



Children's  
of Alabama®

## Community Fundraiser Event Guide Booklet



Since 1911, Children's of Alabama has been a place of healing and hope for Alabama's most critically ill children. From our humble beginnings of a 10-bedroom house, Children's has grown into a 332-bed hospital over the past 109 years. In an average year Children's has more than 680,000 patient visits to our clinics and more than 15,000 patient admissions.

Children's of Alabama is the only medical center in Alabama dedicated solely to the care and treatment of children. In addition to world-class research and patient care, Children's is a private, not-for-profit medical center that serves as the primary site of the University of Alabama at Birmingham (UAB) pediatric medicine, surgery, psychiatry, research and residency programs.

With the help of the community, we are able to provide many services to make a child and family's stay more enjoyable during their hardest time. One way the community and former patients can help us supply these services is through event fundraising.

Children's of Alabama has 8 event specialists to help community partners host over 70 events a year. We host a variety of events including golf tournaments, galas, rodeos, virtual events, 5Ks and everything in between.

Thank you for reaching out to us to learn how you can help!

# CHILDREN'S OF ALABAMA

IS THE ONLY FREESTANDING PEDIATRIC HOSPITAL IN ALABAMA

HAS AN AVERAGE OF  
**200**  
EMERGENCY VISITS  
PER DAY AND  
**73,000**  
VISITS A YEAR

believes in  
**FAMILY CENTERED CARE**  
and offers the following  
services to meet the unique  
needs of hospitalized  
kids and their families:  
Child Life, Social Services,  
Pastoral Care, and  
Sunshine School

is one of the  
**10 BUSIEST**  
pediatric hospitals in the  
United States

PERFORMED  
**27,233**  
surgeries in 2019

is a private, not-for-profit hospital and **TREATS ALL CHILDREN**  
regardless of their family's ability to pay.

utilizes  
**25 SIZES** of  
blood pressure cuffs  
for patients ranging  
from premies to  
young adults

completes an average of  
**10 HEART TRANSPLANTS**  
per year in the Pediatric  
Heart Center at  
Children's of  
Alabama

IS LICENSED FOR  
**332**  
BEDS AND  
**48**  
NICU BASSINETS

IN 2019, HAD  
**684,092**  
PATIENT VISITS  
TO OUR CLINICS  
AND  
**15,130**  
PATIENT  
ADMISSIONS

uses  
**4,000**  
**CRAYONS**  
per week  
and  
**208,000**  
per year

received  
**956**  
**PATIENTS**  
via  
Critical Care  
Transport in  
2019

treats more than  
of all children diagnosed with cancer  
and blood disorders in Alabama

**90%**

# HOW TO GET STARTED AND GUIDELINES

## How to get started?

You have a great idea. You have met with Children's of Alabama and your wonderful idea is approved. Now what? Follow our helpful tips below to start planning your event!

- **Form a committee.** A committee can be anyone who shares your common goal of fundraising for Children's of Alabama. We recommend your core committee not be larger than 10 people. Give everyone on the committee a specific job related to the event.
- **Pick a date.** Be sure to look at local school calendars, football schedules and holidays when scheduling your date. You should also think of the audience you are appealing to and what date they would be most likely to attend. Also, give yourself and your committee enough time to plan.
- **Make a timeline.** A timeline is a great way of seeing what needs to be done and getting your committee involved.
- **Set a fundraising goal and set a budget.** Set a goal for your event. Call vendors you will need for your event to get a quote.
- **Start fundraising.** We recommend asking people and friends that you know. People are more likely to support causes of people they know. Also, think of people you could ask for in-kind donations to help your budget.
- **Keep your committee engaged.** Schedule regular meetings with your committee to get status reports.
- **Event time.** It is time to enjoy all of your hard work!
- **Thank your committee and sponsors.** Don't forget to thank you committee and sponsors for their support.



