

Children's Miracle Network

The Need

Children do not react to injuries and illness the same way adults do, either physically or emotionally. And they require special equipment designed to fit their tiny bodies—equipment that ordinary hospitals usually do not have.

That's why children's hospitals exist. They specialize in pediatric medicine, and their equipment and staff cater to the specific needs of young children. Unfortunately, costs involved with the quality care given at children's hospitals—well-trained staff, advanced equipment, research, and intricate treatment—are enormous. To maintain this quality care, children's hospitals depend upon donations from the communities they serve.

The Kiwanis Solution

Throughout the years, Kiwanis International has made children happier and healthier, and millions of kids have been able to enjoy better lives as a result. One of the ways Kiwanis helps is by being a contributor to Children's Miracle Network (CMN) hospitals. In fact, since the CMN's first broadcast in 1983, Kiwanis has donated US \$17 million—and the donation continues to increase annually.

In 1999-00 Kiwanians donated \$3.1 million to CMN hospitals in their communities. Kiwanis leaders encourage clubs to continue supporting

communities and children by contributing to CMN hospitals.

The CMN

Co-founded by celebrities Marie Osmond and John Schneider, the Children's Miracle Network supports children's hospitals through cause marketing. Hundreds of millions of dollars have been raised for more than 160 children's hospitals throughout Canada and the United States.

It's unique because the funds raised locally go directly to the local children's hospital that serves the community. Funds are reported to the Children's Miracle Network international office by the participating hospitals so a grand total can be figured for the *CMN Champions* annual broadcast. Even funds raised during the broadcast stay in the hospitals.

The national broadcast, its production, and day-to-day operating costs for the Children's Miracle Network are paid for by corporate underwriters and hospital membership fees. No funds donated by Kiwanis clubs or other sponsors are sent to CMN's international office for any reason. The money stays in communities to immediately begin working miracles for children.

The ongoing champions theme has garnered even more funds and advocates for sick children.

"*CMN Champions* positions Children's Miracle Network as the cause of choice for the sporting world and its fans," says Roger Cook, CMN vice-president of communications. "*CMN*

Champions refers to the millions of kids who emerge victorious after battling disease or injury, the many athletes who will take part in the campaign, sponsors, volunteers, and everyone else who strives to help children.”

The list of CMN sponsors, which includes big-name corporations such as Wal-Mart Stores Inc., Amoco Petroleum Products, Mattel Toys, Long John Silver’s, and The Walt Disney Company, has grown to include sports-related organizations such as the NFL Quarterback Club. Broadcast underwriters now include Wilson Team Sports and Riddell Inc.

Traditional spokespersons Marie Osmond, John Schneider, Mary Hart, and Merlin Olsen now share the CMN limelight with former San Francisco 49ers quarterback Steve Young and Olympic champion Mary Lou Retton. In addition to these two sports legends, an all-star team representing both the amateur and professional sports worlds has championed the CMN cause and is donating time and support to generating funds for kids.

CMN Hospitals

Not every community has a participating CMN hospital, but every community is *served* by one. Though most participating hospitals concentrate on treating children, some offer other services as well. In addition to children’s hospitals, CMN hospitals might include:

- Birth defects and infant mortality prevention foundations
- Hospitals with a strong pediatric focus
- Pediatric research foundations

On the average, participating hospitals use 48 percent of their CMN funds for new equipment and expansion, 33 percent for patient services, 12 percent for health education programs, and 7 percent for research.

They treat 7 million children suffering from various types of afflictions each year. Examples include pediatric trauma, accidental injury, cancer, heart and muscular diseases, birth defects,

cerebral palsy, and AIDS. They pride themselves on treating the whole child and rendering service based on need, *not the ability to pay*.

Please note that not all children’s hospitals are Children’s Miracle Network hospitals. You can consult with your district CMN chairman or the Kiwanis International Office to find out which CMN hospital serves a particular community.

Banner Patches

Clubs raising and donating \$500 or more to their local children’s hospital are eligible to receive a banner patch from Children’s Miracle Network in Salt Lake City, Utah. Please contact them at:

Children’s Miracle Network
4525 South 2300 East
Salt Lake City, UT 84117
801/278-8900
www.cmn.org

Supporting the Hospital

If your club is interested in supporting your local CMN hospital, consider these points before implementing a fund-raising project:

1. *Consult with your district CMN chairman.* Ask about previous district CMN support and find out which hospital serves your area. Obtain the name and phone number of the CMN hospital director. Ask if any district projects are being encouraged. Inquire about banner patches and other awards.
2. *Consult with your hospital’s CMN director.* Ask him or her to speak at a club meeting. During the meeting, ask questions about the hospital, its services, and how your potential donations will be used. Inquire about raising funds for a designated piece of equipment or ward in the hospital. Ask how many children from your area are treated annually at the hospital. Arrange for a club hospital tour.
3. *Talk to your lieutenant governor.* See if division-wide projects are possible. Inform him or her that you are considering CMN

support and ask about Young Children: Priority One banner patches and other possible awards.

