About Children’s Hospital of Richmond at VCU

We nurture the champion in every child.

For those who believe that every child has a right to wellness, Children’s Hospital of Richmond at VCU combines award-winning research, education and clinical care with an uncanny understanding of what makes kids tick. Giving every child in our growing community a chance to heal, recover and celebrate their super powers.

Individuals, businesses, and other organizations have worked with Children’s Hospital Foundation to invest over $115 million since 2010 to support clinical programs, research, and training at CHoR. The hospital has recruited 120 pediatric specialists in that time and established new services including a Heart Center and a Traumatic Brain Injury Center of Excellence. CHoR provides training to all types of caregivers and is home to roughly 100 studies being conducted with 400 children participating in clinical trials at any given time.

Meet Emma

Born in China with cleft lip and cleft palate, Emma lived in an orphanage until she was adopted by the Blairs when she was 15 months old. Prior to bringing Emma home, Tricia and Ed Blair met with Jennifer L. Rhodes, MD, medical director, Center for Craniofacial Care, CHoR, and the Cleft Lip and Palate Team where they learned about the services available to Emma.

Under the direction of Dr. Rhodes, Virginia’s only full-time craniofacial and pediatric plastic surgeon, CHoR’s Center for Craniofacial Care follows more than 1,500 children with cleft craniofacial and vascular conditions.

Through the years, Emma has received speech therapy at CHoR and has undergone four major and two minor surgeries.

When you host a community fundraising event, your efforts go to help kids like Emma, who benefit from the countless services CHoR has to offer.
Dear Friend,

The goal of CHoR is to be the best, and we couldn’t do it without our generous community. Your efforts provide outstanding patient care, support research into groundbreaking treatments and ensure no child who needs us is ever turned away.

A lot of work goes into planning and implementing events and projects. Details matter in fundraising. Donors trust us with their money, which is a big responsibility. We must ensure that volunteers are raising money for CHoR according to federal and state regulations and in compliance with CHoR’s policies and procedures.

Please see our Community Fundraising Form and Fundraising Guidelines to help you in your planning. We pride ourselves on the integrity of our volunteers. We trust you will make decisions and manage your events in the best interest of Children’s Hospital of Richmond at VCU.

Thank you for your support,

Sarah Irby
Director of Community Relations
Children’s Hospital Foundation
(804) 228-5920
sirby@chfrichmond.org
There are many ways you can support Children’s Hospital of Richmond at VCU. We hope you’ll find the resources in this toolkit helpful for planning anything from direct fundraising to special events.

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Fundraising Guidelines

• The Community Fundraising Form must be submitted to the Community Relations team for approval at least 60 days prior to the date of your fundraising event or promotion launch. A separate form must be submitted for each new event.

• A list of products or percentage of sales tied to a promotional offer that benefit CHoR must be included with your proposal and approved before being advertised.

• Community fundraising projects must have promotional materials reviewed and approved by Children’s Hospital Foundation before they can be used. Printed materials and other messaging should state that your event is “benefiting Children’s Hospital of Richmond at VCU.”

• CHF is unable to advance monies, solicit sponsorship revenue, or sell tickets on behalf of your group.

• Your fundraising group is responsible for recruitment of volunteers to support your event.

• All necessary permits and certificates of insurance required by city ordinance or otherwise are the responsibility of your fundraising group.

• All raffles must be licensed in accordance with state law. CHF does not hold a raffle license. If you wish to conduct a raffle you must obtain your own license. For more information, please contact Virginia’s Office of Charitable and Regulatory Programs at 804.786.1343 or go online.

• Due to confidentiality commitments, CHF is unable to release donor, volunteer, employee, physician or other mailing lists for the purpose of solicitation of funds or participation in your event or project.

• If circumstances warrant, CHF may opt out as a beneficiary of the event/promotion at any time with no obligation.

