

# An Overview of Fundraising at Hutch Kids

From the 2007-2008 Board of Directors

A core function of the Hutch Kids Board of Directors is fundraising. The overall purpose of fundraising at Hutch Kids is to supplement programs or activities that are not covered in the operational budget, which chiefly goes to cover staff salaries.

But it can be very confusing trying to figure out what each fundraising activities' monies benefit. Below is a summary of the activities and purposes of our fundraising efforts:

**Logo sales:** Hutch Kids has the permission of FHCRC and SCCA to sell items with either organization's logo. Proceeds benefit on-going training and continuing education for the Hutch Kids staff. Examples include covering the cost of a trainer to provide annual STARS (State Training and Registry System) training to the staff or covering a portion of a "regular" staff member's tuition at a college or technical school. Annual sales of logo items are nearly \$50,000 and last year we paid out over \$12,000 for training and continuing education. Having funds available for training and continuing education expenses is viewed by staff as one of the benefits of working at Hutch Kids.

Much effort recently has gone into reducing the cost and volume of inventory, updating the types of products and having regular sale dates across the campus. In addition, Glenn Hampson designed and built a retail web-site ([www.fhcrcstore.org](http://www.fhcrcstore.org) and [www.sccastore.org](http://www.sccastore.org)) so FHCRC and SCCA staff and patients can browse and purchase items at all hours. The holiday season is our prime logo sale time and we appreciate any and all help you can provide at this time of year.

**Endowment:** Several years ago, a Hutch Kids family chose to pre-pay one year's worth of tuition. This was the seed that started the Endowment Fund, which has the purpose of enhancing the lives of the HKCC teachers and staff. Over the years, this fund has grown to over \$100,000. Since 2004, disbursements have been made to staff annually in the form of gift cards and are met with much appreciation. Annual solicitation letters are sent to Hutch Kids members in an effort to continually grow the fund so that one day more ambitious goals can be achieved. This year's solicitation letter was sent in early November. There's still time to get it turned in so you can claim the donation on your federal tax return this year.

**Amazon.com:** Through Amazon.com's Affiliate Program, Hutch Kids receives up to 10% of your Amazon.com purchases. This process costs you nothing and is quite simple to do! Simply follow the Amazon link at [http://www.fhcrc.org/about/hutch\\_kids/fundraising/#amazon](http://www.fhcrc.org/about/hutch_kids/fundraising/#amazon) to enter the Amazon.com site and a portion of any resulting purchases will be returned to Hutch

Kids to support curriculum enhancement and related materials. You can also access this via the quick link section of the Hutch Kids website ([www.hutchkids.org](http://www.hutchkids.org)). Bookmark the page for all your Amazon.com purchases and please encourage family and friends who shop at Amazon.com to help support Hutch Kids staff through this program.

**eScrip:** Hutch Kids recently established an account with eScrip ([www.escrip.com](http://www.escrip.com)). In partnership with a variety of merchants (Safeway, Whole Foods, Macy's, Eddie Bauer, Office Max, and many others), eScrip makes automatic contributions to Hutch Kids every time you make a purchase. Once you register your loyalty cards and credit cards on the eScrip website, a set percentage of your qualifying purchases will be sent directly to Hutch Kids. It is that simple! Most of us frequent businesses that use loyalty cards and this would be another painless way to fundraise for Hutch Kids. For example, if each Hutch Kids family spent \$50 a week at Safeway or Whole Foods, that would constitute a \$1500 contribution to Hutch Kids by year end. And that's just Safeway and Whole Foods. If we totaled all of the qualifying purchases, that number could be much higher! There are dozens of merchants affiliated with eScrip.

The bottom line is that you simply need to register your cards at [www.escrip.com](http://www.escrip.com) and follow the step-by-step instructions for directing automatic contributions to Hutch Kids. The prices you pay for everything from groceries to clothing will not change, but our ability to further support enrichment programs will improve dramatically.

**FHCRC Craft Fair:** Twice a year, FHCRC has a craft fair, which benefits Hutch Kids. A portion of each vendor's sales go toward Hutch Kids. In addition, many vendors donate products for Hutch Kids to raffle off. Proceeds from this event go to our general fundraising fund, which is used to pay for things like enrichment activities (i.e., music, dance and art classes) and other things. For example, the bike shed was built with funds from this account. The 2007 Holiday Craft Fair resulted in \$1700 donation to Hutch Kids!

**Book sales:** A few times a year, a national book sales vendor will come to FH and set up in the Weintraub Great Hall or in the Arnold Building. A portion of the proceeds from sales goes toward Hutch Kids. Like proceeds from the craft fair, these funds go to the general fund.

In addition to all the fundraisers noted above, the Hutch Kids Board of Directors and Administration conduct other fundraisers if resources and enthusiasm exist. In the past, we've done fundraisers with Sally Foster, raffled off gift baskets and even did a used toy sale a few years back. If you have an idea for a great fundraiser or would like to volunteer for one of the above activities, please contact Glenn Hampson, Fundraising Committee chairperson.