



Somerset

MEDICAL CENTER FOUNDATION

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Dear SMC Employees and Staff:

Welcome to the 2011 Somerset Medical Center Employee Giving Campaign!

In an effort to further enhance the great sense of pride all of us feel as members of the SMC community and to set a new standard of employee giving, both in terms of participation and dollars, the Foundation is pleased to announce a new approach for our 2011 annual campaign. This year's SMC Employee Giving Campaign will be aligned with the 3rd Annual Steeplechase Distance Run (October 2nd) and will feature a friendly competition between departments. You can support SMC by making a personal donation and by asking friends, family, and others to sponsor you if you are planning to run or walk in the Steeplechase Distance Run.

Great prizes will be awarded to departments based on total dollars raised and highest percentage of employee participation. In addition, the top three individual fundraisers will receive a 32-inch LED HDTV, an Apple iPod and an Amazon Kindle, respectively.

Our goal for the 2011 Employee Giving Campaign is to raise \$100,000 to fund community and patient education programs at The Steeplechase Cancer Center. Please note that while this year's campaign benefits the oncology program, ultimately all departments will benefit from your participation.

Instructions and fundraising materials for the 2011 Employee Giving Campaign can be found in the enclosed packet and on the Foundation's website at www.smcfoundation.com/EmployeeSupport. If you choose to fundraise online, the Friends Asking Friends ("FAF") link will guide you through useful tools for creating a personal fundraising page, sending out personalized e-mails, and tracking donations. Please contact the Foundation office at x2885 if you have questions.

We look forward to a day of remarkable success and celebration on October 2nd as SMC employees join forces to support the 2011 Employee Giving Campaign. Thank you in advance for your commitment to and participation in this important event.

Sincerely,

A handwritten signature in black ink that reads 'Paul Huegel'.

Paul Huegel
President

Enclosures

P.S. Your personal donation of \$100 or more will entitle you to receive an apple pie at our annual Employee Donor Recognition Day celebration prior to Thanksgiving.

Support Somerset Medical Center

Join the SMC Employee Giving Campaign!



To Benefit

The Steeplechase Cancer Center
at Somerset Medical Center

Sunday, October 2, 2011

Amsterdam School
Hillsborough, NJ

3 Easy Ways to Participate in the 2011 SMC Employee Giving Campaign

<http://steeplechasedistancerun.kintera.org/>

1. **Make a personal contribution.**
Make a direct donation to the Employee Giving Campaign or a donation in support of a runner or walker.
2. **Create a personal fundraising page.**
Collect donations from family and friends or create a team to raise money for the campaign. The "Friends Asking Friends" program on our website makes fundraising easy, and allows you to set a goal and track your progress.
3. **Sign up to run or walk in the event.**

Please join us and start fundraising today!

Make a Difference. Get Involved.

Thank You.

For more information, please call the Foundation Office at (908) 685-2885.



FUNDRAISING INFORMATION

Employee Giving Campaign Participation

There are a number of ways to contribute to the 2011 SMC Employee Giving Campaign:

- make an outright gift to the Employee Giving Campaign
- make a donation in support of a fellow SMC employee/department colleague or someone else who is participating in the event as a runner or walker
- solicit and secure donations from others to benefit the campaign
- solicit and secure donations on behalf of a fellow SMC employee/department colleague who is participating in and raising money through the event
- register for the event and participate as a walker or runner
- participate in the event and solicit/secure supporting donations from others

Event Registration

Registration can be done by mail (entry forms will be available outside the Cafeteria or via download from the event page on the Foundation website) or online through the official race website: www.oym.net/Raceinfo/steeplechase.htm. The early registration fees (postmarked/received by 9/24) for the 25K run and 5K run/walk are \$48 and \$22, respectively. After September 26th and through race day, October 2nd, the corresponding fees are \$55 and \$25.

Donation Collection Envelope

A form for recording and tabulating donations (cash/check/credit card) obtained by the employee during the 3-week period leading up to event day (October 2nd) will be printed on one side of the envelope. This is the primary tracking sheet. Pledges cannot be accepted. All donations and corresponding documentation should be kept in the collection envelope.

Recruiting Supporters

The best way to identify potential supporters is to compile a list of e-mail or regular address contacts. Family members, relatives, friends, neighbors and co-workers are all excellent potential donation sources. *Please do not solicit hospital patients.*

Setting a personal fundraising goal will make it easier to solicit donations. Personalized letters and e-mail messages are among the most effective ways to raise money. Asking for a specific amount and providing a return envelope or a link to our secure online donation site (www.kintera.org/faf/home/default.asp?ievent=469123) can greatly increase the likelihood of success.

Friends Asking Friends is another great way to generate interest and support. Through a password-protected account you create, you can email friends, family members, relatives, co-workers, etc. and encourage them make a donation. People you contact can make secure, online donations and as the money comes in, you can track your progress. There is no limit on the number of people you can ask to participate in your personal fundraising campaign. All you need is a list of e-mail addresses. Detailed information on the Friends Asking Friends program and online fundraising appears on page 4.

