into the math curriculum was how this school's students and staff raised \$2,242 in a [Change Harvest campaign](#).



Royal Oaks Elementary School (Sun Prairie)

For several years Royal Oaks students and staff have supported patients and families by hosting fundraisers. They've raised more than \$7,400 hosting an annual [Caps for the Cure campaign](#).

Planning Your Fundraiser: A Timeline

This timeline lists American Family Children's **Kids Helping Kids'** suggestions as to how far in advance to meet with your students to brainstorm, when to contact local businesses and media, how long your fundraiser might be, etc.

4-12 weeks ahead

Get together: Ask for help. Gather a group of students, teachers and advisors who are interested in helping American Family Children's patients. Form a committed and enthusiastic committee of students and faculty.

- ★ Talk about your event with students, clubs or sports teams, teachers, staff and parents. Invite them to participate and get their feedback. More than likely, they'll have ideas and connections you never thought of.
- ★ Advisor Support - The most effective **Kids Helping Kids** campaigns have had one or more teachers and/or administrators actively involved in the project. Prepare a presentation for your school's faculty before you start your campaign to help them understand why you're supporting American Family Children's and encourage them to support you. Advisors are very helpful in the planning of school assemblies, scheduling events, and getting administrative approval of your plans.
- ★ Be **INCLUSIVE** – not **EXCLUSIVE** - In many schools, the **Kids Helping Kids** campaign is sponsored by Student Council, National Honor Society, Soccer Team, FBLA, PTA, Key Club, Volleyball Team, Wrestling Team, etc. The most important consideration when forming your fundraising committee is to be sure that you are including **EVERYONE** who wants to be involved. Be sure you put posters around school to indicate when your next meeting is, and make announcements over the school's PA system to welcome other students to join you. It is also a good idea to include students of different grades, backgrounds and genders to gather different ideas, perspectives and develop leadership and community service skills which will surely help young people in the future.
- ★ Start meetings as soon as possible to coordinate fundraising details and assign the workload. Form subcommittees such as finance, publicity, entertainment, decorations, refreshments, prizes and anything else you might need.

Brainstorm: First things first - how are you going to raise money? There are lots of different ways. Change Challenges. A-Thons. Auctions. Bake sales. Talent shows.

- ★ Identify your audience. Pick the type of event that best plays to you and your group's strengths, one you believe has the best chance for success. Try to target as many people as possible.
- ★ Review the **Kids Helping Kids** "Hall of Fame" on the Web site to read about what other groups in our area have done.
- ★ **Date, Time, Location:** Pick a date, time and location that doesn't conflict with other events and attracts the most people.



Set a Goal: Think about how many students you have and what type of fundraiser you're doing. For example, if your students being charged \$1 to wear a hat to school – then your fixed potential is \$1 per student. Alternatively, a change challenge may generate more than \$1 per student; you could set your goal at \$2 or more per student in this case because the potential is not limited.

Materials: What materials do you need for your fundraiser?

- ★ Do you need buckets to collect change in, or a cash box?
- ★ Can you get these items donated? Find creative ways to keep your costs down.

Administrative Support: Do you have administrative support?

- ★ Remind your administration that a **Kids Helping Kids** project will:
- ★ Develop leadership and organizational skills.
- ★ Encourage school spirit, teamwork and positive relations between students, parents, faculty and your community.
- ★ Build self-esteem and the knowledge that students can make a positive impact on their community.
- ★ Give your school a positive image in the community.
- ★ Help save lives and enhance quality of life for American Family Children's patients and their families.

Community Support: Are you going to involve the community and solicit donations from local businesses?

- ★ Think about how you can best involve the community. Many members of the community will be able to help you find resources and ideas that you were not aware of. The community enjoys and appreciates seeing how kids are working toward a good cause.
- ★ Create a list of businesses you want to contact for donations or sponsorship.
- ★ Start contacting businesses as soon as possible (see "Sample Sponsorship Letter" page 15).

Assemble Together: Are you holding a Kick-Off or Check Presentation Assembly?

- ★ Present information to school administrators to establish approval for the assembly and set a date.
- ★ For more tips on assemblies, see "Hosting an Assembly", page 11 of the **Kids Helping Kids** Booklet.

