

Hearts FOR Hope

A Peer-to-Peer Fundraising Program
Benefiting Saint Mary's Foundation

SAINT MARY'S
FOUNDATION

A Member of Trinity Health

What is Hearts for Hope?

Saint Mary's Foundation Hearts for Hope is a community-powered fundraising initiative that invites individuals, schools, businesses, and organizations to host their own events or activities in support of Saint Mary's Foundation. These peer-to-peer fundraisers are entirely volunteer-driven and offer a meaningful way to give back while raising awareness for the compassionate care provided by Trinity Health Grand Rapids and its programs.

Getting started

You've chosen to host a fundraiser to benefit Saint Mary's Foundation—thank you!

Your support makes a meaningful impact, and we're excited to help you get started. This packet is designed to guide you through the process, answer common questions like "Who do I contact for support?" and provide important guidelines to help ensure your fundraiser is successful, fun, and aligned with our mission.

WHAT IS A PEER-TO-PEER FUNDRAISER?

A peer-to-peer fundraiser is any event or activity organized independently by a supporter, with proceeds benefiting Saint Mary's Foundation. These fundraisers are a powerful way to engage your network and make a difference in the lives of patients and families in our community.

Examples include:

- A group hosts a dance-a-thon and donates the net proceeds to our Lacks Cancer Center.
- A team runs in a marathon, collecting pledges for Saint Mary's Foundation in support of Hauenstein Neurosciences.
- A company holds a jeans day to raise funds for a specific department or program.

PLANNING TIPS FOR ORGANIZERS

To ensure your fundraiser is successful and aligned with our mission, please consider the following:

- Review our Fundraising Guidelines.
- Secure necessary permits or insurance for your event.
- Create a publicity plan using social media, community calendars, and local outreach.
- Submit all promotional materials (print or digital) that mention Trinity Health or Saint Mary's Foundation for approval.
- Stay connected with our team—we may be able to provide brochures or promotional items depending on your event size.



Frequently asked questions

Can Saint Mary's Foundation help organize my fundraiser?

We're happy to offer guidance, answer questions, and provide materials. However, we cannot manage logistics, send invitations, or cover expenses.

Are there any fundraisers I cannot hold?

All fundraising activities should fit our mission and reflect a positive image of Trinity Health Grand Rapids and the Saint Mary's Foundation. We cannot endorse fundraising activities that involve the promotion of unhealthy habits or behaviors.

Are there any rules regarding how I name my fundraiser?

In naming and publicizing your fundraiser, Trinity Health Grand Rapids and Saint Mary's Foundation should not be listed in the title, but rather as a beneficiary of the fundraiser. For example, instead of "Saint Mary's Foundation Golf Outing," say "A Golf Outing to Benefit Saint Mary's Foundation."

Can I split proceeds between Saint Mary's Foundation and another charity?

Yes, just let us know in advance and make sure this is clearly communicated to your supporters.

Can I use the Saint Mary's Foundation or Trinity Health logo?

Yes, with prior approval. All materials must be reviewed before distribution.

Can I issue tax receipts to donors?

A receipt will only be issued if the check is made payable to Saint Mary's Foundation. Special note about tax deductibility: Many items are not tax-deductible. A general rule of thumb, if the donor receives a benefit for their gift, it is not tax-deductible. For example, ticket purchases, entry to a fundraising activity, or auction purchases, if the price paid for the auction item is at or below the fair market value of the item.

Peer-to-peer fundraising guidelines

To ensure a successful and compliant event, please review the following guidelines:

FUNDRAISING GUIDELINES SNAPSHOT

- Fundraisers must comply with all laws and regulations.
- Organizers are responsible for permits, insurance, and expenses.
- Events must reflect the values of Trinity Health and Saint Mary's Foundation.
- All funds must be submitted within 30 days of the event.
- Use of logos and solicitation of major donors of Saint Mary's Foundation requires prior approval.

Legal & financial responsibility

- All fundraising activities must follow local, state, and federal laws.
- As the event organizer, you are responsible for:
 - Securing all necessary permits, licenses, and insurance.
 - Ensuring the event does not result in any cost to the Saint Mary's Foundation unless agreed to in writing.
 - Protecting the Foundation and Trinity Health Grand Rapids from any legal claims related to your event.

*The Saint Mary's Foundation does **not** assume any legal or financial liability for your event.*

Mission alignment

- Your event must align with the values of the Saint Mary's Foundation and Trinity Health Grand Rapids.
- Please get approval from the Foundation **before** reaching out to businesses, celebrities, sports teams, or individuals for sponsorships or donations. This helps avoid conflicts with existing partnerships.

Use of name & logo

- You may not use the Saint Mary's Foundation, Trinity Health Grand Rapids, or any Trinity Health logos without written permission.
- All promotional materials (e.g., invitations, press releases, articles) must be reviewed and approved by the Foundation before being shared publicly.

