



## 2022 Class

Celebrating Up-and-Coming Leaders in Philanthropy

Kevin Guest House is dedicated to expanding its philanthropic mission to the next generation of Buffalo's most dedicated young professionals. Please consider nominating an individual who is invested in growing as a leader in their professional landscape, as well as their philanthropic work.

Kevin Guest House is America's first healthcare hospitality house, welcoming patients and families traveling to any Buffalo area hospital for medical care. Through Giving Hearts, we hope to empower you through professional growth and community service.

### You have been nominated to become a Giving Heart because:

- You stand out in your profession as a leader.
- You are giving of your time, talents and treasure to those in need.
- You want to improve your community.
- You support causes bigger than yourself.

### Kevin Guest House can provide you with:

- Introductions to other influential community members, helping to broaden your network.
- An opportunity to meet other professionals who believe in helping others.
- The ability to volunteer in a hands-on way, directly enhancing the lives of our guests.
- Training to become a stronger professional and a confident volunteer fundraiser.



## Giving Hearts Member First Year

### By joining the Giving Hearts program you will:

- Commit to raising \$1,000\* to support guests staying at Kevin Guest House.
- Be paired on one of two teams, working together to reach your goals and cheer each other on.
- Commit to attending seven (7) events during the year including:
  - o Attend a KGH small group orientation and tour of Kevin Guest House (Jan./Feb.)
  - o Attend\* a kick-off Happy Hour with fellow Giving Hearts members & leadership (Mar.)
  - o Attend\* presentation and discussion from one of our Healthcare Partners (April)
  - o Network with KGH Board of Directors at two early evening board meetings (May/Sept.)
  - o Work with a small group of Giving Hearts to prepare dinner for KGH Guests, or work on a project on the campus (June & Aug.)
  - o Help build the KGH network by inviting a friend to our free Anniversary Celebration (July)
  - o Celebrate your achievements by attending the Giving Heart Ambassador's signature event, Bites & Brews (Oct./Nov.)
  - o Toast your success with fellow GH members at Holiday Happy Hour (Dec)
- Build your network through networking events, and professional development sessions.
- Nominate a fellow Giving Heart to mentor after you successfully reach your goals.
- Join your fellow Giving Hearts members if chose for other get-togethers, such as networking happy hours, professional development sessions, KGH events or volunteer group projects.

*\*May be in-person or virtual*

*\*\$500 unrestricted fundraising; \$500 through KGH event sponsorship, pre-event ticket sales; flower sales*

## Become a Giving Hearts Ambassador Second Year and Beyond

### By committing to be a Giving Hearts Ambassador you will:

- Use your first year experience as a Giving Heart to mentor and support new Giving Hearts class members and continue supporting the Kevin Guest House mission.
- Commit to raise \$1,000 to support guests staying at KGH.
- Attend six (6) events during the year:
  - o A Giving Hearts Orientation and tour of KGH (Jan./Feb)
  - o A kick-off Happy Hour to get to know your mentees & leadership team (Mar.)
  - o Work with a small group of Giving Hearts to prepare dinner for KGH Guests, or work on a project on the campus (June & Aug.)
  - o Help build the KGH network and bring one or more friends to our free Anniversary Celebration (July)
  - o One of the two Board networking meetings (May/Sept.)
  - o Celebrate your achievements by attending the Giving Heart Ambassador's signature event, Bites & Brews (Oct./Nov.)
  - o Toast your success with fellow GH members at Holiday Happy Hour (Dec)

*The remaining events for Giving Hearts first-year members are optional for you to attend.*

Celebrating Up-and-Coming Leaders in Philanthropy  
**Change the world with a Giving Heart**  
**CLASS OF 2022**



Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Nominated by: \_\_\_\_\_

Company Name: \_\_\_\_\_

Job Title: \_\_\_\_\_ Supervisor Name: \_\_\_\_\_

\_\_ Yes, please send my employer a letter acknowledging my participation as a Giving Heart!

