

**Kids Making Miracles**

# QUICK START GUIDE

2024-25 SCHOOL YEAR



# WELCOME!

We are thrilled to welcome your school to the Kids Making Miracles (KMM) family!

Every dollar raised by KMM schools allows OHSU Doernbecher Children's Hospital to address immediate needs and take advantage of unanticipated opportunities. KMM is helping Doernbecher cure kids with cancer, mend broken hearts and bones, stop seizures, save the tiniest babies, and train the next generation of pediatric specialists.

This Quick Start Guide is designed to provide helpful resources and assist you in planning your school's own fundraising activities.

**Have questions along the way? We are here to help! Please let us know how we can support your fundraising efforts or provide resources and encouragement.**

**Christina Morisato, KMM Program Manager**

503-412-6360

[morisato@ohsu.edu](mailto:morisato@ohsu.edu)



# GETTING STARTED!



## Steps for organizing your committee and selecting a fundraising activity!

1. Identify a school advisor to support your fundraising campaign.
2. Gather a group of students who are interested in helping. Be inclusive!
3. Establish goals for what your school wants to accomplish.
4. Let the OHSU Foundation know about your campaign! [Register your school.](#)
5. Brainstorm ideas for fundraising and how your school is going to exceed your goals! Please review the Fundraising Policies and Procedures on pages nine and ten of this Quick Start Guide.

# THE OHSU FOUNDATION IS HERE TO HELP!

All schools who participate in KMM can work directly with the OHSU Foundation to help ensure a successful fundraising campaign!

**Support from the OHSU Foundation includes:**

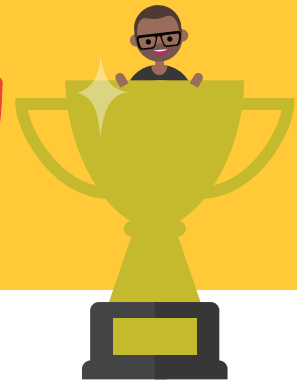
- Kids Making Miracles Eternal Flame logo for use to promote fundraising activities
- Doernbecher buttons, wristbands and balloons to use as giveaway items
- Access to Doernbecher patient stories and videos
- 1:1 Strategy meeting with KMM Program Manager
- The utilization of our Kids Making Miracle online fundraising website to help make collecting donations easy



HELP!

The illustration shows a young boy with brown hair and black-rimmed glasses, wearing a black t-shirt. He has a surprised or distressed expression with his mouth open. A white speech bubble with the word 'HELP!' in black capital letters is positioned to his left. To his right, a purple octopus tentacle with suction cups is reaching towards him. The background is a light blue gradient with several white circles of varying sizes, suggesting bubbles or a soft-focus environment.

# FUNDRAISING RECOGNITION REWARDS



**We're excited to introduce our new fundraising recognition rewards program, designed to celebrate your incredible efforts. As you raise funds for OHSU Doernbecher through the Kids Making Miracles program, you'll unlock exciting rewards at each fundraising milestone.**

## **Raise \$1 to \$999**

- Recognition on the Kids Making Miracles website.
- Opportunity for a check presentation at Doernbecher. Requests must be made four weeks in advance.

## **Raise \$1,000 to \$4,999**

- Recognition on the Kids Making Miracles website.
- A certificate of appreciation celebrating your fundraising efforts.
- Opportunity for a check presentation and an OHSU Campus tour for student committee and faculty members for up to 8 people. See tour details below.

## **Raise \$5,000 to \$17,499**

- Recognition on the Kids Making Miracles website.
- A certificate of appreciation celebrating your fundraising efforts.
- Opportunity for a check presentation and an OHSU Campus tour for student committee and faculty members for up to 8 people. See tour details below.
- An OHSU Foundation representative to speak or participate in a check presentation at the event. Requests must be made four weeks in advance.

## **Raise \$17,500 to \$34,999**

- Recognition on the Kids Making Miracles website.
- A certificate of appreciation celebrating your fundraising efforts.
- Opportunity for a check presentation and an OHSU Campus tour for student committee and faculty members for up to 16 people. See tour details below.
- An OHSU Foundation representative to speak or participate in a check presentation at the event. Requests must be made four weeks in advance.

