

NorthShore University HealthSystem Foundation

Community Partner Fundraising Events

Gather your friends and family to run a 5K, enjoy a dinner party or a game night – all while raising funds for NorthShore University Health System (NorthShore).

Community Partner Fundraisers provide valuable support and raise awareness of important health issues for the communities we serve. The quality of patient care at NorthShore is directly impacted by the independent fundraising events hosted by our philanthropically-minded supporters. By individuals and groups donating their time and resources, we have the power to transform lives in very real ways.

Your fundraiser can support a specific cause or clinical area at NorthShore that is most important to you. We are happy to help you brainstorm ideas. Please contact Elaine Van Dusen at (847) 926-5003 or evandusen@northshore.org for more information.

Steps for Organizing a Successful Community Partner Fundraising Event

1. Review the Community Partner Fundraising Event Policies and Guidelines (on page 2)

2. Contact NorthShore Foundation to Discuss the Event

Any fundraising activity using NorthShore University HealthSystem's name or logo needs to be approved by the Foundation. Please contact Elaine Van Dusen at (847) 926-5003 or evandusen@northshore.org.

3. Identify a Date

With busy schedules and competing events, be sure to choose a date that works well for your intended guests. Ask a handful of those you may invite about availability on three different dates. Then, choose a date and stick to it!

4. Create a Committee

Gather your friends and family to help you plan your event. Collaboration will increase your chances of success and help make the project a valuable and rewarding experience.

5. Identify Your Audience

Determine who is likely to attend and support your event. Also identify those that may be out of your inner-circle but with whom you would like to engage. How will you reach them? Online? A mailed invitation?

6. Develop a Budget

Identify possible sources of income and how to cover expenses to make sure everything is in line with your financial goals for the fundraiser.

7. Promote and Publicize

Develop a plan for generating interest and excitement about your event. NorthShore Foundation can help provide assistance.

8. Follow-up with Committee Members and Guests

People need to be reminded. Make sure you communicate regularly with committee members and even guests as the date of the event draws near. Leverage email and social media to decrease the likelihood of cancellations and no-shows. Throughout this process please keep NorthShore Foundation informed. We are happy to help in any way we can!

NorthShore University HealthSystem Foundation

Community Partner Fundraising Event Policies and Guidelines

Since 1891, NorthShore University HealthSystem (NorthShore) has had the singular goal to preserve and improve human life. We ask that you be respectful of our mission and that you kindly adhere to the following guidelines when planning your event.

1. Events should be compliant with the mission and image of NorthShore.
2. The event organizer is responsible for the organization and execution of the event, and must obtain any necessary permits, licenses or insurance.
3. NorthShore must have some presence and/or exposure at the event (e.g. informational materials about NorthShore).
4. All event-related publicity (print, broadcast and online) in which NorthShore's name or logo is used must be in accordance with the established brand identity guidelines and approved by the organization before distribution to the public. NorthShore Foundation's PR firm can work with you to this end.
5. NorthShore can be identified only as the beneficiary of the event, and not as the host or co-host.
6. NorthShore should be informed if there are additional beneficiaries of the event.
7. All checks for event proceeds or outright donations must be made payable to NorthShore University HealthSystem or NorthShore University HealthSystem Foundation.

How NorthShore can assist with a Community Partner Fundraising Event:

1. Provide signage, brochures and informational literature about NorthShore, our Foundation, as well as clinical areas.
2. Provide and approve the use of the NorthShore logo.
3. Assist with drafting copy for invitation and event promotion.
4. Acknowledge direct contributions to NorthShore that result from this event by sending letters to donors for funds received this way.
5. Have a NorthShore representative at the event and provide additional volunteers when possible.
6. Promote the event through press releases and calendar listings, as well as in NorthShore publications and on our website depending on space availability, content and deadlines.

Services NorthShore *does not* provide to Community Partner Fundraising Events:

1. NorthShore University HealthSystem's tax exemption number.
2. Receipt letters for individual contributions NOT made directly to NorthShore.
3. Receipt letters for in-kind donations obtained for Community Partner Fundraising Events.
4. Insurance of liability coverage.
5. A mailing list of NorthShore donors or vendors.
6. NorthShore University HealthSystem or NorthShore University HealthSystem Foundation stationery.
7. Funding or reimbursement for your expenses.
8. Attendance of celebrities or professional athletes.
9. Guaranteed attendance of NorthShore representatives or volunteers (although we will do our best to have someone from NorthShore at your event).

Community Partner Fundraiser Ideas

We are grateful to all who wish to organize fundraising events in support of NorthShore University HealthSystem (NorthShore). Please contact Elaine Van Dusen at (847) 926-5003 or evandusen@northshore.org to discuss your event, and brainstorm with you for your Community Partner Fundraiser.

Here are a few ideas:

Cocktail or Dinner Party

Throw a cocktail or dinner party at your home or ask a local bar or restaurant to donate a percentage of the night's profits to NorthShore. Include a raffle or auction to increase revenue.

Themed Party

Turn the Oscars, the Kentucky Derby, or poker night into fundraisers for NorthShore.

Sporting Event

Transform your weekly pick-up game into a fundraising tournament to benefit NorthShore. Ask teams to pay a registration fee and request sponsorships from local companies. Create special jerseys for the day that include your sponsors' logos.

Car Wash

Plan a date and reserve space to host a car wash. A school or church parking lot may do the trick. Recruit volunteers to help do the washing, and promote the event to your local community members.

Chili Cook Off

Recruit a number of individuals interested in putting their chili to the test. Have attendees make a donation in order to cast a vote for their favorite chili.

Gift Wrapping

During the holiday season, find a place where you can wrap gifts. Holiday shoppers make donations to NorthShore in exchange for gift wrapping.

Donations in Lieu of Wedding, Anniversary or Birthday Gifts

Ask your guests to donate to NorthShore in lieu of gifts.

Classroom Fundraising Activities

Are you a teacher or a member of your school's parent-teacher association? Teach children about the importance and impact of philanthropy. Initiate change collection contests or plan a read-a-thon. Allow the students to come up with their own creative fundraising concepts to support NorthShore.

Shopping Event

Work with a local retail store to host a shopping night and have the store donate a percentage of all sales from the event to NorthShore.

Garage Sale

Organize a neighborhood garage sale and donate sales to NorthShore.

Board Game Tournament

Put teams together to play Sorry, Bunco, Clue, and charge an entry fee to individuals taking part.

NorthShore University HealthSystem Foundation
Community Partner Fundraising Event Proposal Form

Today's Date: _____

Name of Organization: _____

Contact Person: _____

Contact Address: _____

Phone Number: _____

Email Address: _____

Name of the Event/Project: _____

Description of the Event/Project (*attach additional sheets if needed*): _____

Event/Project Date and Time: _____

Event/Project Location: _____

Ticket Price (or other Pricing): _____

Open to the Public or By Invitation: _____

How will the Event/Project be Promoted: _____

Other Beneficiaries Besides NorthShore: _____

Area(s) Funds are Intended to Benefit: _____

Fundraising Goal: _____

What is Needed from NorthShore: _____

Would you be willing to share your story for NorthShore publications (Yes/No): _____

Signature: _____

Please return form at least 90 days before the date of your event to Elaine Van Dusen, Community Partner Events Manager, NorthShore Foundation, 1033 University Place, Suite 450, Evanston, IL 60201, via fax to (224) 364-7201 or email to evandusen@northshore.org. For additional questions, contact Elaine at (847) 926-5003.