**What other organizations is the nominee involved with? Please include any leadership roles achieved, currently held, recent promotions, or awards given.**

\_\_\_\_\_ I am committing to raising \$1,000\* before December 31, 2022 in the following way(s):

**Online Fundraising:**

- Pledge-based Fundraising Page for a walk or other challenge
- Facebook Fundraiser (Birthday, Giving Tuesday, Kevin's Birthday)

**Host an Event:**

*Garden at KGH available for use!*

- Happy hour for friends or colleagues
- Host a beer or wine tasting party
- Host a fitness or craft class, etc.
- Host another event \_\_\_\_\_
- Football squares or sports bracket

**Office Involvement:**

- A bake sale, or other food sale at work such as an ice cream party
- Request a corporate gift
- Raffle off a prize such as a gift basket, event tickets or an extra day off
- Sell spring or winter flowers to my colleagues, family and friends
- My company offers a matching gift

**Personal Gift:**

- I'll make a gift online
- I'll send in a check

**Customer or Client Involvement:**

- Pin-ups to sell at registers, counters, or other point-of-sale
- Send a letter to my clients or vendors asking for their help with a donation or sponsorship
- Offer the opportunity to round up a purchase to the nearest dollar, or drop in their spare change

**I have some other ideas...**

\_\_\_\_\_

*\*\$500 of the total \$1,000 can be raised through sponsorship and pre-event ticket sales of KGH Affaire of the Heart, Golf and Supper in the Street events, and community flower sales.*

\_\_\_\_\_ I will make every reasonable effort to attend the seven required events during the year.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# 2022 Giving Hearts Calendar of Events

**Red Events: 7 required (First Year) Blue Events: Optional**

## **Jan & Feb: Orientation and tour of Kevin Guest House (multiple dates)**

Learn the history and mission of KGH and tour our campus, scheduled as small groups in-person.

## **February: KGH Event: Affaire of the Heart\***

KGH's signature fundraiser goes virtual with take-home meals from JT's Urban Bistro and online program. Raffle and online auction available to the public. **Tickets, program ads & sponsorship available.**

## **March: Giving Hearts Virtual Happy Hour**

**Meet fellow Giving Hearts members (May be in-person or via Zoom)** Hear from KGH Executive Director, Lynsey Weaver, our Board President and program chairs, ask any questions about the program or KGH. Show and Tell one thing about yourself!

## **April: Healthcare Partner "Behind the Scenes" Presentation**

**Two available programs:** Join us for and in-depth conversations with Philip L. McCarthy, MD Chief, Transplant & Cellular Therapy Program, and KGH board member Shirley Johnson Chief Clinical Operations Officer, Senior Vice President at Roswell Park Comprehensive Cancer Center. Learn about the outstanding treatment and research programs that attract patients from across the country, and the role KGH plays in supporting their patients.

## **May: Networking at KGH Board Meeting**

**Meet the KGH board** and observe a board meeting.

## **April & May: KGH Event - Spring Flower Sales**

**Collect orders** from your friends, family or co-workers for beautiful locally grown hanging flower baskets, just in time for Easter & Mother's Day. Available for pickup at KGH, delivering included for orders over \$200.

## **June 6: Happy Birthday Kevin!**

Celebrate Kevin's birthday **by gathering much-needed items for the house.** Encourage them to join in the fun bringing a "present" for KGH from our wish list. Or, join together to do a project or meal at the house.

## **July 11: KGH Event - Celebrity Golf Classic and Nine & Wine\***

Nine-hole morning tournament includes wine tasting at lunch. Afternoon 18-hole tournament includes lunch and dinner, tee off at noon. Online auction open to the public. **Sponsorship, tee sign and foursome opportunities.**

## **July: KGH Event – 50<sup>th</sup> Anniversary Celebration**

Celebrate Kevin Guest House's **50th Anniversary** at this **complimentary** open house. **Bring at least 1 friend** who has never been to Kevin Guest House (submit names for invites)

## **August: KGH Dinner, House Project or Happy Hour**

Connect with your GH team to make **dinner for the KGH guests, work together on a house project, or network** at a happy hour.

