

# KIDS CARING & SHARING™ GUIDEBOOK



**Riley  
Children's  
Foundation**

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## What is Kids Caring & Sharing?

Kids love to help kids. Children who develop empathy and move into action on behalf of others at an early age will likely continue to be involved in philanthropy throughout their lives.

### WHAT

Kids Caring & Sharing (KCS) is the philanthropic partnership between Riley Children's Foundation and the Indiana Association of School Principals (IASP) that offers students simple ways to help other children by raising funds through their schools to benefit Riley Hospital for Children at Indiana University Health. Participating in the KCS program provides an opportunity to engage students in service learning and character development projects. Since the statewide program's 1985 inception, Indiana K-12 students have raised more than \$20 million for Riley Hospital.



Scott Stevens, Cascade High School Athletic Director, with his wife Jessica and daughter Addison, a Riley kid.

### WHO

Students, teachers and administrators represent some of Riley Hospital's most enduring philanthropic partners playing a historic role in raising funds to build Riley Hospital in the early 1920s. Today, dedicated and generous school fundraising efforts support many clinical programs and services that make Riley Hospital unique.

### WHEN AND WHERE

A variety of KCS activities occur throughout the school year. They happen during the day, before and after school, in classrooms, school cafeterias, gymnasiums, on athletic fields, etc.

### WHY

We believe that all children should have access to exceptional healthcare. A KCS program officer and an advisory council, composed of principals representing schools throughout the state, work closely with Riley Children's Foundation and Riley Hospital leadership to determine where school gifts can make the greatest impact. Unrestricted gifts make the largest and most immediate impact, but consideration is given to school's who are moved by a passion for supporting a particular clinical area, support program or research initiative.

### HOW

Schools can raise funds to support Riley Hospital's pediatric research programs in a myriad of ways, including spirit weeks, coin wars, read-a-thons, walks or runs, staff jeans days, and through special events and celebrations. The philanthropic activity possibilities are as numerous and varied as schools themselves!



Mt. Comfort Elementary Walk-a-Thon

Riley Hospital for Children is Indiana's only comprehensive and nationally ranked children's research hospital.

## Riley Hospital for Children History and Facts

1916-1917

Friends of James Whitcomb Riley invite Indiana citizens to help create a memorial to the beloved Hoosier poet, building a children's hospital in his honor.

1921

James Whitcomb Riley Memorial Association (RMA) is created.

1922

RMA purchases Riley's home on Lockerbie Street in Indianapolis and open it as a museum.

1924

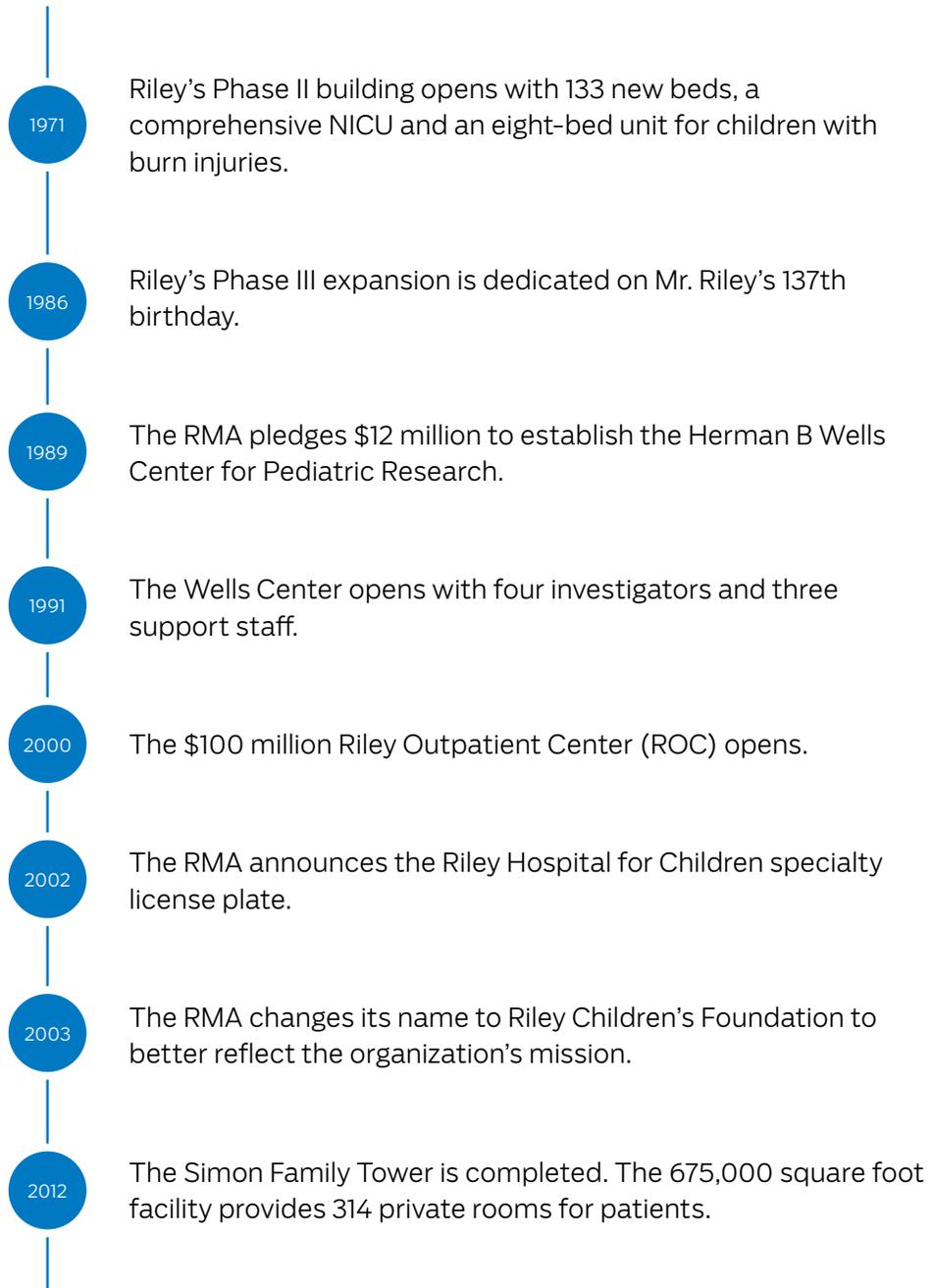
Riley Hospital for Children opens its doors. The first patient was from Decatur, Ind. in Adams County.

1947

RMA board pledges \$250,000 to develop a full-fledged research program.

1954-1955

Camp Riley, a camp for children with physical disabilities, is established; opens for first campers in 1955.



2015

Riley Children's Foundation enters into a new five-year strategic plan (through 2020) working with Riley Hospital to designate pediatric research and patient care, maternity and newborn health, and family support programs as the three key funding priorities.

2017

Riley Hospital/IU School of Medicine is recognized as a top 10 U.S. pediatric research program at public schools of medicine. (Source: *Blue Ridge Institute for Medical Research*)

2018

Riley is developing new therapies, including cellular and gene therapy, for diseases including neurofibromatosis, childhood cancers and leukemias, hemophilia, heart and lung problems, infectious diseases and diabetes.

November 2018: Riley Children's Foundation launches Be the Hope NOW: The Campaign for Kids, a \$175 million fundraising campaign to make historic changes for children at Riley Hospital. Hundreds of schools across the state celebrate the launch by raising a Be the Hope NOW flag.

2021

The Maternity Tower at Riley Hospital for Children officially opened on Sunday, November 7, 2021, and now centralizes all of Riley's obstetric and neonatal care across the Riley Hospital and IU Health Methodist campuses.

