



Phoenix
Children's®

Beneficiary Event Planning Guide

Phoenix Children's Foundation
2929 E. Camelback Road, Suite 122 | Phoenix, AZ 85016 | 602-933-4483 | GiveToPCH.org



PHYSICAL THERAPY
THOMAS CAMPUS

Thank you!

We are so honored by your decision to [host a fundraising event](#) and pledge the proceeds to Phoenix Children's! Your commitment contributes directly to our mission of offering hope, healing and world-class health care to children and their families.

At Phoenix Children's, we rely on the invaluable support from individuals and groups like yourself to raise crucial funds. Organizing a third-party fundraiser can be challenging, but it's immensely rewarding knowing your efforts will transform the lives of children and families in Arizona and beyond. You will also inspire your friends, family and colleagues along the way to rally behind a cause you are passionate about.

Our primary goal is to ensure your event is a resounding success and to foster a lasting relationship that extends far beyond this endeavor. To make this happen, we will assign a dedicated team member to guide you throughout your event planning. This contact person will be your go-to resource for answering questions and providing the necessary guidance every step of the way. Thank you for your generosity!

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CONNECT WITH US



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phoenixchildrensfoundation.org

FriendsOfPCH





● THOMAS CAMPUS

Fast Facts

*Phoenix Children's is the fifth-largest children's pediatric health system in the country with nine centers of excellence, 75+ pediatric subspecialties and more than 40 locations across the state.

*In 2023, Phoenix Children's was named one of U.S. News & World Report's Best Children's Hospitals for the 13th consecutive year and earned recognition as the top children's hospital in Arizona for the third consecutive year.

*Within five years, 1 in 4 Arizona children will have received care from a Phoenix Children's provider.

*170+ programs and services are funded solely or significantly through philanthropy.

Nine Centers of Excellence

Barrow Neurological Institute at Phoenix Children's, one of the country's largest pediatric neuroscience programs, helped pioneer laser ablation surgery, a minimally invasive procedure that has cured epilepsy in many children.

The Center for Cancer and Blood Disorders is a nationally ranked center that currently has 190 clinical trials of new cancer and blood disorder treatments in progress.

The Center for Child and Adolescent Resiliency offers an integrated health care model that provides Arizona's most vulnerable children with physical and mental health care, social services and more.

The Center for Cleft and Craniofacial Care takes a team approach to care so families can have access to a variety of craniofacial experts with more than 25 years of combined experience.

The Center for Fetal and Neonatal Care is the only Level IIIC Neonatal Intensive Care Unit in Arizona that offers multidisciplinary care for expectant mothers facing complicated pregnancies and newborns with complex medical conditions.

The Center for Heart Care is a nationally ranked program with 250 cardiac operations performed on average every year and 145 heart transplants performed to date.

Herbert J. Louis Center for Orthopedics and Sports Medicine has the only sports medicine physical therapy program in the Valley exclusively dedicated to serving young athletes.

The Center for Spine Care is a national leader in diagnosis and treatment of children with all types of spine disorders, from the simple to the very complex.

The Center for Trauma Care is the only trauma center designated by the Arizona Department of Health Services for pediatric trauma care and Arizona's only American College of Surgeons-verified Level I Pediatric Trauma Center.



2022 by the numbers

242k+
patients treated

395k+
outpatient visits

106k+
emergency visits

77k+
urgent care visits

25k+
surgical cases

2.8k+
trauma cases

2.7m
dollars per day to operate the health system



40 years of serving children and families

hospitals

3

- Phoenix Children's Hospital - Thomas Campus
- Phoenix Children's Hospital - East Valley at Dignity Health Mercy Gilbert Medical Center (2023)
- Phoenix Children's Hospital - Arrowhead Campus (2024)

specialty and urgent care centers

5

- Avondale
- Gilbert
- Glendale
- Mesa
- Scottsdale

Centers of Excellence

9

pediatric subspecialties

75+

philanthropically funded programs

170+

Getting Started

Aligning your vision with the needs of Phoenix Children's



When you apply, please keep in mind:

- Events should align with Phoenix Children's mission and promote messages and images that reflect the health system's high standards.
- Fundraising events must comply with all relevant laws, including the laws of the state of Arizona.