## **September: KGH Event – Supper in the Street\***

Fundraising event will feature farm-to-table meal for 500 served at the longest dinner table in Buffalo. **Sponsorship, and event ticket opportunities**

## **September: Breakout Sessions at KGH Board Meeting**

**Observe a KGH Board meeting,** and breakout sessions to network and provide feedback on program.

## **Oct/Nov: Bites & Brews Meat Raffle fundraiser, presented by the Giving Hearts Ambassadors**

Celebrate your success and support our Ambassadors at their 3<sup>rd</sup> annual fundraiser to benefit KGH. **Awards and group photo.**

## **November: KGH Event - Winter Flower Sales**

**Collect orders** from your friends, family or co-workers for beautiful locally grown poinsettias. Available for pickup at KGH, and delivering included for orders over \$200.

## **December: KGH Giving Hearts Holiday Happy Hour Wrap-up Celebration**

*\*Sponsorship and pre-sale tickets for these events can be used for up to \$500 of your \$1,000 goal.*

***Details subject to change based on healthcare and safety recommendations.***



## How will you reach your \$1,000 goal?

We are here to support your efforts!

Need assistance with creating a fundraising page? Not sure what to post on social? Would a flier help get the word out? Contact Marianne, [mpotratz@kevinguesthouse.org](mailto:mpotratz@kevinguesthouse.org)

**Not sure where to get started? Here are some ideas:**

### Online Fundraising

**Facebook:** offers one of the easiest, no-fee platforms for raising money. Ask your virtual friend world for donations in honor of your birthday, a special occasion or anniversary, in honor of Kevin's birthday, for Giving Tuesday, etc. You'll be amazed at how easy it is! <https://www.facebook.com/fund/KevinGuestHouse/>

**Pledged-based:** We can help you set up a page through Fundly or GoFundMe, and ask your friends and family to make pledges for a walk, run, or other challenge.

### Take it to Work

**Matching Gifts** Many employers will make a contribution to the charity of your choice, spurred by a donation or volunteer hours you've made to that organization. Learn more by asking your Human Resources department or supervisor.

**Corporate Sponsorship** Is your company trying to reach more potential customers, or build its public profile? KGH offers several events that draw a variety of crowds, from fun and friendly to corporate-focused, our events could help promote your service or product. Think our guests might be a better audience? House sponsorships help to directly underwrite the cost of guest stays while sharing your brand with our guests.

**Calling all Clients** Our clients and vendors often choose to work with us because we share similar values and goals. It's likely they too will share in your excitement of giving back. Send a letter to 10 clients or vendors asking for them to help pitch in \$100 to help reach your goal.

**Ice Cream Party** There's nothing sweeter than an ice cream sundae served up by the big boss! Or, host a bake sale. Not into sweets? Try a hot dog lunch, pizza party or spaghetti dinner.

**Raffle** Sometimes an extra day off is exactly what we need! Raffle off the chance to win a day off, the perfect parking spot, lunch with the CEO, or other special opportunity.

**Happy Hour** Toast a productive week with a happy hour. Charge for tickets at the door and provide a drink ticket or two.

**Pin Ups or Round Ups** Does your office or branch host retail foot-traffic? Offer the chance for customers to purchase a pin up, or round up their purchase to donate the change.

### Friends and Family Make it Fun

**Send an Email** Spread the word to family and friends all over the country with just an email encouraging them to make a gift to a personalized online fundraising page.

**Host a Class** Invite friends and family to a workout, cooking or crafting class, with donations going to KGH. Space available on the KGH campus!

**Trivia & Talents:** Show off your skills and host a trivia night (in person or online) or open mic night.

Beer or Wine Tasting Have a party in the backyard while tasting the latest brewery or winery. Grab a few growlers or bottles, snacks, and enjoy the company of friends!

Get Sporty: Host a softball, volleyball, cornhole tournament, etc. Or get in the game with sports squares or brackets.

Lemonade Stand Teach your kiddos about giving back by hosting a lemonade stand. Sell cups of the good stuff for 50 cents and don't forget to say it's for a good cause!

Cans for Kevin Ask your friends and neighbors to collect their cans for you to return – especially after a big game or holiday!

Supper on My Street: Inspired by KGH's dinner program and one of our signature fundraisers, host a dinner party. In lieu of dining out, ask friends to donate the cost of the meal or "tip the server"

### **A Personal Gift**

Consider making a tax deductible personal gift to Kevin Guest House, by cash, check, credit card or online.