Donation Tracking Sheet

For safety and simplicity, ask donors to give via check, not cash. Cash is irreplaceable if the collection envelope is lost or stolen. If cash is received, convert it into a check and write "cash donation" on the memo line of the check. Then record the donor's name and address on the tracking sheet.

When accepting a donation, be sure that each donor's contact and gift amount information is printed clearly and legibly on the envelope tracking sheet or on an extra tracking sheet you will keep inside the envelope. The Foundation will thank those who make donations only if it has a complete name and address, including zip code. With accurate, readable information, the Foundation can send prompt donation acknowledgment letters.

Collecting a donation at the time the donor commits to support your efforts and the event is strongly encouraged. If a donor gives you his/her donation now, you will not have to pursue payment at a later date.

Complete the primary tracking sheet with your name, department and the total amount in the envelope. If you have secured more donations than can be recorded on the outside tracking sheet, place additional tracking sheets inside the envelope. It is very important that you indicate whether you have also used Friends Asking Friends to raise money online (check the box and include the name of your team).

Donation Envelope Return

Employees can turn in their envelopes to Jennifer Moorcroft in the Executive Suite or to the Foundation office at 92 East Main Street, Somerville, NJ (3rd Floor) anytime before 5 p.m. on Friday, September 30th. You can also bring your envelope to the walk/run registration tent on October 2nd. Under no circumstances should the collection envelope be placed in the mail.

Prizes/Awards/Incentives

The Foundation will award special SMC departmental prizes for 1st, 2nd and 3rd place in the following categories: (1) total dollars raised by department employees, and (2) department employee participation in the campaign. The top three individual fundraisers will receive a 32-inch LED HDTV, an Apple iPod and an Amazon Kindle, respectively. In addition, all employee giving campaign donors will be specially recognized at a Foundation-sponsored event to be held later in October, as well as on a display board in the Cafeteria.

In order to be eligible to receive an apple pie at the annual Pie Day donor recognition event, an employee must personally make a campaign donation of at least \$100. Donations secured by the employee through his/her fundraising efforts will not count toward the \$100 Pie Day gift qualifying amount.

Ideas/Suggestions

Raise \$150 (or \$250 or more) in 10 Days!

<u>Day #</u>		<u>Totals</u>	
1	Make your own \$15 or \$25 contribution	\$15	or \$25
2	Ask your significant other to also contribute \$15 or \$25	\$30	or \$50
3	Ask your parent(s) to contribute \$15 or \$25	\$45	or \$75
4	Ask your best friend to contribute \$15 or \$25	\$60	or \$100
5	Ask your boss/supervisor to contribute \$15 or \$25	\$75	or \$125
6	Ask a friend at work to contribute \$15 or \$25	\$90	or \$150
7	Ask a sister or brother to contribute \$15 or \$25	\$105	or \$175
8	Ask your in-laws to contribute \$15 or \$25	\$120	or \$200
9	Ask a neighbor to contribute \$15 or \$25	\$135	or \$225
10	Ask a fellow youth sports parent to contribute \$15 or \$25	\$150	or \$250

Online Fundraising – “Friends Asking Friends”

Simply follow the steps below to create a personal fundraising page:

Step One:

Go to www.kintera.org/faf/home/default.asp?ievent=469123

Step Two:

- Click on the Register Here tab
- Join as a Team or Individual
- Complete the required registration fields

Step Three:

Go to the “My Webpage” section to edit your personal page. This is the page your recruited donors will see, so give it your own touch by adding a picture and information about you and your reasons for participating in the campaign.

Step Four:

Send email messages to friends, family and others asking them for donations. The messages will automatically include a direct link back to your personal page to make it as easy as possible for them to make a donation or join your team.

Step Five:

Visit your “Reports” area often and see how you are doing! Utilize the other convenient tools to help you reach your goal!

To summarize, when you go to the Friends Asking Friends site to register as an online fundraiser, you can choose one of three options: ***Start a Team***, ***Join a Team***, or ***Join as an Individual***.

- When you Start a Team, you designate yourself as the captain, choose a team name, and actively recruit new team members to join your efforts to raise money.
- When you Join a Team, you are joining a team that already exists. You will be asked to search for and identify the team you wish to join by its name.
- If you choose the Join as an Individual option, you are registering to raise money on your own without the help of others.



2011 SMC Employee Giving Campaign Steeplechase Distance Run - October 2, 2011

SMC Employee: _____

SMC Department: _____

Total Amount Enclosed: \$ _____

I have also created a "Friends Asking Friends" page. My team name is _____.

To receive proper credit for your fundraising efforts, please submit this envelope and all donations to Jennifer Moorcroft in the Executive Suite or to the SMC Foundation office at 92 East Main Street, Somerville, NJ (3rd Floor) by 5 p.m. on Friday, September 30th. You can also give it to a Foundation staff member at the run/walk registration tent on event day. Checks should be made payable to "SMC Foundation". For security reasons, consider converting all collected cash into a check.