• The fundraising event or appeal organizer/sponsor/organization agrees to indemnify, refund and hold CHoR and Children’s Hospital Foundation harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities damages, recoveries and deficiencies, including interests, penalties and reasonable attorney’s fees that shall be incurred or suffered by CHoR or Children’s Hospital Foundation which arise, result from or relate to the fundraising event or appeal, the organizer/sponsor/organization’s performance of its agreement as specified in these guidelines and the Community Fundraising Form.
Support from Children’s Hospital Foundation

Ways We Can Support:

• Assist with expert fundraising advice and industry knowledge
• Provide you with our specialized fundraising logo
• Provide you with a letter of support to endorse your solicitations of donated items and event spaces
• Provide you with promotional items (based on availability)
• Approve the usage of grateful patient images, videos, and stories from our social media channels
• Provide you with access to a Personal Fundraising Page
• Provide templates for Thank You letters and Event Flyers
• Provide tax receipts for donations made payable directly to CHF

Unfortunately We Cannot:

• Guarantee event attendance of patients, physicians, or staff
• Secure volunteers for your event
• Support your event financially
• Provide CHoR stationary or thank you cards
• Solicit businesses or vendors on your behalf
• Provide contact or mailing information of our donors and vendors
• Guarantee social media promotion from our channels
• Guarantee post-event check presentations or tours
• Assume any type of liability
• Provide insurance coverage
• Supply auction items
• Solicit or promote on hospital property
Community Fundraiser Support Levels

Children’s Hospital Foundation hopes to support each fundraiser held on behalf of CHoR, though due to staff capacity, below are our standard levels of support based on anticipated funds raised.

Under $2,500

- Benefiting Logo (sent as jpeg unless otherwise specified)
- Use of any public content on our social media sites
- A personalized fundraising page for your event or promotion
- Event flyer template
- Thank You letter template

$2,500 - $5,000

- All items listed above
- Check presentation photo outside front entrance of Children’s Hospital of Richmond at VCU (dependent upon staff capacity and availability, must be during business hours M-F. Please note: this does not include a hospital tour.)

$5,000 +

- All items listed above
- A tour of Children’s Hospital of Richmond at VCU (dependent upon staff capacity)

Based upon availability, your event or promotion can request hospital branded giveaways:

- Magazines
- Pens
- Wristbands
- Pencils

Please Note:

Event or promotion totals must be reported to Children’s Hospital Foundation prior to the scheduling of a check presentation or hospital tour.
Getting Started

How do you begin organizing a successful event or promotion?

Register your event or promotion
Submit your Community Fundraising Form online at chfrichmond.org/partnership-project-form.

Form a planning committee
If the people who brainstorm, plan, and organize your event are enthusiastic and dedicated, your fundraising activity is more likely to be successful!

Establish goals
Have realistic and measurable financial goals.

Choose the right event or promotion
The type of event or promotion you choose should fit the size, interest, talents, goals, and time availability of your group.

Schedule your event or promotion well in advance
Give yourself plenty of time to organize, publicize, and guarantee maximum participation.

Types of Events and Promotions:

- Event collections
- Auctions
- Backyard barbecues
- Concerts
- Restaurant Community Nights
- “-a-thons” (Walk, swim, bike, run, dance, bowl... just to name a few!)
- Parking spot giveaways
- Sporting events or tournaments

...and many more options!

If you have a new event or promotion idea that you would like to talk through, contact us at sirby@chfrichmond.org.
Social Media Tips

**Facebook**  @childrensatvcu

- Create an event on Facebook to promote your event and invite guests
- Make sure your event is set to public so that others can share your event on their timelines
- Incorporate photos or videos into posts to increase audience engagement
- Use our #chorcommunityfundraisers hashtag on all posts

**Instagram**  @childrensatvcu

- Consider creating a specific Instagram account for your event, especially if you’re hoping to make the fundraiser annual
- Share both pre-event and post-event photos to increase engagement with your audience
- Be sure to tag CHoR in any posts or stories—this makes it easier for us to reshare your posts or stories!
- Use our #chorcommunityfundraisers hashtag on all posts

**Twitter**  @childrensatvcu

- While it can be beneficial to create a Twitter specifically for a fundraiser, it’s often easier to use your own account to reach people when promoting an event on Twitter
- Offer a prize (like tickets to your fundraiser or an item) to one randomly selected user who retweets a promotional tweet to reach a larger audience
- Be sure to tag CHoR in any tweets so that we can reshare your post
- Use our #chorcommunityfundraisers hashtag on all posts

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**Please Note:**

*Due to a high volume of requests, we cannot promise promotional social media support from CHF for any fundraiser.*
What is a personal fundraising page (PFP)?

A personal fundraising page is a web-based platform that invites your donors to give online. Each page benefits Children’s Hospital of Richmond at VCU and provides an area for you to share your story and photos. With a set goal for each page, a scrolling donor list, and a thermometer that fills as you reach your total, a PFP will engage those who give to your page as they help you reach your goal!