Visit American Family Children's Hospital: see page 19 under "How we can help"

Send your Kids Helping Kids Registration Form to Kylee Carolfi Malik

Email: kmalik@uwhealth.org

Fax: (608) 265-9650

Mail: see bottom

2-4 weeks ahead

If applicable, request an American Family Children's Representative for one of the following:

- ★ Pre-Fundraiser: Kick Off Assembly
- ★ Day of Fundraiser: Celebrate
- ★ Post-Fundraiser: Check Presentation Ceremony

Decide if you're going to be reaching out to your local media.

- ★ Create a list of all those you want to contact. Newspapers are the most reliable sources to cover a local interest story such as a Kids Helping Kids fundraiser.
- ★ Draft Media Alert (see "Sample Media Alert", page 17 of the Kids Helping Kids Booklet).
- ★ Please send any Media Alert to Kylee Carolfi Malik as soon as possible for approval of proper use of American Family Children's name and other details. Please allow 5 business days for approval.

1 week ahead

Publicize your event!

- ★ Hang posters around your school, community, local library, local coffee shops and grocery stores. The more people that see the fundraiser information, the more successful it will be!
- ★ Send out the Media Alert.

1 day ahead

- ★ Remind your local media that you're doing a fundraiser
- ★ Kick Off your event

During Fundraiser

- ★ Arrive early to set-up and bring any needed supplies.
- ★ Keep a daily tally of monies raised to inspire participation the next day, if applicable.

1 day – 1 week Post-Event

- ★ Take pride in your accomplishments and thank volunteers and donors.
- ★ Let your volunteers and donors know that you appreciate their help. Remember they did not need to do this; even a small note of thanks will secure a future donation.
- ★ Take your proceeds to your local bank and submit to American Family Children's via Cashiers Check or school check.
- ★ **Make check payable to: [American Family Children's Hospital](#)**
- ★ Send proceeds to:
Kylee Carolfi Malik
American Family Children's Hospital
600 Highland Ave.
Madison, WI 53792 - 4165

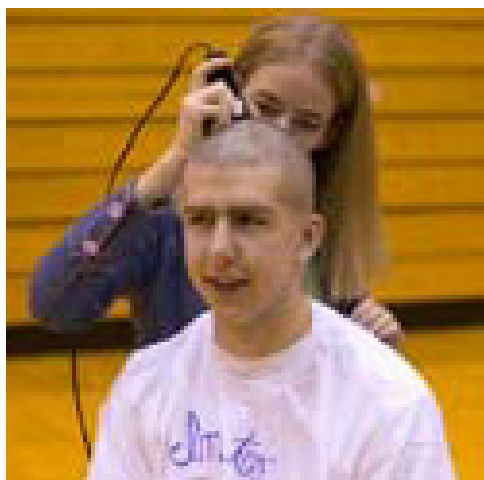
Hosting an Assembly

Often schools choose to hold an assembly to kick off or wrap up their effort.

- This is your opportunity to share your enthusiasm, educate and excite your school.
- Highlight American Family Children's patient stories from your school and community to show how American Family Children's impact your students directly.
- Promote your project – inspire interest and participation throughout the entire student body.
- Develop a sense of common purpose, commitment and community within your student body.

Assembly Details

- Discuss with your committee and advisor to come up with your agenda.
- Gain approval for assembly date and time by school administrators.
- Agenda
 - Determine a Master of Ceremonies
 - How many American Family Children's patients or families will be speaking? How much time will each of them need?
 - How many speakers will you need from your committee to convey your enthusiasm, inspire interest and describe your activities?
 - Is an American Family Children's representative attending, leave 5 minutes for her/him.
 - If you would like an American Family Children's Representative to attend, please request no later than 2 weeks in advance.
 - Will other topics be addressed during the assembly?
 - How long will your administration allot for your assembly?



The Ambassadors, a group of community-oriented students at McFarland High, expressed their dedication to finding a cure for cancer and showing support for chemotherapy patients by sponsoring "Be Brave, Go Bald". The shaving occurred at a school assembly where students, teachers, other school staff, parents, community members and local business owners attended. To honor personal friends or family affected by cancer, attendees could buy a light for one dollar. The event culminated a fundraising session during which 15 McFarland high schoolers pledged \$4,200 for cancer research.

Sample Assembly Agenda

Average length: 35-50 minutes

Welcome and Opening Remarks (2 minutes) School Representative

Usually includes the flag salute and an introduction to the assembly by the Student Council or NHS President. Remarks should include an introduction to **Kids Helping Kids** and the purpose of the assembly. Student introduces guest family/speaker.

