Dear students, advisors and future miracle makers,

We are so excited that you are interested in our program! Kids Making Miracles (KMM) has been dedicated to raising money and awareness for OHSU Doernbecher Children's Hospital for 25 years! Myron Child founded KMM in 1991, after his daughter's life was saved at Doernbecher. Since then the program has blossomed into the renowned program that has impacted so many kids in the community.

Doernbecher Children's Hospital is located in Portland, Oregon. Children from all over the Pacific Northwest make more than 212,000 visits to Doernbecher annually.

At the entrance to the hospital you will find the KMM miracle garden and at the center is the Eternal Flame. It always burns brightly as a reminder of the difference we’ve made—so the kids at Doernbecher always know there is someone fighting for them. The walls surrounding the Eternal Flame list the names of every school that has participated in KMM. Your school’s name can be added to our miracle garden!

Thank you for your support in giving the thousands of children at Doernbecher the gift of good health and the opportunity to experience all that life has to offer.

Sincerely,

2015-16 KMM Co-Chairs
Taylor Ballard, Rachel Hass & Renee Hollopeter

For more information contact the Doernbecher Foundation at 503 294-7101 or dchinfo@ohsu.edu
facebook.com/doernbecher · kmm.doernbecherfoundation.org · #kmm4kids
Welcome

Kids Making Miracles student council
The Kids Making Miracles Student Council is a small group of student representatives who work closely with the Doernbecher Foundation to oversee general program activities. Participation on the council builds leadership skills and a keen understanding of philanthropy and it can be a rewarding and fulfilling experience for many students. If you are interested in becoming a part of the council, please contact the Doernbecher Foundation at 503 294-7101 or dchfinfo@ohsu.edu.

KMM 2015-16 student council members
Ali Nelson, Wilsonville High School
Arjun Vijay, Sherwood High School
Jarad Ballard, Tualatin High School
Jenna Haney, Parkrose High School
Kayla Folkman, Wilsonville High School
Kensey Folkman, Wilsonville High School
Kendra Ellertson, Sherwood High School
Kennedi LaBerge, Wahkiakum High School
Kristy Lu, Parkrose High School
Lauren Na, Sherwood High School
O’Brien Youd, Wilsonville High School
Olivia Emmons, Parkrose High School
Rachel Haas, Clatskanie High School
Renee Hollopeter, La Center Middle School
Ryleigh Upton, Tillamook Middle School
Ryley Zerngast, Tillamook High School
Victoria Balzer, Tualatin High School

“I started working with KMM in order to make a difference in other young people’s lives and in return was given so much as well. I made friendships that have lasted to this day, learned leadership and communication skills that have been invaluable and have a strong sense of community. I am now a teacher and leadership advisor, my students participated with KMM for the first time last year. They are hooked, what a great “feel good” organization where young people can help other young people.”
– Sara Nilles, KMM Co-Chair 1995-1996
Getting started

Organizing your Kids Making Miracles committee
1. Gather a group of students and a school advisor who are interested in helping Doernbecher Children’s Hospital. Advisors are key in the planning of your school assemblies, scheduling events, and getting administrative support. The most important part of forming your Doernbecher club or committee is to be inclusive!
2. Review the KMM handbook.
3. Brainstorm ideas and begin developing a plan and a time-line.
4. Arrange a tour of Doernbecher Children’s Hospital. Invite staff and administrators to help gain their support.
5. Present your completed plan and time line to the administration for approval. In most schools the administration will whole-heartedly endorse any well-planned projects such as Kids Making Miracles.
6. Gain community support. KMM is not only about raising money for children, but raising community awareness of what you are doing. We recommend creating a flier to distribute to local businesses for their support and involvement.

Doernbecher foundation assistance
We can assist you by providing the following items:

For your events
• Logo use
• Doernbecher Dolly costume
• Banners
• Balloons

For your assemblies
• Kids Making Miracles student volunteer speakers

DVDs
• Kids Making Miracles DVD
• Doernbecher patient story DVD

For sponsor solicitation
• Doernbecher presentation folders
• Doernbecher publications
• Informational brochures

For volunteer & sponsor appreciation
• Hero Award certificates

Come tour the hospital!
The best way to generate enthusiasm and support for Kids Making Miracles is to tour OHSU Doernbecher Children’s Hospital.

To arrange a tour
Contact the Doernbecher Foundation at 503 294-7101 or dchfinfo@ohsu.edu

Tours are available: Monday - Friday from 8 a.m. to 2:30 p.m. You must schedule your tour at least two weeks in advance to be accommodated.