4. *Obtain approval from your club's board.* Discuss the project with your club's board of directors before implementing a fund-raising project in support of your CMN hospital.
5. *Form a CMN club committee.* Select a chairman to communicate with the hospital director and district CMN chairman on a regular basis. Choose a fund-raising project that will meet the needs of your club. Carefully plan and execute that project.

Fund-Raising Projects

Miracle Mile of Quarters

Kiwanis clubs currently raise thousands of dollars by conducting "Miracle Mile of Quarters" (MMQ) events. Typically, MMQs are centered around a well-trafficked place or event. Kiwanians lay quarters out, side by side, until they reach a mile (63,360 quarters). This mile translates to \$15,840 for kids at the hospital.

Steps involved include:

1. *Select a date and location.* A busy mall, shopping plaza, children's fair, or any other heavily populated location or event is appropriate.
2. *Raise "seed" quarters.* Begin this stage at least six months prior to the MMQ. The earlier you do this, the more money you will raise.
 - Ask club members to pick quarters from loose change each day and bring them to each weekly meeting.
 - Persuade local businesses to allow you to clean coins out of their fountains or wishing wells. Provide them with an engraved plaque that says, "Donations benefit (hospital name)."

- Place coin canisters in businesses. Make your own canister and poster or order one from Children's Miracle Network, 801/278-8900.
 - Plan one or two special "mini-mile" fund-raising MMQs in a local shopping center.
3. *Arrange for entertainment in conjunction with your MMQ (optional).* By providing entertainment, you will draw a larger crowd and create a more festive atmosphere.
 4. *Persuade merchants to help sponsor MMQ activities.* If you're using a shopping mall, this should be easy since it will draw more business for the potential sponsors.
 5. *Publicize the big event one month in advance.*
 - Obtain media publicity from local television and radio stations and newspapers.
 - Distribute posters and fliers.
 6. *Conduct the MMQ.*
 - Convert the money your club has raised into quarters.
 - Lay your mile of quarters out in an unusual pattern. This not only will save space but attract attention. Miles that wind around corners, up and down stairs, or take unusual twists are big attention-getters.
 - Use double-sided stick tape to lay out your pattern.
 - Provide entertainment.
 - Ask passersby to donate to your MMQ. Be sure to explain that donations benefit the local children's hospital.

Duck Races

Clubs in communities with a canal, river, or other waterway might stage a rubber duck race. For \$5, Kiwanians can sell “adopted rubber ducks,” which have numbers on the bottom. These adopted ducks are dumped into a waterway and float toward a “finish line.” The person whose duck crosses the finish line first wins. Second-third-and fourth-place finishers also are awarded prizes.

Duck races are perfect division-wide projects because they require considerable startup costs for prizes, equipment, and entertainment, as well as many service hours to sell ducks, select a location, purchase prizes, and promote the event. Fortunately, the return is worth the investment. Duck races usually are a big success, sometimes netting more than \$300,000 for the sponsoring clubs involved!

To conduct a duck race, clubs should consult with Great American Merchandise & Events. This organization rents the ducks to clubs and provides guidelines for organizing a successful event. For more information, contact:

Great American Merchandise & Events (GAME)
16043 N. 82nd Street
Scottsdale, AZ 85260
Phone: 602/957-3825
Fax: 602/954-8217
Email: info@game-group.com
Web Site: www.game-group.com

Coupon Book Sales

Coupon book sales work best as a multiclub or divisional effort. However, it means little work and lots of profit for clubs involved. Sales such as the one outlined below have the potential of raising \$40,000 or more.

Steps involved include:

1. *Hire a professional advertiser to sell at least 60 coupon ads for \$100 each.*

Or, select 100 businesses in your community, divide them among club members, and have members sell coupon ads to these businesses for

\$100 each. Point out to these businesses that the coupons will bring about enormous opportunities for their business. Create a form that will ask businesses to type exactly what they want their ad to say, and give them a receipt. In addition to the typed ad, collect logo slicks (black and white work best) from each business for the printer to use in creating the coupon booklet.

Businesses to consider are local restaurants, movie theaters, supermarkets, sports or exercise facilities, jewelry stores, florists, salons, and other merchants. Coupon ideas might include a set dollar amount off services or admissions, buy-one-get-one-free deals, percentages off purchases, free trial memberships, free jewelry cleaning, and so forth.

If your clubs sell at least 60 coupon ads, you're well on your way to raising money for your hospital.

2. *Take your proposed booklet to several typesetters and printers to determine which one will print the coupon booklet at the lowest cost.* Cost of typesetting and printing should be covered by the sale of 60 ads.