Stories from Your School (5 minutes) You Choose Speaker(s)

Indicate why American Family Children's Hospital is important to your school. Many times, this is an opportunity for patients and their families to give testimonials of the amazing care they received at American Family Children's.

Kids Helping Kids Campaign (5 minutes) American Family Children's Representative

An overview of the **Kids Helping Kids** campaign, examples of what other schools are doing to support American Family Children's Hospital, how your fundraiser will help patients and families.

Your School's Fundraiser (10 minutes) School Representative

Here's your campaign's kick-off. The presentation should include:

- An overview of the fundraiser timeline
 - e.g. Change Challenge begins on Monday and goes through Thursday. Money will be taken to the bank Thursday after school, and the total amount and winning classroom will be announced Friday morning.
- Highlights of your committee's commitment to American Family Children's and why this campaign is important to you.
- Acknowledgement of any sponsors or key donors.
- Motivational remarks from students and staff.
- Any recognition or award structure you have developed.

Closing Remarks (30 seconds) School Representative

Sponsors

Support from local businesses and community members can have a huge impact on the life lessons for students and donation total. As most fundraising projects require up-front costs and supplies, local business' support is an excellent way to keep your expenses down. Consider sponsors and donor partners in your fundraiser; you'll all be improving the quality of life for patients at American Family Children's with your group effort. Target local businesses, especially those whose businesses rely on you as customers; start at those places you frequently visit.

Possible Donations

- A venue/site for your event
- Food
- Volunteers
- Entertainment
- Prizes and auction items
- Printing – fliers, tickets, posters, signs
- Decorations – flowers, streamers, balloons
- Advertising in their store window
- Equipment (tables, chairs, sound system)

Who to Target

- Your local hangouts – fast food stores, grocery stores, video stores, coffee shops
- Businesses that the school, students, advisors, teacher or parents support
- Employers (students' or parents')
- Companies where you know the manager or employees
- A company that provides the service or item you need

Recognizing Your Sponsor – a great selling point!

- Recognition in advance
 - Publicity (for one or two sponsors only) – fliers, posters, media alerts
- A presence at your event – banners, print program, guest speaker or introductions
- American Family Children's Hospital Certificate of Appreciation
- Memento from your event (e.g. photo)
- Thank you letter



Capitol Bank sponsored the “Change Harvest” campaign in 2007. They brought greater visibility to the fundraiser by posting information in their bank branches and on a huge sign outside their main building. Recognition included an advertisement in the Wisconsin State Journal and Web site mentions.

Photo (from left):
Ken Thompson, Capitol Bank President;
Kylee Carolfi Malik, AFCH;
Sarah Vaughn, Patient Ambassador;
Principal Sara Latimer, Immaculate Heart of Mary;
Al Toon, Capitol Bank Board Member

Calling on Prospective Sponsors

- Call and make an appointment
 - Introduce yourself as a representative of the school/group and as a volunteer for American Family Children's Hospital in Madison, WI.
 - Explain that you are one of many schools/groups participating in the **Kids Helping Kids** program and that your group is organizing an event to raise funds for patients and their families at American Family Children's Hospital.
 - Include a brief overview of your event details, such as date, time, location and audience.
 - Ask if you can meet with them to tell them more about what you're doing.
- Prepare a 1- or 2-page proposal explaining
 - Your event or activity
 - **Kids Helping Kids** and American Family Children's Hospital
 - Why you are involved
 - Specify what you would like from them
 - How you will acknowledge their gift
- Meet with them and share your proposal.
 - Share your enthusiasm for American Family Children's Hospital
 - Take another committee member with you. In some cases, you will want to include a student or American Family Children's patient or parent from your school or community.
 - Explain your fundraiser; include examples of how kids are involved
 - Be enthusiastic about your fundraiser.
 - Give the complete facts of what you need and ask them for a donation
 - Be specific in your request. Know what and how much you will need.
 - Explain what kind of recognition they will receive.
 - Give them a written proposal.
- If they cannot meet face-to-face, send your written proposal with a cover letter indicating you will follow up in one week.

Sample Sponsorship Letter

Date

Dear Business,

The students, staff and parents from SCHOOL NAME would like your help! We are doing a fundraiser to support patients and their families at American Family Children's Hospital by hosting a FUNDRAISER NAME (explain what you're doing).

American Family Children's Hospital's **Kids Helping Kids** empowers and celebrates kids, tweens and teens interested in helping patients and families in our community. By giving to the American Family Children's, we help ensure that patients receive the highest quality care. Time and again, young people have organized events - from change challenges to basketball tournaments - to raise money. Now it is our turn, and we need your help.