Tour length
Tours are one hour. Students may visit the lobby, Miracle Garden, outpatient and inpatient units, Child Development & Rehabilitation Center, Meditation Room, and the Pediatric Intensive Care Unit floor.

Tour size
Tours may not be more than 30 people. We may split tour groups depending on size.

Who may tour?
Students must be 12 years or older. Doernbecher patients are seriously ill and may be extremely susceptible to infection. To protect patients, anyone with a cold, cold sore, diarrhea, fever or other contagious illness must postpone their tour.
Fundraising

Fundraising and friend raising
Your KMM events will fundraise and friend raise for Doernbecher Children’s Hospital. As you will discover during your brainstorming sessions, the fundraising possibilities are endless. By process of elimination and committee votes, select events that best suit your school.

12 steps to successful fundraising
1. Form a committee made up of dedicated and enthusiastic students and faculty.
2. Establish goals for what you want to accomplish. These may include a goal of how much your school wants to raise, the level of community involvement, etc.
3. Brainstorm ideas for fundraising and involvement.
4. Select a fundraising event.
5. Identify your audience. Who are you targeting for your campaign? Try to include as many people as possible.
6. Schedule the fundraising event. Make sure to have a time line and an overall plan.
7. Plan a budget. Include any possible expenses and projected revenue.
8. Prepare a work/task calendar. Establish the tasks that need to be done.
9. Assign the workload. Form subcommittees such as finance, publicity, location, entertainment, decorations, refreshments, prizes and anything else that you may need.
10. Send thank you notes to volunteers and donors. Let them know that you appreciate the help they gave you. Remember they did not have to contribute and even the smallest gesture may secure future donations.
11. DOLLARS TO DOERNBECHER! When sending money to Doernbecher please be sure to include a note on your school’s stationary providing information about your fundraiser. We want your school to get credit for your hard work!
12. DO NOT GIVE YOUR MONEY TO COSTCO! Often times schools give the money the students have raised for Doernbecher to Costco, with the understanding that Costco will match the funds raised. The agreement Doernbecher has with Costco is that only an INDIVIDUAL’S money will be matched, so not only is your donation not doubled, but Costco gets credit for raising the money and the Doernbecher Foundation has no way of recognizing all of your hard work participating in KMM.

Fundraising ideas
a-thons (jog, bowl, dance, rock, etc.)
Collect donations for chores
Lemonade or concession stand
Letter writing campaign
Bake sale
Talent show
Garage sale
Car wash
Board game tournament
Singing telegrams
Treasure hunt
Faculty / student talent show
Used book sale
Spaghetti pot luck dinner
Sundae sale
Doughnut sale
Dunk tank
Bowling tournament
Softball or golf tournament
Teacher / principal for a day
Book club
Card game tournament
Holiday party
Cook-off
Dinner party
Birthday
Ice cream social
Auction
Concert or performance
Fashion show
Mustache-growing contest
Collect donations in honor of a patient
Fundraising

Ideas and examples

Personal fundraising web pages
Create your personal on-line giving page to raise funds through peer-to-peer fundraising and through social media.

1. Create a First Giving profile for your fundraiser
2. Go to www.firstgiving.com
3. Click on the “Create a Page” icon on the right hand side of the web page
4. Scroll to the bottom of the page and search for “Doernbecher Children’s Hospital”
5. Select “Doernbecher Children’s Hospital.” The EIN or tax ID number is 93-0579587.
6. Select the box, “Start Fundraising”
7. Select the event that best fits what you are doing, continue to navigate through the set up process
8. Set up your profile and share it by email and with friends on social media.

FirstGiving
A FirstGiving Company

Doernbecher spirit week example

Fri. Kick-off assembly for grade, middle and high school students
Mon. Dress up day: All mixed up day (mismatched clothes): $1.00
      Root Beer floats: Sold during lunch: $2.00
      Doernbecher Dollies: Sold at lunch: $1.00
      Penny wars at grade and middle school
      Lunch-time Mr. & Miss Wahkiakum activities at high school

Tues. Dress up day: Country (cowboy / cowgirl, farmer or rodeo): $1.00
      Doernbecher Dollies sold at lunch: $1.00
      Ice cream sandwiches sold at lunch: $2.00
      Penny wars at grade and middle school
      Lunch-time Mr. & Miss Wahkiakum activities at high school