## Racing for Children's



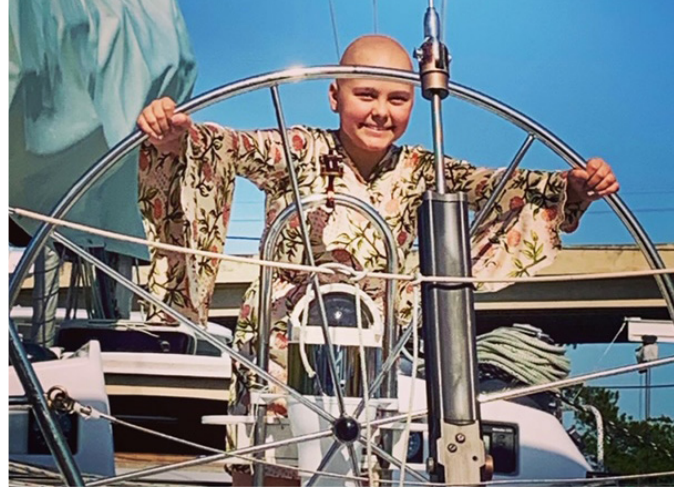
# HOW WE CAN HELP

## To support your event, Children's of Alabama can:

- Offer advice on event planning.
- Help with design of collateral or promotional items
- Provide online registration for event attendees
- Offer information on digital fundraising such as Facebook or Team Raiser.
- If time allows, offer a hospital staff person to appear at the event or at check presentation.
- Provide a Children's of Alabama banner for use at your event.
- Provide a letter or support to validate the authenticity of the event or project and its organizers.
- List your event on our website's Calendar of Events.
- Provide pre-produced hospital patient stories for event usage and give away items.
- In some cases, if publication deadline allows, mention your event or fundraiser in appropriate hospital publications and/or on our website and/or other in-hospital electronic means.
- Approve the use of Children's name and/or logo for your use. (Reminder: You must obtain permission from your Children's of Alabama Event Contact to use the Children's of Alabama's name and/or logo. Also, all printed materials must be approved before they are distributed.)

## To support your event, Children's cannot:

- Release donor, volunteer, employee or physician or other mailing lists for the purpose of additional solicitation of funds from outside groups.
- Allow hospital staff to solicit monetary or in-kind sponsors or donors on your event's behalf.
- Offer certain funding for an event or reimburse event organizers for certain expenses incurred to put on third party events.
- Guarantee promotion of your event or fundraiser in hospital publications, on our website. Be responsible for selling tickets to your event.
- Guarantee hospital staff or patient family attendance at your event.



## Children's Cup Regatta



# DIGITAL FUNDRAISING



## FUNDRAISE FOR TEAM CHILDREN'S

JOIN. SHARE. MAKE AN IMPACT.



## Fundraise for Team Children's

Join Team Children's and become a Champion for your local children's hospital.

Children's of Alabama has always been committed to **caring for kids no matter what**. We are all facing uncertainty during this pandemic, but what remains certain is our drive to continue to serve all of Alabama's children who need the best pediatric healthcare. Community support enables us to provide world class pediatric healthcare, including the most advanced technology and impactful research, in a compassionate environment that puts each child and their family at the center of our mission. Help us as we provide exceptional healthcare to millions of children when they were at their most vulnerable.

Easy steps to get started:

- Register your online fundraiser by selecting Get Started above at [give.childrensal.org/teamraiser](https://give.childrensal.org/teamraiser)
- Select your style of fundraiser.
- Kick start your fundraiser by setting a personal goal and uploading a picture.
- Start by inviting your family and friends to donate. Utilize the Share feature on your page to easily share your page to your social media pages.

Thank you for supporting Children's of Alabama!

Example of Team Children's Page

**Personal Fundraising for Children's Alabama**

**FIGHTING WITH EMILIA**  
Emilia is the 7 month old daughter of Suzanne and Drake Key of Dothan, Alabama. Her story begins when Suzanne was only 18 weeks pregnant. Suzanne was diagnosed with Type II Diabetes Mellitus soon after finding out that she was pregnant and was sent to UAB for a full anatomy ultrasound. At this ultrasound, the Key's found out that their little girl had HRHS, Pulmonary Arteries with Intact Ventricular septum and single coronary artery. Plans were made to follow Suzanne's pregnancy closely in Birmingham with teams from both UAB and Children's Hospital. Emilia arrived one month early on October 13, 2019 and underwent her first surgery at just 4 days old. She underwent a bi-directional Glenn procedure and pacemaker placement with Dr. Dabab at 4 months old and is now home in Dothan and thriving. Emilia will undergo another open heart surgery at 4 years old and will continue to be followed at Children's Hospital until the age of 21. Emilia's parents credit her success to the amazing physician and staff at Children's Hospital and to their faith in God. Please help us honor Emilia by donating to Children's Hospital of Alabama! #emiliathefighter