Carefully proofread a mock copy before allowing the printer to continue with the printing process. Have each business approve its coupon. Keep in mind your club will pay for each copy requested before printing, so make only necessary changes and proof it well before it goes to the printer. Have at least 15,000 books printed.

For the booklet cover, include the Kiwanis clubs involved, the benefiting hospital, how many dollars worth of coupons are in the booklet, and the booklet price. See the sample on the back of this service bulletin.

3. Have club members sell booklets for \$3 each to their friends, associates, and families. If you sell all 15,000 booklets at a cost of \$3 per booklet, a \$45,000 profit is possible.

If your club is interested in coupon book sales but doesn't want to create its own book, consider selling “Entertainment '02.” This book includes coupons from local and national restaurants, hotels, airlines, rental car agencies, and much more. The book is available to 135 communities in Canada and the United States and usually sells for \$28-\$50 per book. Entertainment

Publications, 800/285-5525, will give clubs local contacts who are willing to negotiate group rates and packages for resale.

Airplane Toss for Kids

This event should be staged in conjunction with a local, professional, college, high school, or even amateur sports teams. Participants purchase paper airplanes to toss onto a playing field with the opportunity to win prizes by landing their plane in a “prize square.” The entry form (which is also the paper airplane for the event) should be sold both prior to and throughout the sporting event.

Steps involved include:

1. *Arrange participation and select an event date with the local sports team.* Determine whether prize squares will be drawn, taped, or chalked and who will create them on the playing field or court.
2. *Secure prizes from local merchants.* Consider the size of the sporting event and the potential sales when selecting the grand prize and smaller prizes. If it’s a professional team, four season tickets, or a car may be an appropriate grand prize; for a high school team, a computer or big-screen television may work.
3. *Print entry forms.* Include rules, the date, and so forth on the form. One key instruction will be for participants to keep their form. They will use it to create their airplane at the event. Set up your own guidelines regarding cutting and folding airplanes.
4. *Publicize your event.* Use your local radio and television stations and newspapers. Display posters in schools and businesses.
5. *Sell entry forms prior to and during the sporting event.* Schedule the event during halftime or between the final periods, quarters, or innings of the game.

Miracle Balloon Sales

“Miracle Balloon” sales are a great way to boost your current CMN support. Individual club members do this project in their places of business.

Steps involved include:

1. *Contact your CMN coordinator.* See if you can obtain these paper balloons from him or her. If not, order them from the Children’s Miracle Network, 801/278-8900.
2. *Have participating club members give balloons, along with five or six felt-tip markers and some adhesive tape (or push-pins), to the receptionist, hostess, or some other person who greets the public in their places of business.* Instruct that person to sell the balloons at \$1 each to patrons and employees. Purchasers should write their name on the balloon and tape or pin it to a designated wall or area in the business.
3. *Ask club members to buy a few balloons themselves to show their support.* If club members aren’t willing to buy, employees and patrons won’t be likely to purchase either.

Other events

Kiwanis has available detailed guidelines designed to help clubs plan golf events, walkathons, and raffles. In addition to these materials, a fund-raising idea list also is available. This idea list highlights steps involved in planning several fund-raisers and offers contact information. Copies of these materials can be ordered by calling the Kiwanis International Office, 800/549-2647, ext. 212. If fund-raisers in these materials aren’t of interest to your club, consider designing your own event.

To make the profits higher, challenge other Kiwanis clubs in your division to match or beat your efforts by participating in one of the following:

Sports Events:

volleyball tournament, 10K run, triathlon, softball tournaments, fun run, rodeo.

Athons:

ski-athon, rockathon, bake-athon (in conjunction with a bake sale), swimathon, bike-athon, walkathon, dance-athon, phone-athon (contact your CMN coordinator to see if the hospital conducts one prior to the broadcast), doodlethon.

Social Events:

pancake breakfast, spaghetti dinner, fish fry, bridge tournament, bingo, festival.

Entertainment Events:

carnival, fair, talent show.

Theme Parties:

treasure hunt, road rally, casino night, jail-'n'-bail.

Sales/Auctions:

silent or live auction, raffle, bake sale, candy sale, holiday sale (Christmas cards, carnations for Valentine's Day), car wash, rummage sale, flea market, craft sale, peanut day, cow-chip bingo.

Contests:

scavenger hunt, square dance, chili cook-off.

The Kiwanis International Office (800/549-2647, ext. 212) may have information about these projects or contacts with clubs that have implemented similar fund-raisers.



Service Programs Department
Kiwanis International
3636 Woodview Trace
Indianapolis, IN 46268
317/875-8755 Worldwide
800/549-2647 United States and Canada
317/879-0204 Fax
e-mail: service@kiwanis.org

Service Programs Department, ext. 212