Weds. Dress up day: Fame Day (Dress up like your favorite movie star): $1.00
      Community movie night (Showing Brave): $5 admission, $1 popcorn
      Doernbecher Dollies: Sold at lunch: $1.00
      Banana splits: Sold at lunch: $2.00
      Penny wars at grade and middle school
      Lunch-time Mr. & Miss Wahkiakum activities at high school

Thurs. Dress up day: Twins day (you and a friend match): $1.00
      Doernbecher Dollies: Sold at lunch: $1.00
      Popsicles: Sold at lunch: $2.00
      Penny wars at grade and middle school
      Lunch-time Mr. & Miss Wahkiakum activities at high school

Fri. Dress up Day: Pajama Day (wear your PJs to school): $1.00
      Doernbecher Dollies: Sold at lunch: $1.00
      Cinnamon rolls: Sold at lunch: $2.00
      Penny wars at grade and middle school
      Lunch-time Mr. & Miss Wahkiakum activities at high school

Sat. Spaghetti dinner hosted by faculty and PTA
      Mr. Wahkiakum High School Pageant
Fundraising

Letter writing campaign
A letter writing campaign is a great way to jump-start your fundraising campaign. Using your personal list of potential donors, contact them by mail or email about supporting your efforts.

• First Step…Create a Mailing List. Create a list of all prospective people who might be willing to sponsor you. Think of anyone you know – friends, family, doctor, dentist, church members, neighbors, etc. The more people you contact, the easier it will be to reach your goal.

• Set Your Fundraising Goal. Now that you have a list of donors, set your personal fundraising goal. What if everyone on your list of donors gave $10? What if they each gave $20? Challenge yourself!

• Mailing your letter. You may want to include a photo of yourself participating. If you are sending your letter in the mail, include a self-addressed response envelope or tell the donor exactly where you would like the donation to be mailed. Don’t forget to explain to the potential donation who to make the check out to. Every school handles this differently so approach your school advisor with any questions.

• Follow-up and thank you. You may want to call some of your prospective donors following the arrival of your letter. Don’t forget to keep track of all requests and responses. Show your appreciation to all of your donors by sending a thank you note at the conclusion of your fundraiser.

Sample solicitation letter
January 12, 2016
Dear Aunt Jane,

On March 10, 2016, City High School will be hosting the annual Mr. and Miss City Pageant. The pageant consists of four senior guys and four senior girls. City High teachers and staff members select the contestants based on school spirit, community involvement and work ethic. I am honored to have been selected by the faculty to represent my school in this great event.

In addition to the pageant being a lot of fun to participate in, the event raises funds for the Kids Making Miracles program, which benefits OHSU Doernbecher Children’s Hospital in Portland, Oregon. Doernbecher offers the most comprehensive pediatric programs with full-spectrum care for hospitalized children living in our region. Children from Oregon, Southwest Washington and beyond make more than 212,000 visits to Doernbecher annually.

City High School has been supporting Kids Making Miracles since 1992. Each year we dedicate the Mr. and Miss City pageant to Jane Smith. Jane was a City High School student who bravely lost her battle with leukemia in 2010. The wonderful care and support Jane and her family experienced at Doernbecher are the inspiration students call on each year to raise as much money as they can for the hospital. Since our school began participating in Kids Making Miracles, we have raised more than $95,000 for the hospital. It feels so good to know that as students we can really have a huge impact at the hospital.

I am asking today that you support me and make a difference at Doernbecher at the same time by making a tax-deductible contribution. All checks should be made out to City High School, with my name in the memo line. Every donor who contributes over $50 will be listed in the event day program. All responses can be sent in the provided envelope. Please respond by March 7. Thank you for your consideration and support of OHSU Doernbecher Children’s Hospital and Kids Making Miracles!

Sincerely, City High School Pageant Contestant
Assemblies

The key to your campaign success is your assembly!

• This is your opportunity to share your enthusiasm, educate and excite your school
• Highlight Doernbecher patient stories from your school and community to show how Doernbecher services affect your school
• Promote your project to inspire interest and participation throughout the student body
• Develop a feeling of common purpose, commitment and community within your student body
• Plan your assembly directly leading into your Doernbecher fundraising events

Sample Kids Making Miracles assembly outline

Average Length: 30-50 minutes

Welcome and opening remarks / 2 min. / 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 Doernbecher and the purpose of the assembly.