● JAXTON'S HEART WARRIORS

Let Us Help You

Once your application is reviewed and approved, the Foundation may be able to provide the following resources in accordance with Phoenix Children's policies and procedures:

- Beneficiary brand affiliation use of Phoenix Children's in logo or text format
- Letter of endorsement validating the authenticity of your event
- Phoenix Children's branded banners and balloons
- Patient pictures and/or videos to share with your guests and donors
- Personalized online fundraising web page to collect donations
- Tax receipt letter for contributions payable directly to Phoenix Children's by your donors
- Promotion of your event on our community fundraiser calendar
- A check presentation at Phoenix Children's for you to make a gift

Please note, we are unable to:

- Extend our tax exemption status to your organization, group or event
- Guarantee event attendance of patients, physicians or staff
- Guarantee staff participation at your committee or planning meetings
- Provide mailing lists of donors, vendors, board members, medical staff or employees
- Guarantee volunteer support at the event (although we can submit a volunteer request for volunteer assistance)
- Financially support or reimburse event expenses
- Guarantee media coverage or send press releases to promote the event on your behalf
- Extend the use of our special event liquor license
- Solicit businesses or vendors for support or sponsorship

Planning an Event

- 1. Choose the right event.** Whether you host a live event or create a digital fundraiser, the type of event you choose should fit the size, interest, talents, goals and time availability of your group. Identify your audience, including who is most likely to attend and support the type of event you choose.
- 2. Get approval for your event.** Complete the online [Special Event Application](#). Once we have reviewed and approved your event, a Foundation member will connect with you to help make your fundraising event a success.
- 3. Choose the right event team and form a planning committee.** Decide who you want on your team. Several minds, hands and hearts involved are better than one, and the enthusiasm and dedication of the people who plan and organize your event increases the probability of success.
- 4. Set achievable goals.** Create realistic and measurable goals to ensure the greatest success of your event. Start early, plan ahead and stay on track by using an event timeline to plan out each step, decide who will be responsible for that step, and track your progress.
- 5. Establish a budget.** Anticipate your event's expenses and sources of donations and solicit in-kind products and services. Consider the cost of invitations, signage, food and catering, etc., and be sure to leave extra room for unforeseen costs. Try to spend no more than 30% of your overall revenue on expenses. If you plan on approaching sponsors for donations of \$5,000 or greater, please provide the Foundation with a list for review. Many individuals and businesses currently support Phoenix Children's, so we can determine if there are overlaps or conflicts.
- 6. Tell your story.** Promote your event and explain why you're supporting Phoenix Children's and how you got involved. To make the most of your efforts, determine the best medium to reach your network (social media, email, flyers, etc.).
- 7. Host your event.** Determine if you need additional volunteers and make sure to set up event assignments. Consider prepping a day-of-supplies kit with all the items you might need (for example, pens, scissors, tape and banners). Make sure you bring important documentation, including volunteer contact information, vendor lists and registration lists. If possible, take a moment to thank your guests for their support of you and Phoenix Children's—and make sure to have fun!
- 8. Collect the funds.** Please collect and send all funds within 30-45 days following the conclusion of your event to:

Phoenix Children's Foundation
Attn: Special Events Team
2929 E. Camelback Road, Suite 122
Phoenix, AZ 85016
- 9. Follow-up with your attendees.** Send out a thank you to your attendees and volunteers to acknowledge those who participated in and supported your event.
- 10. Stay connected.** Continue to stay in touch with Phoenix Children's. We appreciate the time, talent and resources you have invested in our patients and families and hope to continue our partnership. Your investment in Phoenix Children's is a great way to enjoy the satisfaction of giving to a cause you care about while making a lasting impact on kids facing illness or injury.

Using Our Logo

The heart of our brand

The “Benefiting Phoenix Children’s” logo represents our commitment to caring for children and is a registered trademark. Please ensure you receive approval from Phoenix Children’s before using it on any communications collateral, promotional material or clothing items.