With each donor who gives to your page, Children’s Hospital Foundation will issue an automated thank you letter and tax-deductible receipt for the gift. Utilizing a PFP is an effective way to raise funds for CHoR without having to keep track of funds. They can be shared to social media pages, have no-minimum-required goals, and can be used year after year.

Example:

Centura College Supports Books 4 Kids

Make a donation to help provide books to patients at Children’s Hospital of Richmond at VCU.

How To Help

- Give 5 Books: $20
  - Provide funds to purchase 5 children’s books
- Give 12 Books: $48
  - Provide funds to purchase 12 children’s books
- Give 20 Books: $80
  - Provide funds to purchase 20 children’s books
- Give 50 Books: $200
  - Provide funds to purchase 50 children’s books

About the Campaign

Join Centura College in supporting the Arthur Ashe Books 4 Kids program at Children’s Hospital of Richmond at VCU. We are working to ensure that every child that visits the hospital can take a brand new, age-appropriate children’s book home with them.
Frequently Asked Questions

Why a PFP and not GoFundMe?

When you raise money through a PFP, donations are directed immediately to CHoR and no processing fee is taken out of your donations. Additionally, CHF is then able to thank each individual donor from your page with an automated email that contains information pertinent to claiming a tax deduction. GoFundMe or other crowd-funding sites do not offer us a way to thank your donors and may also charge fees to process your donor’s gift.

Can I access CHoR or CHF’s donor database?

Donor privacy and information is protected by law, and therefore we are unable to share that information with you. You can see your donor’s name and gift amount on your dashboard if your page’s donors choose to share it at the time of their gift.

Can I create a team fundraising page?

Yes! A basic Team Fundraising Page will be created for the team captain. You will then have the option of personalizing it the same way you personalized your PFP page. All members who sign up on your team will be listed on the Team Fundraising Page with their amount raised.

My donors don’t feel safe giving online. How can they give to my page?

Our website is secure, and your donors will have access to their e-receipts immediately. However, we also accept offline gifts. If you collect cash or checks from your donors, please drop them off at our office or mail checks right away. In order for the donation to be properly credited to your PFP, you must notify us that the donation(s) were collected by you for your specific fundraiser. Please provide the Campaign Name of your PFP on the memo line of checks and include a note with any additional information. Send all checks to:

Children’s Hospital Foundation
Attn: Community Relations
2924 Brook Road
Richmond, Virginia 23220

Ready to create your PFP?

Head to give.chfrichmond.org/diy to get started!
The Benefiting Logo

The benefiting logo is specifically for use when an external organization raises funds on behalf of CHoR. The benefiting logo is available in a horizontal orientation and can be used independently or in a lock-up with the external organization’s logo (or typographic treatment of its name) as described below.

The benefiting lock-up:

When the benefiting logo and the external organization’s logo are used in close proximity to one another, the benefiting lock-up is required.

The lock-up file includes a vertical line separator between the two logos, with clear space on either side of the dotted line.

Other examples:

As community fundraisers, we require that you always adhere to the guidelines above when using our logo on online or print promotion. If you have any questions, please reach out to the CHF Community Relations team.
Concluding your Fundraiser

Congratulations! You have successfully completed your fundraiser for Children’s Hospital of Richmond at VCU. Now that your event or promotion has ended, here are some next steps for you to follow:

**Notify the Community Relations Team at CHF**

We love to hear about community fundraisers! Send us an email or give us a call at the conclusion of your fundraiser so we can begin the event or promotion reconciliation process.

Sarah Irby  
(804)-228-5920  
sirby@chfrichmond.org

**Thank your donors and vendors**

While we’re sure your donors and vendors were thanked throughout the duration of your fundraiser, we recommend another thank you at the end of your event or promotion, as well. This allows your donors to share in the success of your fundraiser, and will encourage them to participate again!

**Send funds to Children’s Hospital Foundation**

There are many ways CHF can receive funds, but our preferred method is via check. Checks can be dropped off at our administrative office or mailed to us at:

Sarah Irby  
Children’s Hospital Foundation  
2924 Brook Road  
Richmond, VA 23220

**Post on social media**

You worked hard on your event, so why not share the positive impact you’ve made with your community? Be sure to tag us in your post and use #chorcommunityfundraiser

**Begin planning for next year**

Want to host your fundraiser again next year? There's no time like the present to begin planning! We are happy to help you grow your fundraiser into an annual event.
Help us nurture the champion in every child.

Questions? Contact Sarah Irby at 804.228.5920 or sirby@chfrichmond.org.