

# Lend a Hand

*Helping a community champion healing causes.*

A photograph of a modern, multi-story building with large glass windows, illuminated at night. The building is reflected in a body of water in the foreground. The Riverside Healthcare Foundation logo is visible on the building's facade.

 RIVERSIDE

## **Community Fundraising Toolkit How You Can Help Riverside Healthcare**

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 **RIVERSIDE**  
HEALTHCARE FOUNDATION

# A Message of Thanks

## Join Lend a Hand as a Community Fundraiser!

Thank you for your interest in supporting Riverside Healthcare. The original Riverside Hospital was built because of the generosity of community donors that fundraised for the vision of high quality, local healthcare. Over the past 50 years, Riverside has continued to rely on the generosity of donors and volunteers to ensure leading healthcare here at home.

In recent years, gifts to Riverside Healthcare Foundation have supported hundreds of scholarships for nurses, advanced technology for specialties like cancer, heart, and neurology, and patient centered programs.

Thanks for your interest in joining in this great work that brings healing to our community! **Our Lend a Hand program allows everyone from schools, business, patients, families, and passionate community leaders to host independent fundraisers in support of Riverside Healthcare.** From bake sales to runs to restaurant nights, any type of fundraising event or program can provide healing care to Riverside patients.

As part of **Lend a Hand**, our Foundation staff is ready to help you with expertise and tools along the way! Every gift, no matter the size, makes a meaningful difference to the healing work of Riverside doctors, nurses, support staff, and volunteers. We are grateful for you and your passion!

## About Riverside Healthcare

### OUR MISSION

#### **Life is a remarkable journey.**

Health impacts every step - how we connect with others, how we express our potential, how we pursue our dreams.

At Riverside, our mission is to provide healthcare experiences that are just as remarkable.

We do this for each and every person, regardless of their personal or economic circumstances.

We offer our highest thinking, our kindest touch, and our strongest commitment to excellence.

### FOUNDATION VISION

#### **Generosity Heals.**

We believe that generosity is a powerful healing force. Acts of generosity heal the recipient as well as the giver. In fact, even those observing a selfless act of generosity find healing and inspiration. At Riverside, we desire to ignite your benevolent spirit by linking you with opportunities that match your passions.

Riverside Foundation exists to ensure that the most technologically advanced, kindest, highest quality, readily accessible healthcare is available to residents in our region.

# Community Fundraising Proposal

## CONTACT INFO

Name of Fundraising Individual/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, St, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## FUNDRAISER INFO

Name and description of fundraiser: \_\_\_\_\_

Proposed location: \_\_\_\_\_

Proposed date & time: \_\_\_\_\_

Who will be asked to attend/support? Ticket price? \_\_\_\_\_

How will you promote the fundraiser? \_\_\_\_\_

How did you choose Riverside as a beneficiary of your event? \_\_\_\_\_

Are there beneficiaries other than Riverside? \_\_\_\_\_

If yes, who? \_\_\_\_\_

Revenue Goal \$ \_\_\_\_\_

Does your event require a license or permit (i.e. raffle, food, etc)? \_\_\_\_\_

Will insurance be necessary for the event? If so, please attach proof of insurance. \_\_\_\_\_

## BENEFIT PROCEEDS

Donations will be directed to \_\_\_\_\_ (FUND) at Riverside

Estimated donation amount to Riverside \$ \_\_\_\_\_

Estimated donation date \_\_\_\_\_

What assistance will you need from Riverside Foundation staff? \_\_\_\_\_

I have read the attached Riverside Healthcare Foundation Community Fundraiser Guidelines and commit to compliance with all terms.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Please submit your proposal to [foundation@riversidehealthcare.net](mailto:foundation@riversidehealthcare.net)  
OR mail to 350 N Wall, Kankakee, IL 60901. We will reply to you  
within 3 business days.

# Fundraising Tips, Resources, & Samples

## **1) CREATE YOUR EVENT!**

### **A few ideas:**

Bake Sale, Coin Drive, Garage Sale, Holiday Party, Picnic, Restaurant or Retail Promotion, School Fundraiser, Sporting Event Fundraiser, Virtual Fundraiser, Walks and Runs

## **2) STRENGTH IN NUMBERS**

Form a group. Create a committee or circle of others supporting your cause. Find volunteers or businesses who will donate goods or services to your events. Many hands will make light work!