Introduction of DVD / 15 sec. / school representative

Doernbecher Patient DVD / 5 min.
Video features a Doernbecher patient story and highlights the life-saving programs at Doernbecher.

Patient stories from your school / 5 min.
We urge you to include patient stories from your school and community. This has proven to be one of the most effective aspects of our assemblies. Speakers can include students, teachers whose children have been patients, or people you know in the community.

Kids Making Miracles campaign / 5 min. / KMM Doernbecher volunteer speaker
An overview of the Kids Making Miracles campaign, examples of what other schools are doing and information on the Doernbecher Candlelight Procession as the culminating event which brings all the schools together to show their support for Doernbecher.

Your school's activities / 10 min. / school representatives
Here's where you kick-off your campaign. Presentation should include:
• An overview of your Doernbecher fundraising projects (schedule of events)
• Highlights of your committee's Doernbecher tour and how it made you feel
• Acknowledgment of key sponsors and donors
• Motivational remarks from students and staff
• Any recognition or award structure you have developed

Closing remarks / 30 sec. / school representative
Sponsorship

Soliciting sponsors

Most fundraising projects require up-front costs and supplies. You can keep these expenses to a minimum and ensure that the money you raise from your event will go to help Doernbecher kids by asking local businesses for donations of goods or cash.

Things that might be donated

- A site for your event
- Food
- Printing: fliers, tickets, posters, signs
- Decorations: flowers, streamers, balloons, etc.

- Prizes and auction items
- Advertising in their store windows or advertisements
- Equipment (tables, chairs, a sound system, stage)

Who you might ask for donations

- Your local hangouts: restaurants, grocery stores, gyms, theaters
- Businesses that the school or your advisors support

- Your parents' employers or your own employer
- Companies where you know the managers or employees

Recognizing your sponsors – a great selling tool!

- Recognition in advance publicity—fliers, posters, press releases
- Presence at your event—banners, printed program, guest speaker or introductions

- Doernbecher Hero Award Certificates (available through your KMM Coordinator)
- Thank you letter

Please note: The Doernbecher Foundation cannot receipt your sponsors unless we receive their funds directly. Please refer to “Bookkeeping Tips” on page 11. Should your sponsor need our Tax ID number, please contact us directly.

Calling and meeting sponsors

Step 1: Call the prospective donor, introduce yourself as a representative of your school and make an appointment.

Step 2: Prepare a one or two-page proposal explaining:
- Your event or activity
- Doernbecher and your Kids Making Miracles campaign
- Why you are involved
- What specifically you need from them
- How you will acknowledge their gift

Step 3: Meet with them and present your proposal.
- Take another committee member or advisor with you.
- Take a written proposal to leave with them
- Share your enthusiasm for Doernbecher and KMM
- Explain your project and examples of your involvement
- Give the complete facts of what you need and ask!

Step 4: If they ask for a receipt for their donation, work with your school’s business office to provide a receipt. If you have questions about his process, contact the KMM Coordinator at the Doernbecher Foundation at (503) 294-7101.
Publicity

Publicity within your school district
Various types of media can be utilized to reach and educate students, teachers and parents about your fundraiser.

1. School newspaper, website, blog, Instagram, Twitter and Facebook. Use the KMM hashtag, #kmm4kids! Call on your school newspaper editor and social media coordinator and ask for their support of your Kids Making Miracles campaign and activities with a feature story or series of articles. Subjects could include an article on Doernbecher, an interview with a Doernbecher patient from your school or community or features on your events or key volunteers. Maybe they will even run a special column during the campaign updating the student body on upcoming events and dollars raised.

2. Fact sheets. Creative and visual fact sheets can be distributed in home rooms, commons or the cafeteria at key times throughout the campaign.

3. Posters / flyers. Make posters or giant signs for school hallways, the gym or cafeteria promoting individual events. In a very visual place, hang a gigantic poster or graph that can be updated regularly to track the dollars raised to date. Ask local businesses if you can hang fliers in their windows.

4. Parents or district newsletter. Most schools and many districts have a monthly or quarterly publication for parents and teachers. Work with your advisor or administrator to contribute articles about Kids Making Miracles and suggest ways they can support your efforts.

Publicize your event with a professional press release
What is a press release?
For the purposes of Kids Making Miracles, a press release is a news story, written in third person, which seeks to demonstrate to an editor or reporter the newsworthiness of your event. Press releases are often sent by e-mail, fax or mail. They can also be accompanied by a personal invitation to the media representative, asking him or her to attend your event. The Doernbecher Foundation cannot submit press releases on your school’s behalf.

