



Everyone's Got Change!

A fundraising campaign supporting patient and family programs at the American Family Children's Hospital

What is "Everyone's Got Change"?

Sponsored by Capitol Bank in Madison, Everyone's Got Change is a fun and easy-to-do fundraising campaign to support patient and family programs at the brand new American Family Children's Hospital in Madison. Youth philanthropy, which is coordinated through the hospital's "Rise Up for Kids" program, is an important source of funding. It also helps empower and celebrate schools and young people who are looking for a worthy cause to support.

When is "Everyone's Got Change" happening?

The two-week campaign runs from November 5 through Friday, November 16.

How does "Everyone's Got Change" work?

Most classes or grades will want to do a "Change Challenge" with a goal of scoring the most points at the end of the game, typically lasting for one week. Classes, grades or teachers and students can compete against one another to see who can reach the highest score.

Each coin is worth its face value in points (a dime is worth 10 points, etc.). Paper money bills are worth their face value in NEGATIVE points! Therefore, a team earns points by placing coins in their class or grade bucket, and can "sabotage" opposing classes or grades by adding bills to their bucket. The class/grade with the most points wins the challenge.

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What happens to the money that is raised?

American Family Children's Hospital is committed to ensuring that all children receive world-class care whether at a clinic appointment or during a long hospital stay. All proceeds raised from "Everyone's Got Change" will help ensure that our patients receive the highest quality care through various programs, including our Family Resource Center, Sibling Care Center, Positive Image Center, and Kohl's Safety Center. These proceeds also support research and provide families with housing, meals, transportation and emergency assistance.

This sounds fun! How do we get started?

Just follow these easy steps:

1. Fill out the registration form at www.nofinergift.org (look for Rise Up for Kids) and send it back to Kylee Carolfi Malik via fax # (608) 265-9650 or e-mail kmalik@uwhealth.org. Find other useful fundraising tools and tips at www.nofinergift.org.
2. Submit your proceeds (to your local bank) by Wednesday, November 21, 2007.
3. Once your fundraiser is complete, please email Kylee Carolfi Malik by **Wednesday, November 21st** to indicate final fundraising total. We will supply bank wiring and contact information when you register.

When and where will our total collection be announced?

Each school's total and the final total will be posted on the AFCH Web site: www.nofinergift.org
An ad announcing the final campaign total will be in the Wisconsin State Journal newspaper on Sunday, December 2. All schools who have emailed Kylee Carolfi Malik by Wednesday, November 21 will be included.