Describe your event, including:

Date, time, place

Your audience: students, parents, school community, the public

What you're doing (how are you fundraising? E.g. silent auction, ticket price)

Any local celebrities or personalities who will be participating

Promote your event

Describe how you will be publicizing your event. Include sponsors who've committed and indicate what they're doing to help promote attendance and/or support.

Request

Try to be specific; this may require a bit of research to determine what product they carry or manufacture.

100 t-shirts with **Kids Helping Kids** logo for participants in a basketball/volleyball tournament -or- \$500 sponsorship for t-shirts

How you will help them

1. Their logo will appear on all materials: fliers, entry forms, pledge forms, etc.
2. Their logo will appear on each t-shirt (explain location)
3. Recognition on all banner and posters
4. Recognition in tournament program
5. Acknowledged in all publicity to local media and school newspapers and newsletters.
6. Anything else you can think of: presence at tournament (booth), radio mention (if you have a radio sponsor), and recognition at kick-off.

We hope you can help us raise funds for patients at American Family Children's, Let's **Kids Helping Kids** together and make a difference for children and families in our community.

Best regards,

Fundraiser Coordinator

Publicize Your Fundraiser

Involving your local media is a wonderful way to inspire your students and community. You will have a great turnout at your event if you publicize it well and invite the entire community to join in your fundraising efforts. Concentrate on the local newspaper, radio station or TV station as they are the most likely sources to assist you with event coverage.

Most media outlets have an events calendar, so that is a great place to start. A brief announcement of your event, including: date, time, location and ticket price should be sent the calendar editor at least one month prior to your event.

Reporters are very busy, so when you call or email, stick to the main points and include the ‘hook’ in the first sentence. Here are a few key points to include:

Where you’re from (school/group name)

What the kids are doing (change war, shaving their heads)

Where the money will go (fund at American Family Children’s)

Kids Helping Kids program is available to all kids

★ Please send any Media Alert to Kylee Carolfi Malik as soon as possible for approval of proper use of American Family Children’s name and other details. Please allow 5 business days for approval.

Tips for Attracting Media Attention

Send your information to the media as soon as possible; follow up with a phone call. Stress how important this event is to you and why it should be important to them.

Here are some tips to help you get coverage:

- Include information of how it will be a visual event – they’ll be more likely to cover it then.
 1. Example 1: “Be a witness to 60 kids participating in a basketball tournament.”
 2. Example 2: “We’ve filled 10 milk jugs with coins – come see us count it!”
- Media appreciates those things which are new and different. Use your creativity and ask the students to get involved in reaching out.
- Pick a certain reporter or columnist. Talk to him/her personally about your event. The more attention you pay to them, the more they will pay to your event.
- Call your local media the day of the event to remind them that it’s occurring, include time and location.
- Local newspapers love to write about “Good News” or “Feel-Good Stories”; kids helping community patients and families definitely fits into this mold.
- Never give up! Just because one media outlet or report turns you down doesn’t mean it won’t appeal to others. Keep trying!

Publicity within your School and District

School Newspaper

Set up a meeting with the newspaper editor or features editor to explain **Kids Helping Kids** and ask for their support in making your fundraiser a success. Their support in the form of a features story or series of articles is most desirable. Topics could include an article on **Kids Helping Kids**, an interview with an American Family Children’s patient who is a student at the school, or features of the event and volunteers. They could also run a column during the

campaign updating the student body on upcoming events and dollars raised.

Fact Sheets

Creative and visual fact sheets can be distributed to home rooms, common rooms or the cafeteria at key times during the campaign.

Posters/Signs

Make posters or giant signs for school hallways, the gym or cafeteria – promote individual events. In a highly visible location, hang a “**Kids Helping Kids** Goal Poster” to regularly update the funds raised.

Parent or District Newsletter

Most schools have a quarterly or monthly newsletter for parents and teachers. Work with your advisor or administrator to contribute articles about **Kids Helping Kids** and suggest ways they can support your efforts.

Sample Media Alert

MEDIA ALERT—
Month Day, Year

Contact: Name
Phone number
E-mail address

HEADLINE, BOLD TYPE, CENTERED

A media alert is a “who, what, where, when, why, how” outline of a newsworthy event or announcement. It is appropriate in the following circumstances:

- The news it outlines is extremely timely and you need to get the information to the news media as quickly as possible.
- You are sending the alert as a reminder of a previous, very important news release.
- The information is for a calendar listing or event.

