



TRAVERSE HEALTH CLINIC

Your Path to Health & Wellness

FUNDRAISING TOOLKIT

How to support Traverse Health Clinic

About Traverse Health Clinic

Over more than 40 years, Traverse Health has evolved from a small, free community clinic into one of the strongest health care homes in the region.

Thanks to the generous and increasing support of our community, Traverse Health Clinic has grown to be a true community asset and offers some of the highest quality medical and behavioral health services in our region. Top quality care is a priority at the clinic with patients consistently rating satisfaction at 98% or above and many of our patient outcomes exceed national and state standards.

We believe that regardless of personal circumstances, everyone should have access to the necessary basics to reach their full potential. We know poor health and complex needs interfere with reaching that potential. And it is costly both economically and socially – not only to the person experiencing it and their loved ones, but to our community as a whole. Therefore, we believe that everyone should have access to the essential health care they need so they can achieve their best health and live their best life. Because we are all better off when every member of our community is healthy and productive.

Making a Difference

Improving the health of the Grand Traverse region takes the combined effort of many people – including talented doctors, dedicated nurses and generous donors. Whether it is treatment for diabetes, access to dental care, vision, mental health counseling, addiction recovery, or community reentry services, Traverse Health Clinic is the difference between sickness and health; despair and hope; barriers and opportunities for thousands of people in our community.

When you give to Traverse Health Clinic, you're helping make sure no one in our community gets left behind.

THANK YOU for your interest in hosting a fundraiser or event benefiting
Traverse Health Clinic!

Your event will directly support our vision of providing trusted, lifelong health care. Together, we can ensure comprehensive, primary and behavioral health care is accessible for all, no matter life circumstance, income or insurance status.

WHAT IS A THIRD-PARTY FUNDRAISER?

A third party fundraiser is put on by an individual, a group, or an organization within the community with an interest in raising funds for Traverse Health Clinic. Grateful patients, and families, civic organization, churches, schools, businesses, government agencies...anyone in the community can hold an event to benefit Traverse Health.

These fundraisers may include everything from lemonade stands, bake sales and car washes, to golf tournaments, car shows, carnivals, and more.

Anyone can host a fundraiser on behalf of Traverse Health Clinic, however we ask that all such events follow our guidelines and be approved in advance. Event proposal forms should be submitted no later than 2 weeks prior to your event although a minimum of 30 days is preferred.

Please contact Mi Stanley, Communications and Marketing Manager at (231) 642-5895 or via email at mstanley@traversehcc.org. We can offer guidance to help make your event a success!

To ensure the best possible outcome for your event, please refer to the enclosed guidelines, tips and proposal that will help keep your fundraiser aligned with our brand.

GUIDELINES:

- Publicity may not suggest that the Traverse Health Clinic is involved in any way except as beneficiary.
- Benefit to the Clinic must be clearly stated in all publicity and at the event, i.e. "net proceeds" or "50% of gross sales." If Traverse Health Clinic is designated as sole beneficiary, the Clinic should receive 100% of net proceeds.
- Event organizers are responsible for payment of all event expenses. If event expenses are greater than the total collected, the third-party event planners are responsible for payment of all additional expenses.

HOW CAN TRAVERSE HEALTH HELP ME?

- Answer questions, inspire new idea and provide tips
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Supply you with organizational materials such as logo, brochures, donation forms, signage, etc.
- Promote your event on our website and through social media
- Allow for online donations directly to Traverse Health Clinic through unique URL for your event
- Coordinate check presentations
- Send a board member to speak on behalf of the organization (subject to availability)
- Send you Traverse Health Clinic branded giveaways, as available (e.g. balloons, stickers)

We are here to support you. However, there are some services we are unable to provide:

- Our sales tax exemption number
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- Traverse Health Clinic stationery
- Funding or reimbursement of your expenses
- Paid Publicity (e.g. newspaper, radio, television)
- Guaranteed attendance of Traverse Health Clinic staff, physicians or patient
- We cannot issue charitable tax receipts for donors or sponsors who make payments directly to your third-party event. If your donor or sponsor wants a receipt, please be sure the check is made payable to Traverse Health Clinic and leave the check in its original form before sending it to us.

TIPS FOR A SUCCESSFUL EVENT

Form a planning committee. Bringing together a group of enthusiastic and dedicated people who share an interest in raising money for a great cause will increase the probability of a successful event.

Set a goal. Do you want to raise \$2,000? Get 100 people to attend an event? Goals are helpful when planning and assist in making sure everyone is on the same page.

Develop a budget. Try to identify all the expenses involved with your event (invitations, postage, rental space, signage, food and catering, promotional materials, website, advertising, etc.) Then think about possible sources of funds, and people and companies you know who may be able to donate products (food, equipment) or

services (like design, printing, photography) to reduce your costs. This will help keep your costs down, which is something everyone will appreciate. We encourage you to maintain fundraising costs at 20 percent of your budget. (See Budget Template at the end of the toolkit.)

Submit a proposal form. Be sure to send the proposal form 30 days in advance so we can help promote the event!

Market the event. Create a Facebook event, put out flyers, tell all of your family and friends. The more you get the word out, the better the attendance will be!

Take lots of photos. We appreciate your photos! Photos are a great way to document your event, whether for publicity or simply to share with family and friends. Be sure to capture images of your sponsors and include three to four people in a photo for the best publicity shot. Email the best 3-5 photos from your event to:

mstanley@traversehealth.org

Collect all funds. In accordance with IRS Codes, a summary of income and expenses must be maintained and presented to the Clinic within 7 days after the close of the event. Net proceeds should be received by Clinic within 60 days of the conclusion of the event. All funds, forms and summaries should be directed to:

Traverse Health Clinic
c/o Communications & Marketing Manager
1719 South Garfield Avenue
Traverse City, MI 49686

Say thank you! Sending thank-you letters, notes or e-mails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about

Once we receive your donation, an acknowledgement letter will be sent to you for tax purposes.

ONLINE FUNDRAISING

You can put on an online fundraiser by asking your friends and family to make a donation to your organization!

Facebook Fundraisers

1. Click Fundraisers in the left menu of your newsfeed
2. Click Raise Money
3. Select Non-profit/charity
4. Type in Traverse Health Clinic & Coalition
5. Personalize with description, cover photo, and fundraising details
6. Start sharing and collecting!

Donations will automatically go to Traverse Health Clinic through Facebook

THIRD PARTY FUNDRAISING PROPOSAL FORM

Name of Person/Group sponsoring fundraiser: _____

Address: _____

Contact Person: _____

Phone: _____ Email: _____

Brief Description of the Event: _____

Date and time of Event: _____

Location: _____

Describe how the event will be publicized: _____

Estimated number of attendees/participants: _____

Please describe what assistance, if any, you are requesting from Traverse Health
Clinic
staff: _____

Date

Signature

Print Name

Please email form to Mi Stanley at mstanley@traversehcc.org or mail to:
1719 S. Garfield Ave. Traverse City, MI 49686

THANK YOU for your interest in helping support
Traverse Health Clinic's mission!

Traverse Health Clinic

Communications & Marketing Manager Signature: _____

Date: _____