The Maternity Tower features a new coordinated care model anchored by the long-standing reputation of Riley at IU Health for delivering expert care for complicated pregnancies and at-risk newborns.



OVER  
**300,000**  
patient visits at  
**Riley Hospital**  
and its regional  
clinics each year

Families from  
**ALL 92 Indiana**  
counties turn to  
**Riley Hospital**  
and its regional  
clinics

Riley Hospital  
for Children  
is Indiana's  
**ONLY**  
comprehensive  
children's research  
hospital

Riley sees **300 NEW**  
oncology patients and over  
**700 NEW** hematology  
patients each year

Nationally  
ranked in  
**NINE**  
pediatric  
specialties

Published  
**177** research  
studies in  
2018, each  
representing an  
advancement  
in pediatric  
medicine

Riley Pediatric Neuro-Oncologist Alex  
Lion, M.D., with his daughter Kynslee

## Kids Caring & Sharing History and Facts

1985

O.C. Moore, a New Castle elementary school principal, creates KCS and hosts a fundraiser for Riley Hospital for Children.

1986

The entire New Castle Community School Corporation, along with a few other school corporations across the state, participate in fundraising efforts for Riley, including \$10,000 raised by Mount Vernon Elementary School, Fortville, Ind.

1987

Indiana Association of Elementary and Middle School Principals (IAEMSP) accepts invitation to make Kids Caring & Sharing a statewide “special project.”

1993

Consolidating principal professional groups as the Indiana Association of School Principals (IASP), Riley Hospital becomes the charity of choice in all school levels through KCS engagement.

2016

Total giving through KCS reaches more than \$15 million.

2018

522 Indiana K-12 schools hosted fundraising activities supporting the hospital in 2018-19 raising more than \$2 million for Riley kids! KCS is the charity of choice for the IASP and the Indiana Association of Student Councils (IASC). Additional support is offered through the Indiana Association of Public School Superintendents (IAPSS).

2020

World-wide Covid 19 pandemic moves virtual school programs to successfully adopt contact-less online fundraising options in their continued support for Indiana's sickest and most seriously injured children.

## KCS Funds at Work



Cardio-Pulmonary Diagnostic Center



Day Surgery Center



Hematology/Oncology Unit



Newborn/Pediatric Intensive Care Transport Unit (KIDS1)



Family Resource Center



CT Scanner



Six medical specialty clinics – diabetes, endocrinology, sickle cell disease, hemophilia, stem cell transplant, and immunodeficiency



Neonatal Intensive Care Unit in the Simon Family Tower



Research Initiatives



Maternity Tower - statewide Mother Baby initiatives

## Creating a Kids Caring & Sharing Campaign

Creating a Kids Caring & Sharing campaign may seem like a daunting task, but we've put together a few step-by-step guidelines to help you along the way. From gaining school administrator approval to getting students involved, this section will help you figure out where to start as you work to create hope for kids at Riley Hospital.

## Sharing Responsibility for Success

It takes a team to facilitate and coordinate different aspects of a KCS fundraising campaign. Working together can help ensure your success. Consider dividing campaign/project responsibilities into manageable teams with one student or staff member serving as the leader to keep the team on task.

### WHY

A lot of hard (and fun!) work goes into planning and designing each KCS initiative. The more people who work together, the more ideas that are brought to the table. Riley Hospital is all about teamwork and family!

Team leads and planning team members can be recruited through an application, an interview, different school clubs/groups or in whichever way you think is best. Classrooms, class officers, service clubs, student council or athletic teams can assume specific roles as assigned by the team lead.

## Evolution of Student Involvement

Student and teacher/staff involvement in a KCS fundraising campaign looks a little different depending on the age of the students.

### ELEMENTARY SCHOOL

- Sponsor teacher/staff member drives the majority of the effort
- Involves classrooms and/or student groups (like student council) as applicable during the planning process
- Students participate in the fundraising effort

### MIDDLE SCHOOL

- Students are involved in the planning process and campaign/project execution, but need some assistance from their adult mentor

### HIGH SCHOOL

- Students are involved in every aspect of event/project planning and execution and drive a majority of the effort
- Sponsor teacher/staff member advises the effort as necessary



## KCS ABCs

Planning a KCS event takes organization. Follow the guidelines below to help create a successful event.

- A:** Secure school administration approval to host a KCS fundraising activity and establish a staff coordinator. Determine how money will be collected and safeguarded.
- Set an attainable financial goal—per student, per classroom, or all school.
  - Set a participant goal.
- B:** Engage student leaders in your Riley campaign planning and execution. Set campaign/event date.
- Visit the online [Riley Hospital tour](#) or consider planning a visit to the hospital for a tour before November 1 or after March 30 to avoid potential visitor restrictions due to flu season.
  - Involve multiple clubs and organizations to help spread school-wide awareness: Student Council, Key Club, athletic teams, choirs, bands, classrooms, etc.
  - **Create** an online giving page to personalize and more broadly share news of your school's fund raising campaign and offer a secure gift collection method.
- C:** Visit [RileyKids.org/KCS](https://RileyKids.org/KCS) to order free supplies to help promote your Riley campaign. Incorporate service learning into a classroom lesson plan. Visit [iasp.org](https://iasp.org) or [LearningtoGive.org](https://LearningtoGive.org) to register your class/school online and access free lesson plans.
- D:** Contact Susan Miles, Kids Caring & Sharing Officer at Riley Children's Foundation ([SMiles@RileyKids.org](mailto:SMiles@RileyKids.org)) to let her know about your fundraiser and seek answers to any questions you may have! Riley Children's Foundation may choose to feature your event on social media or in a publication. Share your event news with other schools in your corporation and your community. This celebrates your engagement as a part of the Riley Hospital family!

Philanthropic engagement does not need to be limited to an extracurricular activity. In fact, classroom lessons that promote service learning will boost your students' engagement and interest.

## Philanthropy: Education and Service Learning Opportunities

Creating opportunities for philanthropy in the classroom can be easy with the help of resources like:

- [Inspire<sup>3</sup>](#)  
(Indiana Service-learning Philanthropy Initiative)
- [Learning to Give](#)
- [Youth Philanthropy Initiative Indiana](#)
- [James Whitcomb Riley Museum Home and Visitor Center Curriculum](#)

## Kids Caring & Sharing Event Planning Basics

As you are planning your event, make sure you are thinking through all of the details. Here are some things to consider and a great way to outline particular committee responsibilities:

### Venue

- Where are you having the event?
- What physical set up do you need to make your event successful? (Consider accessibility needs for participants with disabilities and any social distancing or event capacity guidelines as necessary.)
- How long will it take you to set up the space for the event?
- Confirm school and local public health regulations for in-person gathering and file any necessary Riley Children's Foundation waiver documents. Check with your principal regarding any extra insurance needed for your event.

### Program/Agenda

- What are you doing and when?
- Who will be involved with the program? What do they need to say/do?

#### KCS EVENT ACTIVITY IDEAS

- Activity stations
- Cornhole
- Dodgeball
- Basketball
- Bouncy house
- Crafts
- Photo booth
- Riley awareness station with storytelling by a Riley family
- Video games (Wii, Kinect, Nintendo)
- Tug-of-war
- Dance off
- Refreshments





## Marketing

- How are you getting the word out?
- How can students get involved? What do parents need to know?