**DONATE NOW**

**JOIN TEAM**

**TEAM ROSTER**

|                  | RAISED |
|------------------|--------|
| Emilia's Parents | \$189  |
| Emilia's Mom     | \$25   |
| Emilia's Dad     | \$50   |
| Emilia's Grandpa | \$50   |
| Emilia's Grandma | \$100  |
| Emilia's Aunt    | \$100  |



## Team Amazing Grace



# DIGITAL FUNDRAISING

## Online Fundraising

In person events are not the only way to show your support for Children's of Alabama. We have several ways that you can raise funds and awareness for us below. Create your own fundraising page and share with friends and family to raise money for Children's of Alabama.

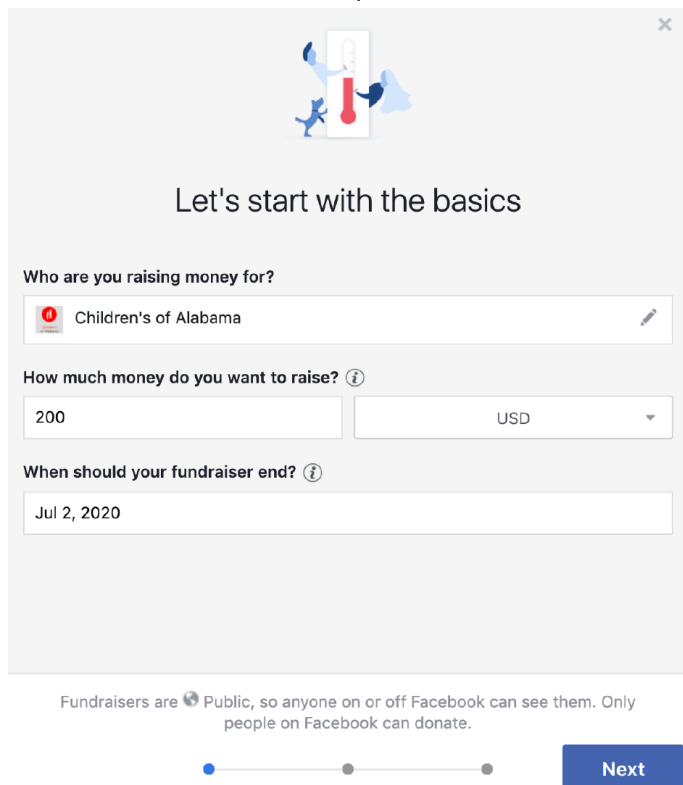
## Start a Facebook Fundraiser

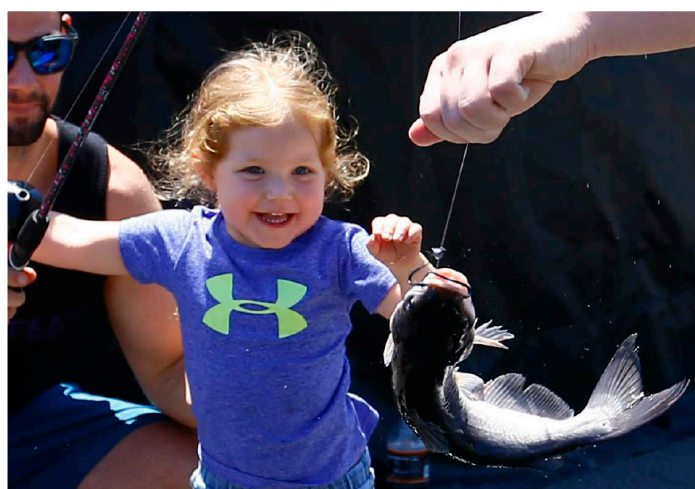
Help Children's of Alabama by using a Facebook fundraiser to ask your friends to donate, celebrate your birthday, honor a hero, or just because!

We suggest that you create your own cover photo, announce your fundraiser tell your viewers what you are doing, set a goal, and send thank you message. Don't forget to share on Instagram and Twitter.