How do I get my press release published?
• Make sure the information is newsworthy!
• Format your press release according to specific guidelines (see sample on page 10).
• Make sure the title of your release and first few sentences are effective, as they are the most important. Always start with a brief description of the news you are trying to convey.
• Make it easy for media representatives to do their jobs. Check on-line or call each media outlet and follow their specific instructions for submitting a release.
• Provide as much contact information as possible: your name, address, phone, fax, email, web site address. If you provide your personal cell phone number, make sure your voice mail message is clear and professional.
• Deal with the facts and avoid using too many adjectives and fancy language. Keep it simple and professional.
• Quotes from individuals who are involved can make your release feel more personal. Keep them short.
Publicity

Sample press release

FOR IMMEDIATE RELEASE: (Include date on which you send it out)

CONTACT: (Include your name and phone number)

Jonesville High School students tickle your funny bone and make miracles for Doernbecher kids

What: Kids Making Miracles Comedy Show Fundraiser
When: Saturday, April 1 at 7:00 pm
Where: Jonesville High School Auditorium, 123 Main St, Jonesville, OR 91234

Jonesville, Oregon – More than 12 acts are lined up for Jonesville High School’s first ever live comedy show on April 1. In addition to providing an evening of slapstick entertainment, the student-run Kids Making Miracles event committee hopes to raise over $1,000 in ticket sales proceeds to benefit OHSU Doernbecher Children’s Hospital in Portland, Oregon.

This organized fundraising event represents Jonesville High School’s fifth year of participation in the Kids Making Miracles program. Initiated by Doernbecher Children’s Hospital Foundation in 1991, the Kids Making Miracles program helps K-12 students from schools across Oregon and Southwest Washington organize a host of creative fundraising activities in their communities during the year. This year’s total proceeds – which organizers expect to surpass last year’s total of $500,000 – will go to the hospital’s area of greatest need to benefit multiple priorities such as advanced research, care for underinsured patients and recruitment of top pediatric specialists.

“They say laughter is the best medicine,” said Jane Smith, a senior at Jonesville High and co-chair of the Kids Making Miracles student fundraising committee. “Our committee put out a survey to the student body and over 68% reported that at some point in their lives, they had either been treated at Doernbecher or knew someone who had. Hopefully our event will help Doernbecher continue its great work.”

In addition to several stand-up comedy acts by individual students, the Jonesville High Theatre Troupe will perform an improvisation routine, much like you see on Saturday Night Live. The final act promises to be especially hilarious when the school’s administration, including Principal John Jones, performs their own skit. We are told audience participation will be mandatory!

Parents, faculty, community supporters and members of the media are all welcome to attend. Tickets are $10 and will be available at the door. Please feel free to contact (your name and number) for more information.
Bookkeeping

Bookkeeping tips
• Please send all contributions to the Doernbecher Foundation by June 30. Please use the Donation Form in the Appendix when mailing in your contribution.
• Thank your donors and sponsors and ask your school bookkeeper to send a receipt for their donation.
• If a donor would like to donate directly to Doernbecher, please contact Mallory Tyler at the Doernbecher Foundation.

FAQs
Q: My parent’s employer has a matching program with Doernbecher. How can our school get credit for soliciting the money and still secure the match?
A: Your parent will need to write his / her check to Doernbecher Foundation and send it directly to the Foundation with a note stating your school’s name. We will credit your school, your parent and your parent’s company.
Q: Someone turned in a check written out to Doernbecher instead of our school. Can we endorse the check over to our school?
A: No, please send in any checks written out to Doernbecher along with your school’s check. We will credit your school and the individual for the amount written on the check.
Q: Will COSTCO match our school fundraising dollars?
A: The agreement Doernbecher has with Costco is that only an INDIVIDUAL’S money will be matched, so not only is your donation not doubled, but Costco gets credit for raising the money, not your school.

Making your Kids Making Miracles donation

Where to send your donation?
Mail your check to:
Doernbecher Foundation
Attn: Kids Making Miracles
1121 S.W. Salmon, Suite 100
Portland, OR 97205
• Checks should be made out to: Doernbecher Foundation
• Please clearly mark the check with your school’s name (especially if the check comes from your district).
• Include any individual checks written out to Doernbecher Foundation along with your school’s check. We will credit your school and the individual.