### KCS AWARENESS IDEAS

- Daily all-school announcements
- Information in principal/teacher and parent newsletters
- Notes in teacher mailboxes
- Invitation to school corporation superintendent
- Flash mob
- Promotional video
- Article in student newspaper
- Announcement at athletic event
- Posters around the school
- Social media blasts
- Designated “Riley” days
- A Riley spirit week
- An assembly/convocation



## Guest Relations

- How do you get in touch with guests to invite them to attend the event? What information are you sharing with them?
- Who is in charge of greeting guests at the event?
- How do you treat guests when they are there?
- How do you thank guests after the event?

### PARTICIPANT INVITATION

Get students and families excited for your KCS event! Raise awareness with school announcements, classroom presentations, designated sign-up periods, pep assemblies, announcements in the school newspaper, flyers, social media blasts, etc.

Share inspiring stories about Riley families from your school community.

Encourage participants to reach out to their friends and family to support their efforts.

Talk about your event as often as you can!

### HOW TO SECURE RILEY FAMILIES

What is a Riley family?

Riley families are families who have had an experience at Riley Hospital for Children. Their experience at Riley has impacted their lives and they want to share their experience with others. Having a family speak at your KCS event helps connect your event participants with Riley Hospital and its mission.

**Note:** In accordance with the Health Insurance Portability and Accountability Act (HIPAA) all Riley families must be self-identifying.

#### TIP:

A simple invitation in a classroom or school newsletter can help you find Riley families in your school community. If they would like to be involved, let them know who to contact.

**IMPORTANT REMINDER:**

It's important to remember that Riley families lead busy lives as well. Try to secure your Riley families far in advance to make sure they are able to come to your event.

**HOW TO SECURE RILEY FAMILIES**

When Riley families let your school know they would like to share their story, send an email inviting the family to speak at your KCS event ([Riley Family Invitation Example](#))

Meet in person or have a phone conversation with the Riley family prior to your event. You want to be familiar with their story.

**AT KCS EVENTS, RILEY FAMILIES...**

- Tell their story.
- Deserve the best care.
- Deserve a thank you.

**IDEAS FOR FAMILIES AT KCS EVENTS**

- Make them feel welcome!
- Assign a specific student to host them.
- Be polite and respectful. Use child first language (e.g., "a kid who has cancer" instead of "sick kid").
- Make sure to have kid friendly activities.
- Be alert for potential allergies or special healthcare needs.

**THANK YOU IDEAS**

- Have a card everyone can sign.
- Give the family a small gift.



## KCS Event Calendar Checklist

### 6-12 MONTHS BEFORE KCS EVENT

- Secure approval from school administration
- Confirm the event date on the school calendar
- Coordinate or invite a student group to help plan
- [Create](#) an online fundraising component (for more information, contact Susan Miles at [SMiles@RileyKids.org](mailto:SMiles@RileyKids.org))
- Contact Riley Children's Foundation ([SMiles@RileyKids.org](mailto:SMiles@RileyKids.org)) to let them know about your event and submit any needed in-person event waivers

### 3-6 MONTHS BEFORE KCS EVENT

- Seek out Riley families within your own school community and invite them to speak at your event ("[How to Secure Riley Families](#)" on [page 15](#))
- Reserve event location
- Confirm all necessary authorizations for event
- Encourage registered participants to begin fundraising and send individual [participant fundraising letter](#)
- Share event information through the school's social media pages (Facebook, Twitter, Instagram)
- Contact community businesses for monetary and in-kind donations

### 1-3 MONTHS BEFORE KCS EVENT

- Create timeline/agenda for event

- Design event t-shirts (if applicable)
- Update all participants and continue to encourage fundraising
- Order free promotional items from Riley by visiting [RileyKids.org/KCS](https://RileyKids.org/KCS)
- Assign people to help with set-up, check-in, clean-up and serving snacks

### **1 WEEK BEFORE KCS EVENT**

- Confirm Riley families
- Make sure you have refreshments for the event
- Make sure you have all the equipment you need for any special activities
- Send a news release to local media about your event ([News Release Sample](#))
- Fundraise, fundraise, fundraise

### **DAY OF THE KCS EVENT**

- Have fun and be enthusiastic!
- Thank volunteers, participants, Riley families and anyone else who helped make the event happen

### **AFTER THE KCS EVENT**

- Clean up the event space
- Send thank you notes to anyone who helped support the event
- Celebrate the results of your hard work
- Share photos and quotes from your event with Susan Miles for potential inclusion in Riley Children's Foundation social media and publications.
- Submit your gift to Riley Children's Foundation ([Kids Caring & Sharing Participant Submission Form](#))

## Riley Family of School Fundraisers

### Differentiating between a KCS Fundraiser and a Riley DM

For young philanthropists passionate about serving Riley kids and ready to take their fundraising efforts to the next level, high schools may want to consider joining the Riley Dance Marathon (DM) family. Riley DM is part of Children's Miracle Network (CMN) Hospitals' nationally licensed Miracle Network Dance Marathon program.

The Dance Marathon program began in 1991 at Indiana University, Bloomington, Ind., to honor Riley Hospital patient Ryan White. Indiana now boasts the largest statewide DM program in the nation with 15 collegiate and 59 high school philanthropic partners. During the 2018-19 school year students raised an amazing \$7.8 million to support a variety of research, clinical and patient care initiatives at Riley.



Just because a school may host a dance as part of their Riley fundraising effort does not mean the event is a sanctioned Riley Dance Marathon. Schools should not use the registered name in any part of their marketing or publicity. CMN Hospitals' regional boundaries preclude high schools in certain Indiana areas from using the DM model in their Riley Hospital fundraising efforts. For additional information, reach out to Susan Miles ([SMiles@RileyKids.org](mailto:SMiles@RileyKids.org)).

If your school is interested in hosting an official Riley DM, please consider these parameters:

- Student driven planning and execution
- Year-round philanthropic activities
- Adult staff advisor who can dedicate a minimum of 10 hours weekly to the effort
- Twenty-five percent of school population engaged in peer-to-peer fundraising
- Culminating celebratory event of at least 3 hours
- Participation in annual statewide high school DM conference

Please contact Susan Miles ([SMiles@RileyKids.org](mailto:SMiles@RileyKids.org)) for a referral to one of the Riley DM coordinators or for assistance in considering alternative fundraising ideas.



## Extra Life

Extra Life is a year-round effort that unites gamers to raise funds and awareness for their local Children's Miracle Network Hospital – in Indiana, this is Riley Hospital.

Whether you play video games, board games, card games, sporting games, etc. – gamers of all types can join Extra Life and fundraise!

Much like running a 5K for a cause, Extra Life participants play any type of game (video games, board games, kickball, jump rope competitions, etc.) to raise awareness and critical donations for their local CMN Hospital. Students at your school are able to create a personal fundraising page through your school's Extra Life team to raise funds for Riley Hospital for Children. **Any funds raised through a KCS school's participation in Extra Life can count towards their KCS total.**

If your school is interested, follow these steps:

- Go to [extralife.org](http://extralife.org) and click "Sign Up."
- Fill out your information and select the "Create a Team" option to create a page for your school. (Your team name should be your school's name so we can easily help you track your progress!)
- When you are prompted with which CMN Hospital you would like to support, select Riley Hospital for Children.

Please contact Susan Miles ([SMiles@RileyKids.org](mailto:SMiles@RileyKids.org)) with news of your registration to ensure your school receives recognition or to answer any questions.



CMN Hospitals 2019 Indiana Champion  
Cooper Davis, Greenwood, Ind.