To start your fundraiser today, visit:  
[facebook.com/fund/childrenshospitalofalabama/](https://facebook.com/fund/childrenshospitalofalabama/)

*Example of Facebook Fundraiser*

A screenshot of the Facebook Fundraiser setup form. At the top, there's a small graphic of a person climbing a red thermometer. Below it, the text "Let's start with the basics" is centered. The form has three main sections: "Who are you raising money for?" with a dropdown menu showing "Children's of Alabama"; "How much money do you want to raise?" with a text input field containing "200" and a currency dropdown set to "USD"; and "When should your fundraiser end?" with a date input field showing "Jul 2, 2020". At the bottom, there's a progress bar with three dots, the first of which is filled, and a blue "Next" button. A small note at the bottom states: "Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate."



*Castin' 'n Catchin'*



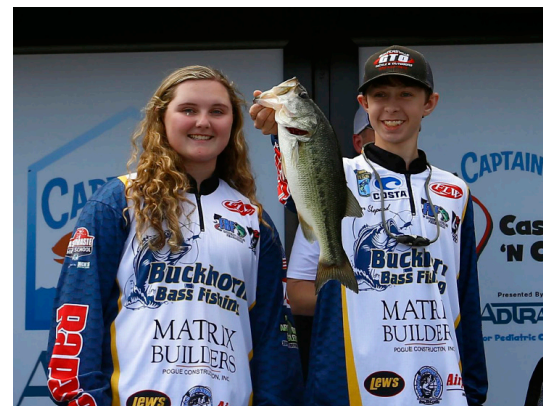
# SUCCESS STORIES OF OTHER COMMUNITY FUNDRAISING EVENTS

Events are often a beneficial way for families to heal from a challenging medical journey. Below are just a few of our annual events that have successfully raised funds and awareness for Children's of Alabama.

## Castin' 'n Catchin'

First Event: 2016

Castin' 'n Catchin' was started by 4 families in North Alabama who all had boys born with a Congenital Heart Defect. They started a fishing tournament to raise funds and awareness for the Pediatric and Congenital Heart Center at Children's of Alabama. Since the start of their tournament they have raised over \$500,000 for research at Children's.



## Boiling 'n Bragging

First Event: 2008

Boiling 'n Bragging is a pre-season tailgate party hosted by Rotary 6860 of Alabama. This fun football kick-off has raised over \$1 Million for the Critical Care Transport team at Children's. With support from Rotary, CCT has purchased an ambulance and other items essential for the care of children.

## Suki Foundation Events

First Event: 2012

Suki Foundation was founded in 2012 and all funds raised assist in providing important resources for families affected by Rett Syndrome and fund research to help find a cure. Suki Foundations' largest fundraiser of the year is Double Down for Rett. This fun filled event features classic casino games, open bar, silent and live auctions and heavy hors d'oeuvres.



**SUKI**  
foundation  
for rett syndrome

*Enrich Lives, Nurture Minds and Lift Spirits*



## Thompson Go Gold Bowl

First Event: 2019

The Thompson High School football team hosted the Go Gold Bowl benefitting the Alabama Center for Childhood Cancer and Blood Disorders at Children's of Alabama. Patients were honored for their courageous fight against cancer on the field at half time and served as honorary team captains.

## New Year New You

First Event: 2012

At Meta Fitness Studio, the slogan, "Transformation. Together." applies not only to self-improvement, but helping others live their best lives. Each year, Meta Fitness celebrates their "New Year, New You" winner as they reveal their amazing transformation after 6 months of dedicated hard work. Their inspiring story is the highlight of the event, which benefits the SHINE Clinic at Children's of Alabama. In addition to the big reveal, guests enjoy great food, music, and the opportunity to bid in a silent auction full of amazing items, with all proceeds benefitting SHINE.



## Baby Steps

First Event: 2009

Started by two friends who both lost children, Baby Steps 5K is a more than a run, it is a time for healing for families who have lost a child. The run is now attended by over 500 families annually. Funds raised from the run benefit The Amelia Center at Children's of Alabama. The Amelia Center provides counseling and support for families who have lost a loved one.

## Tee Off Fore A Cure

First event: 2005

Started by Frances Grace Hirs and her family, Frances Grace is a 3 time survivor of leukemia who wanted to give back to other kids suffering from cancer. Not your ordinary golf tournament, the event has a fun "theme" each year ranging from Caddyshack to Mardi Gras to Disney. There is a pre-party the night before the tournament where attendees can enjoy live music, food and a silent auction. The tournament has grown greatly over 15 years and is always full, providing golfers with fun games and entertainment throughout the day.