When to send your donation?
Please send all contributions to the Doernbecher Foundation by June 30.

Our fiscal year ends June 30. Donations received after June 30 will be counted as contributions for the next fiscal year and may delay your Miracle Garden recognition unless your school signs a pledge agreement by June 30 with the Foundation. Please contact the Doernbecher Foundation at (503) 294-7101 or email dchfinfo@ohsu.edu for details and the pledge form in the Appendix of this manual.

How your donation will be used?
Unless you specify otherwise, all proceeds raised through Kids Making Miracles will be unrestricted, which means they will fund multiple hospital priorities such as bio-medical research laboratories, equipment updates, recruitment of top medical professionals and uncompensated care.

If you wish to designate your fundraising dollars to a specific area, department or research, please enclose a letter telling us how you want your donation to be used.
Thank you

Always show your appreciation to all of your donors, sponsors and volunteers by sending a thank you note at the conclusion of your fundraising efforts. Let them know that you appreciate the help they gave you and don’t forget to tell them how much you were able to raise and what an impact their contribution will have at Doernbecher. Remember, they did not have to contribute and even the smallest gesture may secure future donations.

Sample thank you letter

May 4, 2016
Dear Aunt Jane,

Thank you for your generous gift to City High School’s Kids Making Miracles fundraiser benefiting OHSU Doernbecher Children’s Hospital!

As a supporter, you know that Doernbecher works to ensure that every child receives the very best care from the most skilled and caring specialists. This investment is essential to our vision of improving the health of children in our region by providing quality and compassionate, family-centered care to every child, every day.

Without the continuing devotion and generosity of all those who support City High School and our community,

Doernbecher would be far less able to provide our region with its most comprehensive range of pediatric healthcare services. On behalf of everyone at City High, thank you for your generosity.

Sincerely,
City High School Pageant Contestant
Thank you

Recognizing your school’s support
Your involvement in Kids Making Miracles is important to us and important to the Doernbecher families that live in your community. What you are doing will make a significant difference in their lives now and in the future.

Organizing a successful community outreach project and helping others is a reward in itself. There are a few other ways we will highlight your contributions.

• Your school will be invited to attend the Doernbecher Candlelight Procession and the annual Pajama Jam event held at Bullwinkle’s Family Fun Center in Wilsonville. Your campaign leaders, advisors, volunteers, top fundraisers are also welcomed to attend.
• You will be presented with a Kids Making Miracles appreciation plaque for your school.
• With a cumulative donation of $50,000 or more, your school will be permanently listed as a member of the Doernbecher Hero Society on the donor wall. Your location on the wall will be based on your gift total.
• Your school’s name will be carved into the granite wall in the Miracle Garden surrounding the Eternal Flame at the entrance of Doernbecher Children’s Hospital.

Candlelight Procession and Pajama Jam
The annual Candlelight Procession is a special event where students from all over Oregon and southwest Washington come together to celebrate their efforts for Doernbecher Children’s Hospital and to re-kindle the Eternal Flame. The Doernbecher Eternal Flame symbolizes the hope, spirit and courage of Doernbecher patients and their families. The re-kindling of the Eternal Flame symbolizes the growing network of young people supporting Doernbecher and their communities.

When: Friday, May 13, 2016

Who: Each Kids Making Miracles school may send students to participate in the Candlelight Procession & Pajama Jam. We ask that schools bring no more then 30 students.

Where: Registration for the Candlelight Procession will begin at 6:00 pm at the OHSU Auditorium, S.W. Sam Jackson Park Road., OHSU Campus, Portland. The Candlelight program will begin at 7:00 p.m. Pajama Jam will take place at Bullwinkle’s Family Fun Center in Wilsonville, Oregon. The Pajama Jam will be open to students from 9:00 p.m. to MIDNIGHT.

**Schools participating in the Kids Making Miracles program will receive a registration packet in the mail during the month of March. This packet will also be available on our website at kmm.doernbecherfoundation.org.**

Holding your own regional celebration
Not all students are able to attend the Candlelight Procession & Pajama Jam celebration, so we encourage you to host your own Doernbecher Regional Celebration with your student body and other schools in your region.

• Work with other schools in your region to organize a special committee to plan your Regional Celebration
• Try to plan your Celebration during the two weeks prior to the Portland Candlelight Procession
• Call the Doernbecher Foundation and begin discussions about your big event!
Senior project

Fundraising Guidelines
Thank you for your interest in making OHSU Doernbecher Children's Hospital the beneficiary of your fundraising efforts. We are grateful for the volunteers and organizations whose committed efforts raise awareness for and make significant financial contributions to the institute through such activities.