## Fundraising Ideas

Developing empathy toward others and creating a lifelong habit of community service is at the heart of the Kids Caring & Sharing program, all while joining philanthropic forces to support Riley Hospital for Children. There are many roles to play in creating fun, community-building activities that raise awareness about and funds for the hospital that cares for Indiana's most seriously ill children. Students gain valuable leadership skills as they advance through school with their responsibilities for event planning and campaign execution increasing with each grade level. While a classroom teacher, school counselor or club sponsor may be the Riley KCS coordinator in an elementary school with full responsibility for leading a school's annual KCS effort, upper elementary and middle school students are excited to have a hand in planning spirit days or events and sharing messages to promote their project. High school students look to KCS coordinators as mentors to make sure they are staying on track, making the right connections, and progressing toward a goal.

Jump start your creativity with these great ideas with which schools across Indiana have had great success!

**ONE DAY SPIRIT ACTIVITIES** – Students and staff make a contribution to participate.

- **Get the Red Out for Riley Day** – Wear all of your red clothes! Or, if red's not your thing, go with your school colors!
- **Hats On/Off for Riley Day** – Kentucky Derby goers wish they were this fashionable. Break out your favorite chapeau.
- **What's Up Doc Day** – Or nurse, or respiratory therapist, or x-ray technician, or Child Life Specialist... dress like a Riley health care professional.
- **Up All Night PJ Day** – Everyone gets to school that much earlier!



- **A Step in the Right Direction Wacky Sock/Shoe Day** – Making strides for Riley kids while putting your best foot fashion forward.
- **Every Which Way Day** – Are your clothes on backwards, or inside out, or maybe even upside down?
- **Don't Judge a Book by its Cover Day** – Style yourself as your favorite tome.
- **Circle the Riley Wagons Western Day** – Yeehaw, only the best western wear will do.
- **Under the Microscope Day** – Dress like a scientist, or a retro-virus, or your favorite bacteria! Be sure to pass the hand sanitizer!

### WEEK LONG CAMPAIGNS

- **Spirit Week** – Why stop at one fun day when you can have four or five? Participants make a daily or larger one-time contribution to participate.
- **Coin Collection Challenge** – Take on another classroom, grade level, team, or another school to see who can collect the most pennies for Riley kids. Pennies are positive points, silver coins or paper currency are negative points. Augmenting the competition's collection with negative points is a big win for the kids at Riley! The group with the most positive points earns bragging rights or a special incentive. **(Note: Be sure to have your school treasurer turn those coins and currency into a school check before sending it to the Riley Children's Foundation.)**
- **Poetry Contest** – Highlight the connection between Indiana's most famous poet, James Whitcomb Riley, and the hospital that bears his name and invite students to write a poem about sharing and caring, Mr. Riley, or the hospital. Have a selection committee choose the best poem from each grade level and celebrate the winners with special treats in a Riley Café/Coffee House

setting in a corner of the cafeteria at the end of the week. Have students read one of Mr. Riley's poems each day during school announcements. A great way to celebrate Mr. Riley's birthday on October 7!

- **Turkey or Chicken Legs Competition** – Post pictures of staff legs at Thanksgiving or Easter time and have students and staff vote with donations for the one that looks most like a turkey or chick!

### CHORES, SERVICES AND SPECIAL PRIVILEGES

- **Raking it in for Riley** – Put together student and staff teams to rake fall leaves in community neighbor yards for a donation to Riley.
- **Parent's Night Out** – Host a Kids Only Night at a local elementary school with parents paying a fee to drop off their children for several hours of supervised activities, crafts, stories, and snacks! Consider health and safety needs, age level interests, and healthy food choices. Be sure to have a tip jar out when parents return to collect their kids! Great pre-holiday shopping opportunity.
- **Aluminum can collection** – Go green for the environment keeping cans out of the landfill and creating green for Riley kids with the cash generated by recycling! Make it a math, science and finance lesson with charts, graphs, and commodity value watching.
- **No Homework Pass** – School staff determine time period and assignments eligible for a "no homework pass" students can purchase.
- **Prime Parking** – Auction off a choice parking space in a high school student parking lot or in a staff parking lot. Paint the spot with a Riley Red Wagon or a post a special sign.
- **Coat Check** – Host a coat check for a special school activity, like a winter awards banquet, music concert or theatre production, or sporting event.



### FOR THE SPORTS ENTHUSIAST

- **Kick off for Kids** – Host a variety of fundraising activities during football season including Red Wagon minutes, tail gate concessions, etc.
- **Chlorine for a Cause** – School swim team hosts a continuous swim relay the distance from your school to Riley Hospital. Have donated snacks and activities like movies, video and board games, etc. for swimmers not actively in the pool.
- **Riley Bike-a-thon, Jump-a-thon, or Walk-a-thon** – Get moving for fitness and collect donations to participate or pledges for distance covered or time participated.
- **Riley Fun/Color Run** – Host a community 5K.
- **Hoop It Up for Riley** – Host a variety of fundraising activities during basketball season including Red Wagon minutes, jump shot competitions, 3- on-3 tournaments, etc.
- **Hit One Out of the Park for Riley** – Host a variety of fundraising activities during softball and baseball season including concession sales, Red Wagon minutes, and season-long home run or strike out contests with monetary pledges collected for each home run or strike out a team records.
- **School Staff vs Student** – basketball, volleyball, kickball, etc. tournament.

### HOLIDAY HAPPENINGS

- **Trunk or Treat** – Host a safe Halloween activity for elementary students in a school parking lot with different donated treats available at each car.
- **Wrap it Up!** – Host a holiday gift wrapping service.

- **Candy grams** – Sell and deliver suckers, candy canes, etc., attached to Riley red wagon icons including special messages for the recipient.
- **Eggs-travaganza** – Sell plastic Easter eggs with surprise contents or host an Easter egg hunt for school families.
- **Carnival** – Plan a festive family carnival with games, music and treats to celebrate Mardi Gras. Let guests create their own Mardi Gras mask with donated craft items for a donation to Riley. Gather a variety of props and take donations for photo booth pictures.

### ART AND ABOUT



- **Potter's Marathon** – Plan and coordinate a pottery-making marathon in your school's ceramics studio and auction the completed pieces for Riley. Build a legacy through a hierarchy of task responsibilities and create invitation-only participant criteria to promote exclusivity. Introductory ceramics course work could be a pre-requisite. Invite school administrators, school board members, local media and special community guests to visit during special student-led instruction times to try their hand at creating a masterpiece.

- **“Be the Wagon” Riley-themed Art Show** – Invite students to explore and express their interpretation of a Riley red wagon and host a show to share their efforts. Collect an admission fee. Auction art pieces to raise funds for Riley. Create a special Riley wagon sculpture outside your school to show your dedication to the kids at Riley.



- **Extra Art Class Incentive** – Ask the school art teacher to offer an extra art class to the classroom who raises the most money for Riley.

- **Community Adult Art Workshops** – Share school resources and school personnel talent by inviting adult community members to get to know your school and help raise funds for Riley. Host limited attendance workshops for a fee that covers project supplies and a donation to Riley. If your school has a kiln, teach participants to create glass fused jewelry or ceramic pieces. If you have a sewing lab, teach easy clothing construction or quilting skills. Ask an award winning watercolorist on staff to teach others to paint. Take an inventory of school staff and student interests and talents at the beginning of the year to consider possibilities.

### SPECIAL EVENTS

- **VIP Dance** – Host an after school dance and have students invite a Very Important Person like a special grandparent, aunt or sibling to be their guest. Donate admission proceeds to Riley.
- **Family Movie Night** – Host a family “Drive In Movie” night outside on the side of your school building and sell donated popcorn and drinks.
- **Talent Showcase** – Host the ever popular school talent show and collect admission and donations to vote for a favorite act.
- **Riley Read-a-thon** – Host an after-school reading lock-in. Charge a participation fee and encourage individual participant fundraising through pledges for number of pages or books read.

