



Event packet





To whom it may concern:

Thank you for your interest in running an Athletes for ADAM event to benefit the work of Project ADAM at Children's Wisconsin. Project ADAM (Automated Defibrillators in Adam's Memory) is a national nonprofit program intended to help schools in all communities build CPR-AED or public access defibrillator programs. It began in 1999 after Adam Lemel, a 17-year-old Whitefish Bay high school student, collapsed and died while playing basketball. Adam's parents, Patty Lemel-Clanton and Joe Lemel, collaborated with Children's and the Herma Heart Institute to create the program in Adam's memory. Project ADAM provides evidence-based CPR and AED education curriculum, templates and videos for school administration, staff, students and family members free of charge.

Athletes for ADAM began in 2019 to financially support Project ADAM. Our mission is to partner with professional, semi-professional, and youth athletic teams/clubs to fundraise through sporting events. This fundraising supports Project ADAM in the education and deployment of lifesaving programs that prevent sudden cardiac death while nurturing lifelong philanthropy. Each athlete will gain a full understanding of the importance of giving their time and talent to positively affect the lives of others and begin their own philanthropy journey.

I will walk you through the process of choosing what type of fundraiser your club/team would like to organize, and I will be available for support and questions as you move through the process. Please review the enclosed materials, which consist of an event form that will need to be completed and returned to me, event guidelines, an incentive page, which outlines benefits each athlete will receive for being part of the process, a logo use agreement form and frequently asked questions.

Feel free to reach out to me with any questions and happy event planning!

Sincerely,

Liz Reid, RN, BSN
Athletes for ADAM Coordinator
lreid@chw.org
(414) 266-6712



Hosting a successful Athletes for ADAM event

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Event guidelines

Project ADAM is an official program of Children's Wisconsin, and, as with all things official, there are some rules that we request that you follow:

- Organizers of community events benefiting Project ADAM at Children's Wisconsin should complete and submit the **Logo Use Agreement** for approval in advance of their event. Athletes for ADAM reserves the right to request additional information prior to the approval of this fundraising event.
- Athletes for ADAM reserves the right to decline approval of the event at any time if there is a conflict of interest.
- All event publicity in which the Athletes for ADAM logo is used (web and print) should include the phrase "benefiting Project ADAM at Children's Wisconsin" and should comply with the Children's logo usage guidelines outlined on our **Logo Use Agreement** form. Permission to use the Athletes for ADAM logo and Children's logo is active prior to and 30 days after the event.
- Due to confidentiality, Children's is unable to release mailing lists for promotion or solicitation of funds in support of community events.
- If an event features a raffle, organizers must obtain an approved raffle license from the Wisconsin Department of Administration Gaming Division.
- Children's must approve all gift solicitations made on our behalf.
- Children's will provide IRS-compliant tax receipts for donations made payable directly to Children's Wisconsin as long as we have contact information for the donor.
- We request that event proceeds be submitted within 30 days of the event date.
- Checks should be made payable to Children's Wisconsin Foundation with "Athletes for ADAM" written on the bottom left corner.

Incentives

Each athlete that participates in an event with Athletes for ADAM will be eligible to receive the following:

- Letter of recognition from the Project ADAM administrator that can be used for school volunteer requirements.
- Event/team listing in the Project ADAM Wisconsin Newsletter. Please note: in addition to an event listing, the team or individual athlete that has the most successful event each year will have a special segment in the newsletter.
- Depending on the sport, we will provide you with a list of potential incentives from professional sports teams in the area, which will be based on the amount of money raised at your event.
- Each athlete will gain a full understanding of the importance of giving their time, talent and treasure to positively affect the lives of others and begin their own philanthropy journey.
- Athletes will be introduced to the opportunity to become an advocate for Project ADAM in their own school or community by sharing resources with their network. Templates, tools and videos can be found on the Project ADAM website by visiting projectadam.com.



Frequently asked questions

Can I get mailing lists from Children's to help promote my event?

We would love to help, but confidentiality requirements do not permit us to provide mailing lists. We recommend asking friends and family to spread the word and using online tools like Evite and Facebook.

Can I use the Project ADAM and Athletes for ADAM names and logos?

Yes! Once your event is approved, we are happy to provide these logos for you to use in your promotional materials. A member of our team will review your use of the logo(s) to make sure you have our approval.

Can Children's issue tax receipts to my donors?

We supply tax receipt letters for all donations made directly to the hospital.

Who do I make checks payable to?

Checks can be made payable to Children's Wisconsin Foundation with Athletes for ADAM written in the lower left corner of the check.

Can I have a raffle at my event?

Raffles are popular and successful event ideas. Please visit the Wisconsin Department of Administration website for more information.

Will Children's provide items for my auction?

We are sorry, but we are unable to provide auction items.



Frequently asked questions cont'd.

Can Children's send a press release or solicit media coverage for my event?

We will do our best to help with media coverage, but we cannot promise success. We highly recommend asking friends and family to help spread the word about your event and using personal social media channels for publicity.

Will Children's design promotional materials for my event?

We can provide our logos to organizers, and we have some Project ADAM posters and banners that you can use. We do not have capacity to help with design and print work.

Does Children's provide insurance for my event?

Children's Wisconsin Foundation cannot assume any liability for an event conducted on its behalf.

Will Children's find volunteers for my event?

Event organizers are responsible for finding volunteers for planning and staffing of their events.

How do I pay expenses from my event?

We strongly encourage event organizers to include a budget that covers expenses. Children's cannot reimburse these costs.



Event Form

Date: _____

Name of club/team: _____

School or organization name: _____

Address: _____ City: _____ State: _____ ZIP: _____

Contact name: _____

Description of proposed event (attach additional sheets if needed):

Date and time of event: _____

Estimated number of participants: _____

How will the event be promoted? _____

Is the event open to the public? _____

Have you held a fundraiser with us before? _____

Is this event in memory of someone? _____

Do you plan to seek gifts, donations or sponsorships from local businesses? _____

Please provide a list of potential businesses:

You can electronically submit this form alongside the logo use agreement by clicking the **submit button on the next page. You can also email the two documents to lreid@chw.org with the subject, "Athletes for ADAM event materials."**

Logo Use Agreement

The Children's Wisconsin and Athletes for ADAM logos are service marks of our organization and can only be used with written permission and approval of use.

Our Athletes for ADAM coordinator will provide you with the logos to use when promoting your event. When listing our organization on your materials, please use the following:

“(event name) benefiting Athletes for ADAM and Project ADAM at Children's Wisconsin.”

Children's Wisconsin logo usage guidelines

The logo should not be smaller than 7/16” high.

The logo can appear in all black, all white, or black writing with blue kids silhouette.

The logo cannot be adjusted in any way, including with special effects such as drop shadows.

Do not separate the silhouette image of the kids from the typography.

The proportion of the logo must remain the same.

The logo cannot be surrounded by a box or other shape.

Logo Usage and Community Event Guidelines Agreement

Please print your name, sign and date this form, and select the submit button, or email a copy of this form to lreid@chw.org along with the Event Form (page 4) with the subject “Athletes for ADAM event materials.”

I/we have read and understand all of the Community Event Guidelines stated above and agree to comply with all rules as stated.

Name (please print): _____

Signature: _____ **Date:** _____

Event name: _____

Please enter your name, sign and date this form, and submit by selecting the button to the right. You can also email the two documents to lreid@chw.org with the subject, “Athletes for ADAM event materials.”