To help ensure that volunteer fundraising events are enjoyable, successful, make the best use of limited staff resources, and are coordinated with our other activities, we ask you to carefully review our event fundraising guidelines and submit a proposal well in advance of the proposed fundraiser for approval by the Doernbecher Children's Hospital Foundation. If you have any questions, please contact the Doernbecher Foundation at (503) 294-7101.

Please return your completed proposal to the Doernbecher Foundation: Mail: 1121 S.W. Salmon Street, Suite 100, Portland, OR 97205; email: dchinfo@ohsu.edu or fax: 503 294-7058

Policies and Guidelines
1. All fundraising activities and/or request to use OHSU Doernbecher Children's Hospital's name or logo must be approved in advance by OHSU. Publicity may not suggest that the event/initiative is being sponsored, co-sponsored or produced by OHSU, but should instead state that OHSU Doernbecher Children's Hospital is the beneficiary.
2. For confidentiality reasons, OHSU/Doernbecher Foundation cannot release donor or volunteer lists to an individual, company, group or organization. Also, the institute does not sell goods or services from outside organizations.
3. OHSU/Doernbecher Foundation cannot be liable for any expenses incurred by an individual or any organization involved in fundraising on behalf of OHSU. Neither can OHSU/Doernbecher Foundation underwrite any fundraising activities.
4. All publicity involving OHSU/OHSU Doernbecher Children's Hospital name must be approved by OHSU/Doernbecher Foundation prior to production, distribution and/or release. We request lead time of 48 hours to review and approve references to OHSU/OHSU Doernbecher Children's Hospital in general printed materials, and lead time of five working days to review and approve proposed references to OHSU/OHSU Doernbecher Children's Hospital in press releases. Press releases, public service announcements, advertisements, printed materials (posters, brochures, fliers, tickets, invitations, etc.) are the responsibility of the individual/organization coordinating the fundraising activity.
5. Doernbecher Foundation fundraising policy prohibits the use of telephone solicitations by a third party for contributions from the public.
6. Oregon law requires special licensing to conduct a raffle. If you or your organization would like to conduct a raffle, individuals and/or organizations must obtain a raffle license from the Oregon Department of Justice. Learn more at www.doj.state.or.us/charigroup/gaming_oregon.shtml.
7. In accordance with IRS regulations, the individual or organization conducting the fundraiser is responsible for disclosing to donors the exact dollar amount or percentage of their gift which will benefit OHSU Doernbecher Children's Hospital.
Senior project

8. Insurance (if applicable) for any fundraising activity to benefit OHSU/Doernbecher Foundation is the responsibility of the organizing party and must be submitted with proposal for approval.

9. OHSU/Doernbecher Foundation is unable to provide marketing or support staff (e.g. gift-processing, event organizing, and recruitment of event sponsor/participants).

10. Silent auction items should each be valued at the fair market value. This value must be listed on the bid sheet at the auction table or included in any printed list of auction items, including live auction item descriptions.
   - Items valued at $5,000 or more require a qualified appraisal by a qualified appraiser, per IRS guidelines.
   - If an item is not valued, or valued as priceless, the final auction bid establishes the item’s fair market value, therefore no portion is tax deductible.
   - Fair market value of the item must be disclosed in order to provide gift credit. The charitable portion is that above the fair market value.

11. Doernbecher Foundation development staff may help by providing:
   - Information for distribution regarding OHSU Doernbecher Children’s Hospital programs and services.
   - OHSU Doernbecher Children’s Hospital logoed give-away items when available.
   - An additional letter of thanks (not a gift receipt unless the gift is given directly to the Doernbecher Foundation for the hospital) to event donors.
   - Publication of event information and recognition of funds raised in OHSU Doernbecher Children’s Hospital internal and external publications.
   - An OHSU Doernbecher Children’s Hospital tour for event participants or committee organizers and a chance to meet with faculty leader(s) prior to or after the event.
   - An OHSU/Doernbecher Foundation representative to participate in a check presentation at the event.
   - An OHSU/Doernbecher Foundation representative to set up a booth/table at the event to answer basic questions.