### VIRTUAL AND ONLINE GIVING OPPORTUNITIES

- Host an online auction or special vote-by-donation campaign.
- Set up a tiered, on-line giving page that encourages philanthropic competition between grade levels, classrooms, teams and special organizations, or between individuals.



### SUSTAINED PHILANTHROPIC OPPORTUNITIES

- **Riley Store/Snack Bar** – Ask school administrators for permission to host an ongoing in-school snack and/or school item store with the proceeds supporting Riley. Sell Riley pencils as one of the available items.
- **Riley Garden** – Plant, tend and sell the produce or flowers raised in a school garden to support the kids at Riley. Great for FFA groups!
- Consider hosting an official Riley High School Dance Marathon. Visit “[Riley Family of School Fundraisers](#)” on page 19 to review the requirements to participate in this nationally-licensed Children’s Miracle Network Hospitals program.

### GETTING THE WORD OUT - MARKETING AND INCENTIVES

- Make your Riley campaign personal and “local.” Ask your school’s own Riley kid/families to share their Riley story during daily school announcements or in school newsletters. Have students submit announcement scripts for pre-approval.
- Order free Riley-themed supplies like thank you banners, goal posters, and paper icons to create a visual Riley presence throughout your campaign.
- Order free Riley items like pencils, wristbands, and temporary tattoos to sell or offer for donations.
- Utilize Riley educational resources to share news of Riley at work in your community.
- Engage the larger community in your fundraising efforts through sponsorship or participation seeking out local community-based



businesses and organizations. Encourage school parents to ask their employer if they match employee philanthropic gifts.

- In keeping with Kids Caring & Sharing tradition, do not award prizes for participation, rather offer special incentives to bolster interest and engagement. School principals or staff kissing pigs, camping out on school roofs, serving breakfast to a class, hosting celebration gym time or extra recesses, etc., can go a long way to get kids excited about helping other kids. Experience shows that the wackier the incentive the better!

## Monetary Donations

A donation can be made to your school fundraiser in three forms:

- **Cash:** All cash should be counted and deposited into your school account with a school check or money order then sent to Riley Children's Foundation.
- **Check:** Individual checks should be made payable to Riley Children's Foundation. Ask individuals writing checks to add your school name to the memo line on their check to ensure your school receives credit for the gift. [Be sure to note the total of all checks received and report this to your KCS campaign coordinator.](#)
- **Credit Card:** Via your online fundraising page.
- **Important Note:** If your school participates in a cash fundraiser that involves a large quantity of coin/cash donations (i.e. coin war, etc.), the money must be counted and deposited into your school's account. The final donation must come to Riley Children's Foundation in the form of a check.

Donations made through Riley Children's Foundation may be tax deductible. Please consult your tax advisor. All checks of \$250 or greater must be written directly to Riley Children's Foundation and given to your KCS campaign coordinator. This will allow us to provide receipts to the donors. If you are accumulating funds to be sent later, please mail "early" checks received to Riley Children's Foundation. The gift amounts will be credited to your school and your donors will receive timely receipts.

## Gift Submission Information

[Kids Caring & Sharing Participant Submission Form](#)

## Receipting

### Obtaining a Gift Receipt

- **Online Donation:** A gift receipt is emailed directly to a donor for a gift made online.
- **Check Donation:** In order for a donor to receive a gift receipt for a check donation of \$11 or more, the check must be made payable to Riley Children's Foundation, turned into your school's KCS campaign coordinator and forwarded to Riley Children's Foundation.
- **Cash Donation:** In order for a donor to receive a gift receipt for a cash donation, the donor's name and mailing address need to be collected along with the money and given to your school's KCS campaign coordinator.
- **Obtaining a Replacement Gift Receipt:** If a donor is requesting a second gift receipt, provide Susan Miles with the donor's name, the form of the donation (online, check, cash), the amount of the donation, and the approximate date the donation was made.
- **Note for Cash and Check Donations:** A receipt cannot be provided from Riley Children's Foundation for a donation deposited into the school's account.

### W-9

- If you need Riley Children's Foundation's W-9 form, contact Susan Miles ([SMiles@RileyKids.org](mailto:SMiles@RileyKids.org)).

## Total Calculation

### Counted in the school's total, money received:

- Online donations
- Checks made payable to Riley Children's Foundation

## Finance FAQs

### Who Do I Ask For Donations?

You never know who may be interested in helping your school reach your fundraising goal, so don't be afraid to ask! It's always great to start by asking families and community partners if they're interested in supporting your efforts for Riley Hospital. It's also a great idea to post news about your efforts on your school's social media sites to extend an opportunity to give to an even wider audience. Be sure to add the link to your online fundraising opportunities.

### Answers to FAQs by Donors

- Is my donation tax deductible?

Donations made through Riley Children's Foundation may be tax deductible. Please consult your tax advisor.

- Will I get a tax receipt in exchange for my donation?

For a donation made online, a gift receipt is emailed to you as the donor. In the case of cash or check donation, Riley Children's Foundation provides a gift receipt for donations of \$11 or more sent to Riley Children's Foundation. We ask that all donors requesting a gift receipt in exchange for a check donation make the check payable to Riley Children's Foundation. Please contact your school's KCS campaign coordinator to ensure the check was forwarded to Riley Children's Foundation.



## Kids Caring & Sharing Recognition

### SCHOOL PLAQUE AND DECAL

If your K-12 school participates in fundraising for Riley Hospital, regardless of your fundraising model, you should have a multi-year plaque to showcase your efforts. If you need a new KCS plaque to display your annual participation decals, please contact Susan Miles. Each August/September, decals will be sent to the school principal to recognize your participation in the previous school year.

### KCS PARTICIPANT SCHOOL

School gifts in any amount are important, appreciated and celebrated with annual decals noting the participation year.

### RED WAGON SCHOOL

Raises \$1 per student and receives a participation decal for the school's Kids Caring & Sharing plaque.

### RED WAGON BOOSTER

Raises \$2,500 and receives a personalized 4RileyKids license plate for school display.

### RED WAGON SPONSOR

The school raises \$4,000 and requests in writing at the time the gift is submitted, the opportunity to name a hospital wagon. \$200 of the gift total will be directed to the Red Wagon Fund for wagon purchase and maintenance. The balance of the gift will support the current Kids Caring & Sharing funding initiative, or the clinical care or



research program indicated by the donor. Two 4RileyKids license plates will be created with the donor's personal message and art image; one will be installed on a hospital wagon, and one will be given to the donor. For gifts received prior to March 30, a hospital (visitation restriction dependent) or in-school wagon presentation can be coordinated as public health guidelines dictate at the time..

For more information about the process of customizing a license plate or naming a Riley wagon, please contact Susan Miles or visit [RileyKids.org/wagon](http://RileyKids.org/wagon).

### RED WAGON CORPORATION

Every corporation school participates and raises at least \$1 per student. School corporation receives a framed certificate and individual certificates for each participating school.



### RILEY CORPORATION

All corporation schools participate at some giving level **or** those schools that participate raise the equivalent of at least \$1 per student in the corporation. School corporation receives a certificate.

### INDIANA ASSOCIATION OF STUDENT COUNCILS (IASC) BANNER

Gold level banners are awarded to the top elementary, middle and high schools based on the highest per student gift amount. This is calculated by dividing the student population by the total school gift. [Schools must be members of the IASC](#) in order to be considered for this recognition.

## Ways to Maximize Your Impact

### ONLINE GIVING

If you are interested in setting up an online giving page where donors may make a gift using a credit card, visit [give.rileykids.org/KCS21\\_22](https://give.rileykids.org/KCS21_22).