When using our logo, please follow these guidelines:

- Please use the red-on-white logo whenever possible. A white option is available for use on a solid color of sufficient contrast.
- Kindly refrain from using the logo in any other color combinations.
- Please do not rearrange the logo and logotype configurations in any way.
- Kindly refrain from changing the position or relative size of the logo.

Preferred

Benefiting



One Color

Benefiting

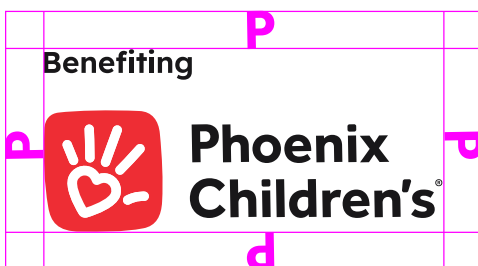


Reversed

Benefiting



Clear Space



Minimum Logo Width

Benefiting



1" for print
100px for digital

Building Buzz and Boosting Attendance

To make your event a success, reach out to as many people as possible. Don't rely simply on a few emails. Use a variety of ways to engage your audience and recruit family, neighbors, friends, coworkers and others in your community to help you spread the word. Sometimes, face-to-face invitations work best.

Here are a few things to consider:

Create a communications plan

Prior to starting any promotion, create a plan of how and when you will be spreading the word. Consider your target audience and the types of messaging they prefer (i.e., email, traditional mail, social media or a personal call).

Create buzz on social media

Use Facebook to create an event page where you can invite people to attend and share with their networks. Cross promote on various channels, including Twitter and Instagram. You may want to create a hashtag for emphasis and ask your friends and followers to like and share your posts. Feel free to tag **@FriendsofPCH** for added buzz!

Share inspiring videos and photos

Phoenix Children's Foundation offers a variety of videos that include patient stories and program information at [YouTube.com/@PCHFoundation1](https://www.youtube.com/@PCHFoundation1). Feel free to share what you need as part of your promotion. If you would like to use any of our approved patient photos and/or slideshows, please let your Special Events team member know so they can supply the best options for your specific event.



Keeping the Buzz Going After Your Event

First, celebrate your success after your amazing event! Your support of Phoenix Children's helps us provide kids in Arizona and beyond with the cutting-edge and family-centered care they deserve.

Next, make sure to keep the discussion going after your event ends by following these steps.

1. Say thank you

Be sure to thank all your donors and volunteers for their contributions. People not only appreciate the gesture but will also be more willing to help you with your next fundraiser.

2. Provide a recap of your success

Your network will want to know about the success of your event. Use this as an opportunity to say "thank you" again to those who participated, and to provide an update on the success of your event and how their funds will make an impact on patients and families at Phoenix Children's. You can share your success via social media with photos and videos. Make sure to tag **@FriendsofPCH**.

3. Keep the buzz going

Use your Facebook page to post photos, say thank you and promote your next event. Make sure to tag **@FriendsofPCH** to keep your community excited about joining you for your next fundraiser!

4. Close out the event

Process all expenses, collect all donations and forward the total net proceeds to Phoenix Children's within 30-45 days of the event. Please note, under no circumstances may an individual keep any portion of the proceeds as a profit or compensation for organizing the event or fundraiser. Donations made directly to Phoenix Children's are tax-deductible. Phoenix Children's Foundation issues a receipt once the donation has been received and processed. Receipts for personal checks from individual donors will be sent directly to the name and address on the check. Receipts will be issued only if the donor did not receive anything of value at the event such as goodie bags, food, beverage or other goods. Donors should consult a tax professional to resolve questions regarding their particular donation.

5. Plan for your next event to keep momentum going

Ask organizers, guests and volunteers to discuss what elements of your fundraiser worked and if there are opportunities for improvement. Then, plan your next event! Don't forget to renew your support by completing the online [Special Event Application](https://phoenixchildrensfoundation.org/community-events/create) at phoenixchildrensfoundation.org/community-events/create.