## **3) TELL YOUR STORY**

Why have you chosen to support this cause at Riverside? Share your story and motivation with the public! This makes your fundraiser personal & inspires others to participate!

## **4) BOOST EXPOSURE**

The more people who know about your event, the more likely you are to reach your fundraising goal! Don't just rely on one channel, but spread the word every way you know how. Consider flyers, postcard invites, social media posts, e-mails, local media, and asking friends or coworkers to inform their networks! Also, don't forget to get your free log in to create an EverydayHero web page for your fundraiser. Contact Annual Giving Manager, Lauren Short, [lauren-short@riversidehealthcare.net](mailto:lauren-short@riversidehealthcare.net) (EVERYDAYHERO TIPS ON PG. 5).

## **5) THANK YOU, THANK YOU, THANK YOU**

Take time to thank everyone who helped with your event or made a gift. Leading up to the event, thank sponsors or recognize people as they register.

At the event, verbally thank your volunteers and all in attendance. After the event, write a thank you note or send an e-mail to donors. The best follow ups include photos and grand totals so that people know the impact they've made.

(THANK YOU SAMPLE ON PG. 6)



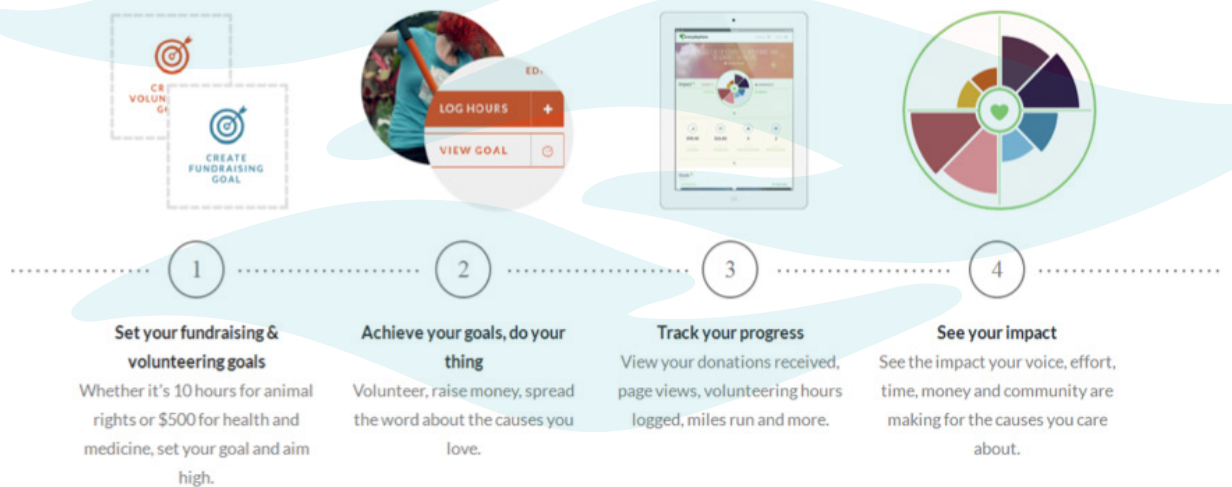


**EverydayHero** lets you set up an online fundraising page, FREE to you through the Riverside Foundation.

This technology allows fundraisers to

- publish their goal, story, and photos on their personal web page
- seamlessly send the page to your contacts via e-mail or social media
- and allows donors to make online credit card gifts directly to Riverside Healthcare for your cause.

## [everydayhero.com/us/](http://everydayhero.com/us/) HOW IT WORKS



**See a sample fundraising page at**  
[everydayhero.com/us/](http://everydayhero.com/us/) > Find A Friend > search "Riverside"

**Then, contact Annual Giving Manager,  
Lauren Short, to get your own log in information!**  
Email - [Lauren-short@riversidehealthcare.net](mailto:Lauren-short@riversidehealthcare.net)  
Phone - 815.933.7799

# Sample Thank You Note

## SAMPLE THANK YOU NOTE

**[INSERT DATE]**

**Dear [NAME]:**

I wanted to personally thank you for [participating or supporting] the [NAME OF YOUR EVENT] on [EVENT DATE]. Your generosity helped raise more than \$[DOLLAR AMOUNT RAISED] to benefit [YOUR SPECIFIC CAUSE] at Riverside Healthcare.

Donations are more than monetary contributions given to an organization. Donations are a generous gift of compassion for others. You've made a difference and touched the lives of future patients, and for that Riverside Healthcare Foundation expresses our deepest gratitude.