- Create a main school page for your fundraiser.
- Invite students and staff to create their own pages as part of the school's "team."
- Share with your online network of family and friends.

Contact Susan Miles ([SMiles@RileyKids.org](mailto:SMiles@RileyKids.org)) with any questions.

### RILEY SOCIETY

Riley Society is a group of committed individuals who serve sick and injured children by making an annual gift of \$1,000 or more to Riley Children's Foundation. Riley Hospital is grateful for these enduring supporters who ensure that Riley can continue to revolutionize care and seek cures.

#### Riley Society Benefits

Riley Society donors are leaders in helping the kids at Riley Hospital for Children and are offered special benefits which may include:

- Private tour of Riley Hospital for Children
- Exclusive invitations to Riley Society events
- Two tickets to the annual Be the Hope NOW Luncheon
- Riley Messenger and Annual Report subscriptions
- Donor Impact Reports

What does Riley Society mean for your KCS program?

One hundred percent of an individual's donations made through your school's KCS program count towards joining the Riley Society. Being a part of the Riley Society, and in turn receiving Riley Society benefits, may inspire a donor to give a larger donation. Sharing Riley Society benefits with your donors can help you and your KCS program reach your fundraising goals.

Who may be interested in Riley Society?

Anyone can join Riley Society with a cumulative calendar year donation of \$1,000 or greater. Here are some tips on who to specifically ask:

- An individual who has donated to your program before at a lower level, but has the ability to increase their donation
- An individual who has donated \$500+ this year and would be interested in making a second donation to upgrade to Riley Society Level
- Your close family, friends and other individuals who want to support you and your passion for Riley

### **RILEY HEROES**

By making a monthly recurring gift, you become a Riley Hero for kids by providing a consistent and reliable source of funding that allows Riley Children's Foundation to support Riley Hospital for Children and its most urgent needs. To become a Riley Hero, visit [RileyKids.org/Heroes](https://RileyKids.org/Heroes).

### **1924 SOCIETY**

1924 Society is a way to honor people who invest in the health and well-being of children through a deferred gift to Riley Children's Foundation. 1924 Society is named in honor of the year Riley Hospital opened its doors. For more information, visit [RileyKids.PlanMyLegacy.org](https://RileyKids.PlanMyLegacy.org).

## MATCHING GIFT

Many companies sponsor employee charitable matching programs as a benefit to their employees, and a way to promote charitable giving as an organization. Through these programs, employees can have a charitable contribution matched by their company. This is an easy way to double or triple a donation to Riley Children's Foundation! Below are the best steps to take when asked about matching gifts.

1. Donors should be directed to their Human Resource (HR) Department at their place of business to initiate their matching gift. Most often HR will direct them to either an online page set up by their company, or they may be given a paper form to complete. When they are submitting a match with their company, they should be requesting **James Whitcomb Riley Memorial Association** or **Riley Children's Endowment (not Riley Hospital)** as the organization/charity of choice to receive the matching gift. They should not select a school or a school corporation as the charity of choice.
2. Once the donor has requested a match, the Riley Children's Foundation Gift Processing team will typically receive an email from the matching gift company requesting confirmation of the donor's original gift. Gift Processing will review the Riley Children's Foundation system for a match. If the gift is **not** in the system (i.e. not done through your online giving page or is a check less than \$250), your Kids Caring & Sharing officer will be asked to reach out to your school's KCS campaign coordinator to request an email confirmation that the original gift was received in order to confirm the match, as it is likely a gift that has gone directly to your school's account. Gift processing will review the gift for match up to 60 days after the original gift date; at that point, if there is no confirmation of the gift, Gift Processing will decline the match. There will be an additional review of unconfirmed match requests of \$500.00 and above to ensure that RCF has done all that it can to secure these matches.

To ensure the school receives credit for this matching gift in a timely manner, it is very important the donor requests **James Whitcomb Riley Memorial Association** or **Riley Children's Endowment (not Riley Hospital)** as the organization to receive the matching gift. Donors should also remember to include a note in their matching request **listing the name of the school to receive credit for the matching gift.**

3. All gifts of \$250.00 or more should come directly to Riley Children's Foundation. This will help ensure matches at this level are completed and credited successfully.

4. Contact information for matching gift requests:

**Email:** [MatchingGifts@RileyKids.org](mailto:MatchingGifts@RileyKids.org)

5. Important notes:

Sometimes, outside Matching Gift Companies/Third Party Vendors will work with companies to handle their matching needs (such as Benevity). Often, companies such as this skip the confirmation process and/or use a self-certification process. Therefore Riley Children's Foundation will not know that a school has a match coming until the actual check is received. This might delay the process of crediting a school for their match.

#### **WE ARE JAMES WHITCOMB RILEY MEMORIAL ASSOCIATION dba RILEY CHILDREN'S ENDOWMENT**

When donors are submitting a match with their company, they should request **James Whitcomb Riley Memorial Association** or **Riley Children's Endowment (not Riley Hospital)** as the organization to receive the matching gift.

For more information, visit [RileyKids.org/MatchingGifts](https://RileyKids.org/MatchingGifts).

## In-Kind and Volunteer Opportunities

We understand that kids love to do hands-on things and collect tangible items for the inpatients at Riley. While these are all great ideas geared toward helping others, the best (and easiest) gift for the hospital to put to use is a monetary donation.

### THE RILEY CHEER GUILD

Riley Hospital is quickly running out of storage room for toys. To make the greatest impact, please consider making a monetary donation through Riley Children's Foundation to support the Child Life or Art Therapy programs.

- The Riley Cheer Guild is a volunteer auxiliary that supports the Riley Cheer Guild Toy Room, music therapy programs, the art cart and Riley Hospital healing gardens.
- Accepts limited donations such as toys, games, electronics, art and craft supplies and gift cards. Infection control guidelines preclude soft items like fleece blankets, pillow cases and stuffed animals to be shared with inpatients.
- For a full listing of the current donation wish list and gift submission guidelines, visit [cheerguild.org/wish-list/](https://cheerguild.org/wish-list/).
- Please call the Cheer Guild office at 317.944.8705 prior to delivering your in-kind donation. Donations can be delivered to:

**Simon Family Tower (North Entrance)  
Guest Service Desk  
705 Riley Hospital for Children  
Indianapolis, IN 46202**

- If a monetary gift accompanies an in-kind gift, please contact Susan Miles ([SMiles@RileyKids.org](mailto:SMiles@RileyKids.org) or 317.759.6951) to arrange your delivery experience.

### HANDMADE GREETING CARDS

Riley Hospital for Children is unable to accept handmade cards for patients. If your school decides to make cards, please consider addressing them to Riley caregivers (doctors, nurses, researchers, etc.) or donating them to another organization in your community.

### RONALD MCDONALD HOUSE AT RILEY

#### Donating Pop Tabs

- The Ronald McDonald House collects pop tabs for recycling, generating funds used to support House operations.
- For more info, contact **Max Catterson** at 317.267.0605 ext. 208 or by email at [mcatterson@rmhccin.org](mailto:mcatterson@rmhccin.org).
- Information can also be found at [rmhccin.org](http://rmhccin.org).
- Note: If you collect pop tabs, please ensure you have a way to deliver them to RMH.



#### Volunteer to Serve Meals

- Volunteer groups of up to 12 people have the opportunity to prepare and serve breakfast, lunch or dinner to the families at the Ronald McDonald House at Riley.
- For more info, visit [rmhccin.org](http://rmhccin.org) or contact **Mary Friend** at 317.944.2269 or by emailing [mfriender@rmhccin.org](mailto:mfriender@rmhccin.org).

