

Fundraising Avenues

Cause Marketing and Coin Cannisters

Provides an opportunity for local businesses to partner with their customer base to raise funds for specific areas within Corewell Health. Examples include Wendy's, Merle Boes and Uccello's Corewell Health Michigan Street Market and Grill, Helen DeVos Children's Hospital Balk Café and Grand Rapids Gerald R. Ford International Airport.

Children's Miracle Network (CMN)

CMN raises unrestricted funds for 170 children's hospitals across the U.S. and Canada to help fulfill their most urgent needs. Local children's hospitals work with CMN partners within their region to raise funds. The region for Helen DeVos Children's Hospital is depicted in white on the map below.



The following are current CMN partners who raise funds in a variety of cause-marketing-style efforts

7-Eleven/Speedway
ACE Hardware
Circle K
Costco
Dairy Queen
Great Clips
JOANN
Love's Travel Stops
Ollie's Bargain Outlet
Panda Express
Performance Plus Quick Oil Change
RE/MAX
Valvoline Instant Oil Change
Walmart/Sam's Club

Radiothon, Dance Marathons, and Extra Life are CMN related events that also raise funds for the hospital.

Corporate/Foundation Grants

Some corporations and foundations have formal application requirements to apply for funding. These corporations and foundations have specific areas of interest and they will send out a request for proposals. Our Foundation team members work with internal program staff and physicians to create proposals for consideration.

Direct Mail

Mass mailings that provide individuals the opportunity to make gifts to specific areas within the hospital or to unrestricted funds. Typically, these gifts are \$1,000 or less.

Events

Events provide an opportunity for individuals and corporations to sponsor or purchase tickets to support a specific area of Corewell Health and Corewell Health Helen DeVos Children's Hospital.

- Foundation Events – organized and executed by the foundation. Examples include Greenville Charity Ball, Pennock Julep, Big Rapids and Reed City Golf, Zeeland Golf, Gerber Gala, Ludington Gala and Corewell Health Gala, Port Light Up the Night, Stroke Reduction Golf Benefit and Auto Show Charity Spectacular.

- **Beneficiary Events** – organized and executed by individuals, groups, and organizations. The Foundation supports and promotes their fundraising efforts. Examples include Jenna Steenwyk Golf Charity, Nighthawk Chili Cook Off, D Bar D, Eagle Aries, Lakeshore RTS, Taste of East GR, Bish and Bash Ornaments, events that are organized by outside groups that benefit the hospital. Examples of these events include

Planned Gifts

Foundation team members work with individuals to help them make a legacy gift through their estate plans. Individuals can designate how they would like their future gift to make a difference.

Principal and Major Gifts

Foundation team members work with individuals and corporations that provide gifts of \$25,000 or more to understand their passion areas and connect them to needs within the hospital that align. Donors are then provided with information on how their gifts made a difference.