Riverside simply could not do what it does without the continued generous support of a caring community. Thank you for supporting high quality healthcare close to home!

**Sincerely,  
[YOUR NAME]**

## RESOURCES FOR FAST FACTS ON RIVERSIDE HEALTHCARE

### WEB PAGE:

[riversidehealthcare.org](http://riversidehealthcare.org)

### PRESS RELEASES:

[news.riversidehealthcare.org](http://news.riversidehealthcare.org)

### SOCIAL MEDIA:

 [facebook.com/riversidemc](https://facebook.com/riversidemc)

 [twitter.com/riversidemc](https://twitter.com/riversidemc)

### VIDEOS:

 [youtube.com/user/riversidemedical](https://youtube.com/user/riversidemedical)

**CALL THE RIVERSIDE FOUNDATION OFFICE TO INQUIRE ABOUT  
FACTS SPECIFIC TO YOUR CAUSE @ 815.933.7799.**



Our biggest thank you for championing a healing cause at Riverside! We honor your passion and want you to know exactly what you can expect from us as a Lend A Hand fundraiser!

The following pages are about our commitments to you- our dedication to help you fundraise AND our promise to direct your gifts to the right place.

So, these final few pages are guidelines and agreements. Please know the legal jargon is just the official stuff and is not meant to be a barrier! The forms simply formalize our partnership with each other.

The fundraising proposal on pg. 3 will help you think through all the items to make your fundraising successful!

The agreement form on pg. 10 ensures that we agree on a use of your fundraised dollars that fits your passion, matches a need for Riverside patients, and is transparent to any donor.

Please return both forms to [foundation@riversidehealthcare.net](mailto:foundation@riversidehealthcare.net) or to 350 N. Wall St, Kankakee, IL, 60901.

Thank you for being respectful of Riverside's mission and reputation as you plan your fundraiser. We have the utmost respect for your generosity. We can't wait to begin this great work together.

## Creating your own Lend a Hand Community Fundraiser:

### GUIDELINES AND AGREEMENT

As part of Lend a Hand, we ask that you be respectful of Riverside's mission and reputation by honoring the following guidelines as you plan your fundraiser. Thank you.

Each community sponsored fundraising event must be approved by the Riverside Healthcare Foundation before the event is either publicized or held. Riverside Healthcare Foundation reserves the right to approve only those events that represent our corporate mission appropriately. Riverside cannot assume liability for an event conducted on its behalf.

The organization and execution of the fundraiser/event is the responsibility of the fundraising coordinator.

Riverside Healthcare Foundation CAN offer the following support:

- Official Riverside logos
- Riverside informational collateral
- Everydayhero.com account- a customizable online donation website
- Gift receipt letters for organizers or any donor's check payable directly to Riverside Foundation

Riverside Healthcare Foundation CANNOT offer the following support:

- Mailing lists
- Raffle licenses
- Liquor licenses
- Liability insurance
- Guaranteed staff attendance
- Our sales tax exemption number

# Guidelines and Agreement

Please note your intention for the amount or portion of your event to benefit Riverside Healthcare Foundation. As stated in the guidelines, wherever Riverside Healthcare name and logo appears, the portion of the sale or event proceeds must be stated. (e.g. All proceeds benefit Riverside Healthcare or 50% of all proceeds benefit Riverside Healthcare)

You must adhere to any applicable requirements of the Solicitation for Charity Act. All individuals or businesses solicited for gifts above \$2,500 must be cleared by Riverside Healthcare Foundation.

Organizer(s) agree to hold harmless and indemnify Riverside Foundation or Riverside Healthcare from any liability arising from or related to the event.

Please be advised that by publicly naming Riverside Healthcare Foundation as the beneficiary of your initiative, you are required to donate the full committed amount raised on our behalf. By signing below, you agree Riverside Healthcare Foundation will receive revenue from the event within 30 days of the event.

I/We have read, understood, and agreed to comply with all provisions listed in the Community Fundraising Event Guidelines above.

Organizer Name (print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Organizer Name (print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_



 **RIVERSIDE**  
HEALTHCARE FOUNDATION

Riverside Healthcare Foundation  
350 N Wall Street  
Kankakee, IL 60901  
815.933.7799

Lend a Hand Community Fundraiser Contact:  
Lauren Short | [Lauren-short@riversidehealthcare.net](mailto:Lauren-short@riversidehealthcare.net)