### EDWARD A. BLOCK FAMILY LIBRARY AT RILEY HOSPITAL

Donations to the Riley Library

- The library has recently requested only NEW books, or Amazon gift cards or monetary gifts, due to very limited storage for book donations.
- The Edward A. Block Family Library collects new books, DVD, magazine, and electronics donations.
- Donations can be delivered to:

**Simon Family Tower (North Entrance)  
Guest Service Desk  
705 Riley Hospital for Children  
Indianapolis, IN 46202**

### VOLUNTEERING AT RILEY HOSPITAL

Opportunities to volunteer within Riley Hospital are open to individuals over the age of 18 who meet the minimum commitment of a volunteer.

#### [Volunteer application](#)

For any additional questions please contact the IU Health department of Volunteer Services at 317.944.5757.

## Riley License Plates

Riley wagon license plates offer a visible way to show your support for Riley Hospital.

Riley plates are available for cars, trucks and motorcycles.

A \$25 tax-deductible gift goes straight to Riley Children's Foundation with each plate purchase.

Riley plates raise nearly \$400,000 each year for Riley Hospital.

You can switch at any time to a Riley plate, even if your license plate is not up for renewal. (The BMV will prorate your fee.)

Simply visit any Indiana license branch and request a Riley plate.

For more information, visit [RileyKids.org/LicensePlates](http://RileyKids.org/LicensePlates).



## Corporate Partner Support

Riley Hospital partners with businesses across the state to raise money for the hospital. Some events include Dairy Queen Miracle Treat Day, IHOP National Pancake Day, and more.

To stay up-to-date with corporate campaigns benefiting Riley Hospital, visit [RileyKids.org/Calendar](http://RileyKids.org/Calendar).



## Riley at Work in Your Community

Wherever you are in Indiana, Riley Hospital is a “local” charity. Families from all 92 Indiana counties make more than 323,000 patient visits to Riley Hospital and its regional clinics each year. Riley’s iconic red wagon can be recognized in philanthropic partner locations and communities throughout the state.

## Riley Champions Program

### PRESENTED BY KROGER

Riley Children’s Foundation created the Riley Champions program to recognize and honor remarkable Riley patients across the state who have distinguished themselves by overcoming medical obstacles, often times beating impossible odds. These Champions willingly share their stories of struggle and triumph.

- Nominees are typically between the ages of 8-18.
- They give back to their community and demonstrate the “Chad Keown Spirit of Riley,” showing a desire to leave a legacy. Chad passed away while serving as a 2018 Riley Champion.
- They are willing to participate in media interviews and attend Riley Children’s Foundation events.



2019 Riley Champions

If you know a Riley kid to consider for the honor of becoming a Riley Champion, please nominate them at [RileyKids.org/Champions](https://RileyKids.org/Champions). Nominations are accepted year-round and selected Champions are notified in August.

## Bear in the Chair Program

### PRESENTED BY SPEEDWAY LLC

Children admitted to the hospital may feel isolated and disconnected from their home community. The Bear in the Chair program is designed to help eliminate feelings of loneliness by maintaining a connection between children being treated at the hospital and their school. When an elementary age child is admitted to Riley for more than one week, the Riley Hospital for Children Child Life & School Programs will contact the patient's school for permission to send a Bear in the Chair to the child's classroom. The teddy bear sits at the child's desk until he/she returns. Riley Hospital for Children staff also facilitate FaceTime opportunities between the patient and his/her classmates and bear at school. Upon the child's return to school, he/she can take the bear home.

The Bear in the Chair program is unique in Indiana. Riley Hospital for Children caregivers became interested in starting the program after learning of a similar effort at a children's hospital in Seattle. The program began in the Speedway Burn Center and has expanded to include each Riley Hospital clinical unit.



## Riley School Program

The mission of the School Program at Riley Hospital for Children at IU Health is to serve and advocate for school-aged patients and their families. School is an important part of a child's life. When it gets interrupted due to a hospitalization, an educational liaison provides support to Riley families and their children. The Riley School Program is committed to supporting each patient's educational plan throughout hospitalization, treatment and long-term needs ensuring a smooth transition back to home and school.

The Riley School Program supports students in kindergarten through 12th grade who come to Riley at IU Health for care. Fifteen teachers and one supervisor, with various teaching licenses, staff the Riley School Program. Each Riley teacher partners with the patient's school to provide normalcy while the patient is hospitalized and to ensure that an appropriate education plan is put in place prior to the patient's discharge.

Riley educational liaisons serve a child's educational needs in these important ways:

- Coordinating assignments with the inpatient's regular classroom teacher.
- Providing 1:1 or small group tutoring, as medically appropriate.
- Submitting attendance cards to schools at discharge.
- Facilitating homebound services for qualified students who cannot return to the classroom for 20 school days or more.
- Providing documentation for Individualized Educational Plan (IEP) or 504 Plans.
- Offering supportive services to ensure a smooth transition for a Riley patient back to home and school including:
  - The Bear in the Chair Program
  - REACH/Re-entry
  - Case-Conference



For further information about the Riley Hospital for Children School Program please send an email to [RileySchoolProgram@IUHealth.org](mailto:RileySchoolProgram@IUHealth.org).

## Free Items Available Online

- Paper Icons
- “Our Goal” Thermometer Posters
- Plastic Riley Lapel Pins
- Red Wagon Buckets
- Riley Wagon Tattoos
- “Thank You” Disposable Banners
- Riley Hospital Wristbands
- Kids Caring & Sharing Bookmarks
- Riley Pencils



## KCS Google Drive

Riley Children's Foundation is excited to provide schools with electronic versions of KCS resources to aid in your fundraising efforts. We hope you find these materials helpful as you continue to grow your program.

Please use this [link](#) to view and download any of our resources:

### RESOURCES WHICH CAN BE FOUND ON THE GOOGLE DRIVE INCLUDE:

- KCS Guidebook
- Sample fundraising letters and forms
- Riley Hospital tour video
- Sample news release



**LETTERS/  
FORMS**

**VIDEOS**

**NEWS  
RELEASE**

## Additional Support Material

### CONNECT TO RILEY MISSION RESOURCES

Connect with Riley Children’s Foundation through our social media channels—be sure to tag us in your posts!

- Facebook: [Facebook.com/RileyKids](https://www.facebook.com/RileyKids)
- Twitter: [@RileyKids](https://twitter.com/RileyKids)
- Instagram: [@RileyKids](https://www.instagram.com/RileyKids)
- YouTube: [Riley Kids Videos](https://www.youtube.com/RileyKidsVideos)

### Online Tour Video

We know it may be difficult to get a group of students or staff to Riley Hospital for Children for a tour, so Riley Children’s Foundation put together a video tour of the hospital. This video highlights the history of Riley Hospital, gives information about Riley Children’s Foundation and shows you the inside of the hospital. You can find the video in the [KCS Google Drive](#) or at [RileyKids.org/Videos](https://RileyKids.org/Videos).

### Riley Patient Stories

- No one speaks more passionately about Riley Hospital than families whose lives have been touched by the hospital.
- Every child who comes to Riley Hospital has his or her own unique story.



- Riley stories can often share common themes:
  - **Strength**...of children who, in the face of life's toughest challenges, inspire those around them with their joy and resilience.
  - **Dedication**...of doctors, nurses and caregivers who treat each child as they would their own.
  - **Hope**...for children facing medical challenges today and for the children of tomorrow, thanks to treatment breakthroughs from our renowned pediatric research team.

We invite you to be inspired. Please read and share these remarkable Riley stories ([RileyKids.org/Stories](https://RileyKids.org/Stories)) as a part of your awareness building efforts.

### Public Area Tours

Contact Susan Miles ([SMiles@RileyKids.org](mailto:SMiles@RileyKids.org)) to schedule a tour of Riley Hospital.

