

Creative Fund-raising

Kristyn Ireland, CAVS
Manager, Volunteer Services

A little bit about me....

- Manager of Volunteer Services & Gift Shop for 20 years
- 80 bed Acute Care Hospital, LTC, Hospice including a 8 bed Hospice facility, Urgent Care and Physician Practices
 - We employ over 600 employees across our 5 different business lines
- Currently serving as the AHVRP President-Elect (Association for Healthcare Volunteer Resource Professionals)
- Have served on the MHVRP (Michigan Hospital Volunteer Resource Professional) Board

Why Do We Fundraise?

- New Hospital, expansion, new building
- Support the delivery of health care in your community (new equipment, patient services, new program)
- Scholarship Program

Fundraising...What Are YOU Doing?

- What is your staff/community looking for?
- Fundraising is a one stop shop, you need something to appeal to everyone!
- Where do you get your fundraising ideas from?
- How much are you expecting in return?

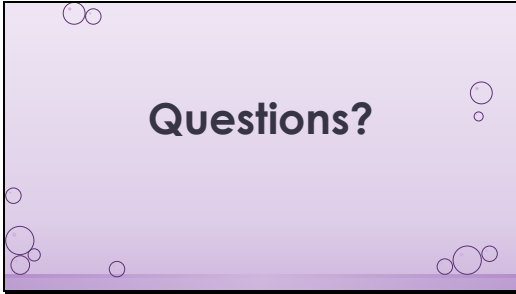
```
graph TD; FE((Fundraising Events)); GE((Galas/Big Events)); OS((One Day Sales)); CP((Community Partners)); AG((Annual Giving)); OI((Other Items)); FE --- GE; FE --- OS; FE --- CP; FE --- AG; FE --- OI;
```

Fundraiser Chairperson vs. Fundraising Committee?

- 5 person Fundraising Committee
- Meet monthly
- Evaluate fundraising suggestions, schedule sales, get contracts signed
- Determine on site or off site
- Fundraising is a group effort, its too much work for one person

Where oh Where? How do you decide on your location?

- On site
 - locations need to be visible, not hidden away from the general public.
- Combination sales... on site & off site
- Off site entirely



Questions?



Kristyn Ireland, CAVS
Manager, Volunteer Services
North Ottawa Community Health System
1309 Sheldon Rd.
Grand Haven, MI 49417
Ph: (616) 847.5215
Email: kireland@noch.org