12. Gift Processing Policy
   - Event organizers should submit proceeds from their initiative within 30 days from its conclusion.
   - If the third party is a 501(c)3 organization, all checks shall be made payable to, mailed to, processed by, and receipted by the third party.
   - If the third party is not a 501(c)3 organization and needs event revenue to pay for event expenses, all checks shall be made payable to, mailed to, and deposited into an event bank account by the third party. It shall be stated on all event materials that gifts to the event are not tax-deductible.
   - Only checks payable to the Doernbecher Foundation and cash donations (equal to or greater than $5.00) clearly labeled with the donors information will be provided with a tax deductible receipt in accordance with IRS and state tax regulations.
   - Send donations to: Doernbecher Foundation, Attn: KMM, 1121 S.W. Salmon Street, Suite 100, Portland, OR 97205
Senior project

Fundraising proposal

Contact name / School advisor name: ____________________________________________

School: _____________________________________________________________________

Address: ___________________________________________________________________

City: ___________________________ State: ___________________ Zip: _________________

Contact phone: ___________________________ Contact email: _____________________

Website: ___________________________________________________________________

1. Title and description of proposed event: ______________________________________

2. Facility and/or location where event will be held: _______________________________

3. Date and time of event: ___________________________ Ticket price: $ ____________
   Contact for tickets: ___________________________ Phone #: ______________________

4. Do you intend to use OHSU Doernbecher Children's Hospital's logo?  I Yes  I No

5. Will insurance coverage be necessary for your event?  I Yes  I No
   If yes, please attach proof of insurance.

6. Are permits required?  I Yes  I No. If yes, please explain:_______________________

7. Please state what percentage of gross income will be donated to OHSU Doernbecher
   Children's Hospital, or if 100% of the net income will be donated: ________________%
   Projected revenue: $ ___________________________ Projected expenses: $ ____________
   Anticipated net revenue: $ ___________________________
   Expenses ideally should represent 25% or less of the gross income for a fundraiser.

8. Please list any already committed sponsors or sponsors that you plan to approach for support
   (because OHSU/Doernbecher Foundation works with many businesses, OHSU may ask you to not
   approach certain companies for support): _______________________________________

9. How and when will your event be publicized? (print, radio, TV, other) _______________

10. What support will you need from Doernbecher for this event/project? _______________

11. Please list at least one business reference we may contact: _______________________

I acknowledge I have read and understand OHSU/Doernbecher Foundation’s fundraising guidelines and
   gift processing policy:

Signature ___________________________ Date ___________________
I/we wish to make a gift/pledge in the sum of $___________ to support OHSU. Please designate my gift to the following area

[Write in area]  

Option One: Pledge
Payment will begin on ___/___/___ and will be paid over a period of □ 1 □ 2 □ 3 □ 4 □ 5 years.
The balance will be paid in __________ payments of $_________.
(number)
Please send reminders: □ yes □ no

Option Two: Outright Gift
Enclosed is the gift in full in the amount of $____________________.

Method of Payment
☐ Check enclosed (made payable to: OHSUF or DCHF)
☐ Please charge my: ☐ American Express
☐ Discover
☐ MasterCard
☐ Visa

Donor Information
Name(s): (Dr./Mr./Mrs./Ms.) ____________________________________________________________________________________
Address: ___________________________________________________________________________________________________
City/state/zip: __________________________________________________________________________________________________________
E-mail: _____________________________________________________________________________________________________
☐ This gift will be matched by my/my spouse's company. Company name: _____________________________________________

Note: If you expect a corporate match to your pledge payment(s), please do not include it in the total amount of your pledge. Please send the company's matching gift form to the OHSU Foundation.
☐ I/we wish to remain anonymous. ☐ Do not list my/our name(s) on honor rolls.

Donor Signature ___________________________________________ Date __________________________

Honorary or Memorial Gift
If you wish to pay special tribute to someone with your gift, please indicate: ☐ in memory of ☐ in honor of
Name: __________________________________________
☐ Please send a letter informing the following of this gift (gift amount will not be included in message)
What is the letter recipient's relationship to the honoree/deceased?
________________________________________________________________________________________

Please mail this form to: OHSU Foundation, Mail Stop 45, PO Box 4000, Portland, OR 97208-9852

To make a gift online, please visit OnwardOHSU.org

The OHSU and Doernbecher Foundations are 501(c)(3) non-profit organizations, Federal ID Number 23-7083114 (OHSUF) and 93-0579589 (DCHF). Contributions are tax-deductible to the fullest extent allowed by law. OHSU is an equal opportunity, affirmative action institution. 10/15