Visit the [online Riley tour](#) or consider planning your tour before November 1 and after March 30 to avoid potential visitation restrictions due to flu season and other public health restrictions.

### Directions to Riley Hospital

575 Riley Hospital Drive, Indianapolis, IN 46202

Individual cars may park in the Riley Outpatient Center (ROC) Garage. Do NOT park in the Simon Family Garage which is for patients and families only.

With prior arrangements through Susan Miles, buses may park under the awning of the Simon Family Tower drive or in another agreed upon location.

- From the North:
 

Exit off I-65 South at West Street (Exit 114). At the bottom of the ramp (2nd light), turn right on to 11th Street which becomes 10th

Street. Turn left at the stop light onto Riley Hospital Drive. Drive past the Simon Family Tower Entrance and the ROC Garage entrance will be ahead on your left.

- From the South:

Exit off I-65 North at West Street (Exit 114) (exit will be on your left). At the bottom of the ramp, turn left on to West Street. At the 1st stop light, turn right on to 11th Street which becomes 10th Street. Turn left at the stop light onto Riley Hospital Drive. Drive past the Simon Family Tower Entrance and the ROC Garage entrance will be ahead on your left.

- From the East:

I-70 West to I-65 North. Exit off I-65 at West Street (Exit 114) (exit will be on your left). At the bottom of the ramp (2nd light), turn right on to 11th Street which becomes 10th Street. Turn left at the stop light onto Riley Hospital Drive. Drive past the Simon Family Tower Entrance and the ROC Garage entrance will be ahead on your left.

- From the West: (US 136 or I-74)

Take US 136 or I-74 which becomes Crawfordsville Road/16th Street. Go through Speedway and turn right on to Tibbs Ave. Turn left on 10th Street and head east. Turn right at the stop light onto Riley Hospital Drive. Drive past the Simon Family Tower Entrance and the ROC Garage entrance will be ahead on your left. The ROC Garage entrance will be ahead on your left.

- From the West: (I-70)

Exit I-70 East to the West Street Exit (Exit 79). Go north on Missouri, which becomes West Street. Stay on West Street until Michigan St. Turn left on to W. Michigan St. Then, turn right on to Riley Hospital Drive. The ROC Garage entrance will be ahead on your right.

### Support Area Stewardship Reports

In 2015, the KCS advisory council ([“Key Kids Caring & Sharing Contacts”](#) on page 51 for the full list) reviewed information from hospital leadership outlining the hospital’s top funding priorities. Based on that information, the KCS board decided to direct all unrestricted school gifts to research initiatives at Riley through the 2021-2022 school year.

This [research impact report](#) offers the most current information about school’s gifts at work.

## Example Forms and Letters

[Participant Registration Form](#)

[Participant Medical Information Form](#)

[Participant Fundraising Letter](#)

[Participant Thank You Letter](#)

[Riley Family Invitation Letter](#)

[MyRiley Story Form](#)

[Corporate Sponsorship Letter](#)

[Corporate Sponsorship Form](#)

[News Release Sample](#)

## Key Kids Caring & Sharing Contacts

### RILEY CHILDREN'S FOUNDATION

Susan Miles, Kids Caring & Sharing Officer  
[SMiles@RileyKids.org](mailto:SMiles@RileyKids.org)  
317.759.6951

### KCS ADVISORY COUNCIL

#### Northern Indiana

##### IASP District 1

Doug DeLaughter, Principal  
Peifer Elementary School  
Scherville, IN  
Lake Co  
(219) 322-5335  
[ddelaugh@lcscmail.com](mailto:ddelaugh@lcscmail.com)

##### IASP District 2

Nick Kimmel, Principal  
South Central Elementary  
Union Mills, IN  
LaPorte Co  
(219) 767-2269  
[nkimmel@scentral.k12.in.us](mailto:nkimmel@scentral.k12.in.us)

##### IASP District 3

Janette Moore, Principal  
Metro North Elementary  
Wabash, IN  
Wabash Co  
(260) 563-8050  
[moorej@msdwc.k12.in.us](mailto:moorej@msdwc.k12.in.us)

##### IASP District 4

John Pearl, Principal  
Battle Ground Elementary School  
Battle Ground, IN  
Tippecanoe Co  
(765) 567-2200  
[jpearl@tsc.k12.in.us](mailto:jpearl@tsc.k12.in.us)

**IASP District 5**

Todd Crosby, Principal  
Clay Middle School  
Carmel, IN  
Hamilton Co  
(317) 571-4020  
tcrosby@ccs.k12.in.us

**IASP District 5**

Jason Urban, Principal  
Fishers High School  
Fishers, IN  
Hamilton Co  
(317) 915-4290  
jurban@hse.k12.in.us

**IASP District 6**

No current board representation

**Central Indiana****IASP District 7**

No current board representation

**IASP District 8**

Janel Bonomo, Principal/KCS Co-Chair  
Fayette Elementary  
West Terre Haute, IN  
Vigo Co  
(812) 462-4451  
jlb3@vigoschools.org

**IASP District 8**

Cassandra Cook, Principal  
Meadows Elementary  
Terre Haute, IN  
Vigo Co  
(812) 462-4301  
cja@vigoschools.org

**IASP District 8**

Suzi Gephart, Principal  
Lester B Sommers Elementary  
Crawfordsville, IN  
Montgomery Co  
(765) 362-3979  
sgephart@nm.k12.in.us

**IASP District 8**

Suzanne Marrs, Principal/KCS Co-chair  
Sugar Creek Consolidated Elementary  
West Terre Haute, IN  
Vigo Co  
(812) 462-4443  
smm5@vigoschools.org

**IASP District 9**

Davin Harpe, Principal  
Center Grove Middle School North  
Greenwood, IN  
Johnson Co  
(317) 885-5500  
Harped@centergrove.k12.in.us

**IASP District 9**

Andrea Korreck, Principal  
Northwood Elementary  
Franklin, IN  
Johnson Co  
(317) 346-8900  
korrecka@franklinschools.org

**IASP District 9**

Talmadge Reasoner, Asst Principal  
Seymour High School  
Seymour, IN  
Jackson Co  
(812) 522-4384  
ReasonerT@scsc.k12.in.us

**IASP District 10**

Jim Voelz, Principal  
New Palestine High School  
New Palestine, IN  
Hancock Co  
(317) 861-4417  
jvoelz@newpal.k12.in.us

**Southern Indiana****IASP District 11**

Amanda Wilson, Principal  
West Elementary  
Mount Vernon, IN  
Posey Co  
(812) 833-2072  
wilsonab@mvschool.org

**IASP District 12**

April Holder, Principal  
WE Wilson Elementary  
Jeffersonville, IN  
Clark Co  
(812) 288-4888  
aholder@gcs.k12.in.us

### At Large

Aimee Lunsford, IASP President 2021-22  
Lincoln Elementary School  
Warsaw, IN  
Kosciusko Co  
(574) 267-7474  
alunsford@ warsawschools.org

Tim Mc Roberts, Assoc Director  
Indiana Association of School  
Principals (IASP)  
(317) 891-9908  
tmcroberts@iasp.org

Michael Lovely, Executive Director  
Indiana Association of Student Councils  
(IASC)  
mlovely@iasp.us

Phil Davis  
KCS Historian

Todd Bess, Executive Director  
Indiana Association of School  
Principals (IASP)  
(317) 891-9900  
tbess@iasp.org

Bob Taylor, Executive Director  
Indiana Association of Public School  
Superintendents (IAPSS)  
(317) 639-0336  
rtaylor@iapss-in.org