## **Raise \$35,000 to \$44,999**

- Recognition on the Kids Making Miracles website.
- A certificate of appreciation celebrating your fundraising efforts.
- Opportunity for a check presentation and an OHSU Campus tour for student committee and faculty members for up to 16 people. See tour details below.
- An OHSU Foundation representative to speak or participate in a check presentation at the event. Requests must be made four weeks in advance.
- Celebration lunch for up to 10 committee and event organizers.\*

## **Raise \$45,000+**

- Recognition on the Kids Making Miracles website.
- A plaque recognizing your school's commitment and fundraising achievements.
- Opportunity for a check presentation and an OHSU Campus tour for student committee and faculty members for up to 24 people. See tour details below.
- An OHSU Foundation representative to speak or participate in a check presentation at the event. Requests must be made four weeks in advance.
- Special KMM gift for up to 20 committee and event organizers.\*
- Celebration lunch for up to 20 committee and event organizers.\*

***\*Funds must be received by OHSUF to be eligible.***

## **Tours Details**

Tours are available Monday through Friday and take approximately one hour. Tours need to be scheduled at least two weeks in advance.

A school faculty member must accompany students and students must be 12 years old 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.

*Please note that tours may not be available during cold and flu season.*

# KIDS MAKING MIRACLES FUNDRAISING IDEAS



## Host a Spirit Week at Your School

Spirit Weeks provide the opportunity for your school to dedicate an entire week to raising critical funds for OHSU Doernbecher.

## Game Nights

Host a game night for family or friends to participate in. Teams can be formed and participant fees can be collected. Fun game ideas are: video games, board games, trivia and card games.

## Coin Drive

Gather up that spare change in pockets and under cushions to donate to your own coin drive. Set up a table at your school and invite others to donate their change to see your goal skyrocket.

## Email Letter Writing

An email letter writing campaign to your personal contacts is a great way to jump-start your fundraising and share why you're raising money for OHSU Doernbecher!

## Personalized Online Fundraising Page

Make fundraising easier than ever by creating an online fundraising page that you can personalize with photos, videos and share why fundraising for OHSU Doernbecher is important to you. [Get started by creating your school's page here!](#)

## Partner with Restaurants

From Red Robin to Mod Pizza, many restaurants have fundraising programs available that are fun and easy to participate in.

## Social Media Fundraising

Reach out to your friends and family on social media to share why you're raising money for OHSU Doernbecher and encourage them to support you!



# PLANNING A SUCCESSFUL FUNDRAISING CAMPAIGN



## Tips For Success

- Identify the audience you want to target for your campaign. Include as many people as possible.
- Plan a budget with any possible expenses and projected income.
- Solicit sponsorships to help cover the cost of your expenses. Notify the OHSU Foundation if you plan to seek support, either monetary or donation of goods, from corporate companies that is valued over \$2,500.
- Establish the tasks that need to be done, assign the tasks to members of the committee and set deadlines to accomplish tasks.
- Present your completed plan and timeline to your school's administration for approval.
- Encourage a friendly competition among different grades or between neighboring schools to spur motivation, creativity and more donations.
- Thank your donors! 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.

## Promotion

It's important to promote your fundraiser to educate students, teachers, parents and the general community!

- Ask your school newspaper to support your fundraiser with a feature story or series of articles.
- Find out who manages your school's social media accounts and ask to post about your KMM fundraiser. Don't forget #kmm4kids.
- Create a flier for local businesses to request support and involvement.
- Make posters for school hallways, the gym or cafeteria promoting individual events.
- In a visual place in your school, hang a large poster that can be updated regularly to track the dollars raised to date.
- Many schools and school districts have publications for parents and teachers. Work with your advisor or administrator to contribute articles about KMM and suggest ways they can support your efforts.

## ***The Key to Your Campaign Success is Your Assembly!***

- Plan an assembly to kick-off your fundraising events. This is your opportunity to share your enthusiasm, educate and excite your school to inspire the student body and faculty to participate!