Representation

- You are **not** authorized to act as an agent of the Saint Mary's Foundation.
 - Do not open bank accounts in the Foundation's name.
 - Do not endorse or deposit checks made out to the Foundation—send them directly to us for processing.

Event proceeds & reporting

- Keep accurate records of your event's income and expenses.
- Net proceeds must be submitted to the Saint Mary's Foundation **within 30 days** of your event. If more time is needed, please contact us to make arrangements.

Donation transparency

Any fundraising promotions must clearly state:

- That the Saint Mary's Foundation is the benefiting organization.
- The portion of the purchase price that will be donated (e.g., "\$5 from each t-shirt sold").
- Any guaranteed minimum or maximum donation amount.

Volunteers

- You are responsible for recruiting and managing your own volunteers for both pre-event planning and day-of activities.

ABOUT OUR COLORS & COMMITMENT

Our Saint Mary's Foundation Hearts for Hope program is more than a celebration—it's a reflection of the causes we stand behind, and the lives we aim to uplift.

• **PURPLE** represents our dedication to **cancer and neurodegenerative disease research and patient care**. It symbolizes strength, remembrance, and the pursuit of healing. Through Trinity Health's nationally recognized cancer care programs, patients receive advanced diagnostics, innovative treatments, and compassionate support—from diagnosis through survivorship. Our neuro care teams specialize in treating complex conditions like Parkinson's, Alzheimer's, ALS, and multiple sclerosis, offering personalized therapies, memory care, and access to clinical trials that bring hope to patients and families alike.

• **GREEN** represents **mental health support**, reflecting growth, renewal, and emotional well-being. Trinity Health provides a full spectrum of behavioral health services, including outpatient therapy, inpatient psychiatric care, substance use treatment, and crisis support. Our programs are designed to meet people where they are—whether that's through virtual counseling, partial hospitalization, or community-based recovery services—ensuring that no one walks their mental health journey alone.

Together, these colors represent our shared mission: to support whole-person care that heals the body, mind, and spirit.



Join the movement

Whether you're hosting a bake sale, organizing a fitness challenge, or rallying your coworkers for a cause, Saint Mary's Foundation Hearts for Hope is your opportunity to make a lasting impact. Every dollar raised helps us deliver compassionate, high-quality care to those who need it most.

READY TO GET STARTED?

Thank you for your interest in supporting Saint Mary's Foundation Hearts for Hope!

Your generosity helps us strengthen the exceptional care provided at Trinity Health Grand Rapids. Together, we're building a healthier, more hopeful future for our entire community.

Contact Ashley Owen, Corporate Relations & Community Engagement Officer at Saint Mary's Foundation to complete your application and begin planning your fundraiser today!

Ashley Owen

Corporate Relations and Community Engagement Officer
Saint Mary's Foundation, Trinity Health Grand Rapids
ashley.owen@trinity-health.org | 616.685.1426

About Saint Mary's Foundation

Saint Mary's Foundation, a member of Trinity Health, is the designated philanthropic and charitable arm for Trinity Health Grand Rapids. Our mission is to build relationships that inspire financial support from the community to advance the mission of Trinity Health Grand Rapids Hospital.

Saint Mary's Foundation has granted back more than \$100 million to Trinity Health Grand Rapids to support programs including the Lacks Cancer Center, Hauenstein Neurosciences, Kidney Transplant Program and Clinica Santa Maria.

We also support research studies, nursing education, patient assistance, music therapy and healing art. Simply put, Saint Mary's Foundation supports programs or projects that provide an exceptional care experience for our patients, their families and our associates.

Your gift to Saint Mary's Foundation will make a positive impact on the health of our community. You can be confident that your support is a solid investment because 100% of your gift will benefit the patients and families we serve.

About Trinity Health Grand Rapids

Trinity Health Grand Rapids Hospital is an integrated health care network offering a unique combination of capabilities to deliver a health care experience that offers both compassionate care and medical expertise. Our commitment to offer the latest technology and most highly skilled physicians in a holistic, patient-centered environment has made us a progressive leader in neuroscience, cardiovascular and cancer care, orthopedics, diabetes and endocrine care, kidney transplants, and integrative medicine.

Trinity Health Grand Rapids Hospital is a Joint Commission-accredited teaching hospital that encompasses The Lacks Cancer Center, the area's only dedicated cancer hospital, the Hauenstein Neuroscience Center, housing the area's most comprehensive neuroscience program and state-of-the-art Emergency and Trauma services, an Orthopedic Center of Excellence, the Wege Center for Health and Learning and the area's premier primary care network- Trinity Health Medical Group.

Trinity Health Grand Rapids Hospital is a member of Trinity Health, the country's second-largest Catholic health care system.

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