Special Event Policies and Procedures

- Phoenix Children’s Foundation and Phoenix Children’s maintain the right to decline events as an important safeguard in preserving the integrity of the name and reputation of Phoenix Children’s (hereinafter referred to as “PC”) and the Phoenix Children’s Foundation (hereinafter referred to as “PCF”), as well as our commitment to donors.
- Upon application approval, the event host/organization assumes all risks and liabilities associated with the event and hereby releases and holds harmless PCF and PC entities, their directors, officers, employees, agents and successors from and against any and all claims, damages, liabilities, costs and expenses, including reasonable attorney’s fees arising out of or in connection with the event. This includes, without limitation, any personal injuries or property damage that may occur in conjunction with your proposal.
- It is agreed that the event host/organization will notify PCF of any changes once the application has been approved. PCF reserves the right to withdraw as beneficiary of the event at any time.
- Use of the name Phoenix Children’s/Phoenix Children’s Foundation and logos that indicate endorsement by or support of PC/PCF is not authorized. Approved events will receive permission to use the “Benefiting Phoenix Children’s” logo.
- All printed and electronic collateral, advertising or other event promotional material using the Benefiting PC logo must be approved by PCF in advance of production and must comply with usage and brand standards. This includes invitations, posters, flyers, press releases, event shirt design, etc.
- To provide your donors with important information concerning their contributions, we ask that all promotional materials clearly state the percentage of proceeds (from gross or net proceeds) and/or portion of the ticket price that will benefit PC or PCF.
- The event host/organization is responsible for obtaining any necessary permits or clearances required by the government. Please note, most permits/clearances require a 60-day advance application.
- The event organizer must obtain appropriate insurance coverage, if necessary. In the interest of preserving existing relationships, the event host/organization agrees to submit the name of all businesses to be solicited for support, in advance of such solicitation for approval.
- It is agreed that publicity for your event may not imply sponsorship of any kind by PC and/or PCF. Additionally, Phoenix Children’s may not be used in naming your event. For example, “Phoenix Children’s Hospital Golf Tournament” is not acceptable. Instead, the event should be promoted as “Golf Tournament Benefiting Phoenix Children’s.”

Special Event Policies and Procedures

- PC/PCF cannot provide funding or reimbursement for event expenses.
- There must not be use of PC patients or families, including but not limited to photographs, videos or interviews with children and families without prior approval.
- Bingo, lottery and drawings are games of chance and are considered a raffle. Raffles MUST be approved and registered by the state. Raffles are pre-approved by foundation staff and requests must be submitted 30 days prior to the event. Licenses must be applied for annually. When the license is renewed, a draft of a raffle ticket must be submitted for approval. You cannot hold a drawing unless you give away tickets with the registration and everyone has a fair and equal chance to win. Selling additional drawing tickets is considered a RAFFLE.
- Events must comply with all federal, state and local laws governing charitable fundraising and gift reporting. All tax receipt issues must be agreed upon and documented before PCF approval is given. PCF may only issue tax receipts for checks made to “Phoenix Children’s” or the “Phoenix Children’s Foundation.” If your donors send their contributions directly to PCF, you must inform PCF staff of the value of any goods or services the donor received in return for the contribution. Please do not promise any kind of receipt to your donors; issuing an inappropriate receipt can jeopardize Phoenix Children’s charitable tax status.
- The event organizer must seek approval from PCF to repeat the event each succeeding year.
- PCF is authorized to have complete access to all fundraising activities. PCF is authorized to audit such records and contracts if a question is raised about the event’s proceeds at the completion of the fundraiser, or at any time prior as deemed necessary by PC or PCF staff.
- The event host/organization agrees that all proceeds will be mailed or delivered within 30-45 days to:

Phoenix Children’s Foundation
Attn: Special Events Team
2929 E. Camelback Road, Suite 122
Phoenix, AZ 85016
- You agree on behalf of the organization you represent that, if the project you wish to coordinate is approved by Phoenix Children’s, you and your organization agree to abide by ALL Special Event Policies and Procedures set forth by PC. Thank you for your support.