# SUBMITTING DONATIONS TO OHSU DOERNBECHER

## **Ready to send in your donation?**

Fill out the donation form in this Quick Start Guide and follow the instructions for sending donations.

**Please send all contributions to the OHSU Foundation by June 30, 2025.**

Checks should be made out to: *OHSU Foundation*.

Please clearly mark the check with your school's name, especially if the check comes from your district.

Please mail your check to:

OHSU Foundation

Attn: Kids Making Miracles

PO Box 29017

Portland, OR 97296

## ***Frequently Asked Questions***

**Q: My parent's employer has a matching program with OHSU 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 the OHSU 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.

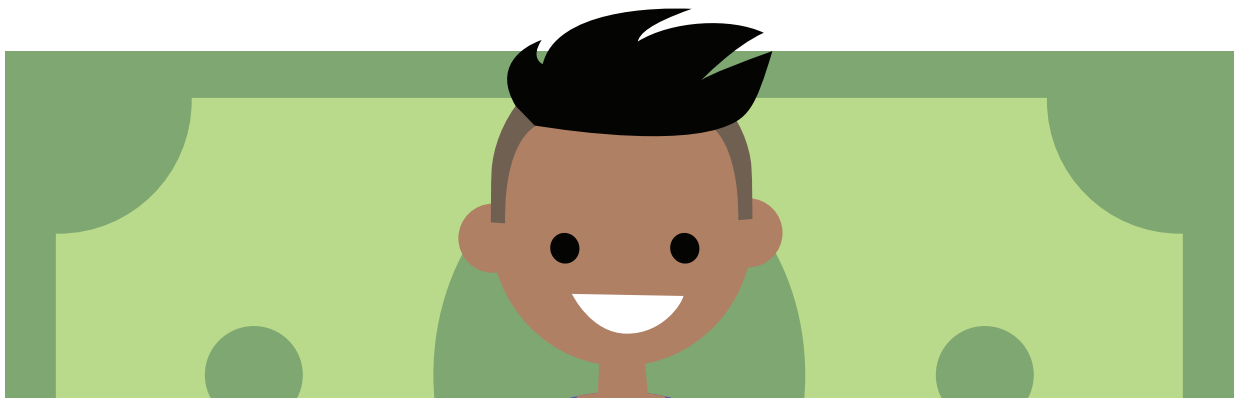
**Q: Someone turned in a check written out to OHSU Doernbecher instead of our school; can we endorse the check over to our school?**

**A:** No, please send in any checks written out to OHSU Doernbecher along with your school's check. We will credit your school and the individual for the amount written on the check.

**Q: How will our donation be used?**

**A:** Dollars raised through Kids Making Miracles will be unrestricted, which means they will fund multiple hospital priorities such as research, recruitment of the best and brightest medical professionals, clinical care 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.





# OHSU DOERNBECHER FUNDRAISING POLICIES & PROCEDURES



## **Policies and Guidelines**

1. All fundraising activities and/or requests to use OHSU Doernbecher Children's Hospital's name or logo must be approved in advance by OHSU Foundation. Publicity may not suggest that the event/initiative is being sponsored, cosponsored or produced by OHSU, but should instead state that OHSU Doernbecher Children's Hospital is the beneficiary.
2. For confidentiality reasons, the OHSU 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. The OHSU Foundation cannot be liable for any expenses incurred by an individual or any organization involved in fundraising on behalf of OHSU. Neither can the OHSU Foundation underwrite any fundraising activities.
4. All publicity involving the OHSU/OHSU Doernbecher Children's Hospital name must be approved by the OHSU 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 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. OHSU 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 your school would like to conduct a raffle, individuals and/or organizations must obtain a raffle license from the Oregon Department of Justice. [Learn more about charitable gaming for nonprofit fundraising.](#)
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.
8. Insurance (if applicable) for any fundraising activity to benefit the OHSU Foundation is the responsibility of the organizing party and must be submitted with proposal for approval.
9. The OHSU 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. Gift Processing Policy
  - Event organizers should submit proceeds from their initiative within in 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 OHSU 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:  
OHSU Foundation  
Attn: Kids Making Miracles  
PO Box 29017  
Portland, OR 97296