A media alert generally is faxed or e-mailed to newsrooms/or community calendar editors. Media advisories are short and to the point—not more than one page. A media alert begins with the most important information (often the “what”) and then moves to the second-most important area (often the “who”) and so on.

A media alert generally is faxed or e-mailed to newsrooms/or community calendar editors. Media advisories are short and to the point—not more than one page. A media alert begins with the most important information (often the “what”) and then moves to the second-most important area (often the “who”) and so on.

After the heading, arrange the information something like this:

WHAT: Describe what it is that’s going on.

WHO: Talk about your organization and its role. Or, list the people who will be attending or are invited to an event or participating in an activity.

WHEN: Provide the date and time.

WHERE: Include very specific location information, including street address and directions if necessary.

WHY: Give the relevance here. Why is this important in your community or to your organization?

HOW: If applicable, provide information on how people can register, get involved, donate, etc.

MORE: The last paragraph of every release and alert should be a “boilerplate” about your program/library. A “boilerplate” is a basic brief statement that describes your program/library and acknowledges its supporters.

###

Sample Parent Letter

Date

Dear Families of ___(School Name)___ Students,

On ___(date)___, our ___(school, group, class)___ will be hosting a fundraiser to support local patients and families at American Family Children's Hospital.

EXPLAIN FUNDRAISER

Eg. Caps for the Cure

For a \$1.00 donation all students and staff will be able to wear their favorite cap in school for the day. By participating in this activity, we can show our support for finding a cure for one of the most challenging childhood diseases, cancer. Other schools in our community will be participating in this project. We are hoping for 100% participation at each school. At the end of the school day on ___(date)___, each school will find out how much money it raised!

If you would like to make an additional donation to the cause, please send it to school with your child on ___(date)___ . All proceeds will be donated to American Family Children's Hospital.

- WHAT:** name of fundraiser
To benefit American Family Children's Hospital
- WHEN:** ___(date)___
- WHY:** to support local patients and families
- HOW:** Eg. Caps: Donate \$1 and wear your favorite cap for the day

For questions regarding this fundraiser, please feel free to contact me.

Sincerely,
Signature
Name
Phone Number
Email

American Family Children's Hospital is a 501(c)3 non-profit organization. To learn more please visit www.nofinergift.org.

How we can help you

- A Visit to Your School
 - An American Family Children’s Representative can come to your school for one of the following.
 - Pre-Fundraiser: meet with students and advisors; kick off event; Day of Fundraiser: help with details; Post-Fundraiser: check presentation
- Visiting American Family Children’s Hospital
 - The following restrictions apply to tours:
 - Tours of the American Family Children’s Hospital are offered Tuesdays, Wednesdays and Fridays 10:00 am thru 5:30 pm.
 - Tours conducted between 10:00 am and 4:00 pm will be of the first floor exclusively; tours scheduled after 4:00 pm will include the option of viewing the 2nd level clinics.
 - Please note that tours may not be scheduled for up to two weeks.
 - Tour groups may not exceed 12 people; participants must be 10 years or older.
 - Absolutely NO photographs or videotape may be taken of patients due to Patient Confidentiality Policies. Designated photo sites will be pointed out during your tour.
 - Anyone with a cold, cold sore, diarrhea, fever or other contagious illness must postpone their tour until they are in better health. If you have questions about the status of a student’s health on the day of the visit please contact the child’s physician or your school nurse.
 - PARKING
 - Please park in the UW Hospital and Clinics “Patient and Visitor” parking ramp off Highland Avenue. Enter through the Clinic Entry and proceed to the Atrium Elevators. Take the elevator to Level 3 and turn left. Follow the signs to the “Guest Depot” where your guide will meet you. Please remind us to validate your parking ticket before you leave.
 - Buses may drop off students at the main entrance of the American Family Children’s Hospital (1675 University Bay Drive). There is a circle drive available (see photo above). The bus may wait in the circle drive as long as there is bus/car passage open to patients and families.
- Fundraiser Support Documents
 - **Kids Helping Kids** Goal Poster—a thermometer to color in during your fundraiser to indicate how far you’ve come and where you need to go.
 - Philanthropy - Tips for Teachers—to help teachers and advisors explain the concept of philanthropy: what it means and who does it.
- Questions or concerns can be directed to:

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