List of Supporters

Name	Address	Amount		
		Cash	Check	Credit Card
Subtotals				

Special Instructions:

For a personal check, if the donor's address appears on the check, do not include it on this form - simply insert the donor's name in the appropriate space and write "see check" in the address space.

If you would like the Foundation to acknowledge a cash donation from a donor, please include the donor's name and complete mailing address.

The minimum credit card donation is \$10. You must submit a completed authorization form for each credit card donation.

THANK YOU FOR YOUR PARTICIPATION AND SUPPORT!

For questions, please call the Foundation Office at (908) 685-2885.



2011 SMC EMPLOYEE GIVING CAMPAIGN
GIFT OR PLEDGE FORM

YES, I want to make a **PLEDGE** – or – **GIFT** (circle one) in support of the **3rd Annual Steeplechase Distance Run** in the total amount of \$_____.

Payroll Deduction

Please deduct \$_____ per pay period for a total of 1 year beginning _____ (month, year) for a total gift of _____ (minimum pledge \$100). *Please sign your name at the bottom of page.

- see 2nd page for pledge payment schedule examples –

Non-Payroll Contribution

I prefer to make a non-payroll contribution of for a total of \$ _____ over 1 year (payable by check or credit card), beginning _____ (month 2011).

Annually Semi-annually Quarterly Monthly

One Time Gift Payable by Check/ Credit Card

Check enclosed. Please make payable to Somerset Medical Center Foundation.

Please charge my : MasterCard VISA AMEX Discover

Card Number: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

My spouse is employed by a company with a matching gift program. Please enclose form.

Employee Name: _____

Name(s): _____
(as you wish it to appear on printed donor lists)

Address: _____

City: _____ State: _____ Zip: _____

Home Phone #: _____ SMC Dept: _____ Extension: _____

Signature: _____ Date: _____

Payments on gifts and pledges are fully deductible as allowed by law. Thank you for your support.

The following charts show some examples of gift payment options.

PAYROLL DEDUCTION*

Annual Gift	Bi-weekly deduction	Total 1-Year Pledge
\$5,000	\$192.31	\$5,000
\$3,000	\$115.40	\$3,000
\$2,500	\$96.15	\$2,500
\$1,000	\$38.46	\$1,000
\$500	\$19.23	\$500
\$250	\$9.62	\$250
\$100	\$3.85	\$100

- Minimum contribution to enroll in payroll deduction is \$100 per year (\$3.85 per pay period) for a total pledge of \$100.00 over a 1 year period.

NON-PAYROLL DEDUCTION*

Annual Gift	Quarterly Payment	Semi-annual Payment
\$5,000	\$1,250	\$2,500
\$3,000	\$750	\$1,500
\$2,500	\$625	\$1,250
\$1,500	\$375	\$750
\$1,250	\$313	\$625
\$750	\$188	\$375
\$500	\$125	\$250
\$325	\$81	\$163
\$250	\$63	\$125
\$200	\$50	\$100
\$150	\$38	\$75
\$100	\$25	\$50

* Figures have been rounded to nearest dollar.
Exact amounts will be calculated and verified when pledge is confirmed.



CREDIT CARD TRANSACTION AUTHORIZATION FORM

I, _____, hereby authorize **Somerset Medical Center Foundation**
(DONOR NAME)

to charge my credit card for a donation in support of _____.
(EMPLOYEE NAME)

DONATION AMOUNT: _____

CREDIT CARD TYPE: _____

CREDIT CARD #: _____

EXPIRATION DATE: _____

BILLING ADDRESS: _____

NAME ON CARD: _____

SIGNATURE: _____

DATE: _____



EVENT INFORMATION

General Information

- WHEN:** Sunday, October 2, 2011
- WHERE:** Amsterdam Elementary School
301 Amsterdam Drive
Hillsborough, NJ 08844
- TIME:** 7:00 a.m. – Registration
8:30 a.m. – 25K Run
9:00 a.m. – 5K Run/Walk
- DISTANCE:** 25 kilometers (15.5 miles) & 5 kilometers (3.1 miles)

Directions

From points West: Route 78 East to Exit 29 (287 South toward Perth Amboy). Proceed to Exit 17 for Route 202/206 South toward Somerville. Continue to the 3rd exit in Somerville Circle and proceed down Route 206 South. Continue on Route 206 South for 6 miles. Turn left onto Amwell Road. Proceed on Amwell Road for 2.5 miles to Amsterdam Road; turn right onto Amsterdam Drive. Proceed 2 miles to the school on the right.

From points South: Garden State Parkway or Route 1 North to Route 287 North. Take Route 287 North to Exit 14 (on the left) for Route 22 West. Proceed on Route 22 West to the exit for Routes 202/206 South. Continue to the 3rd exit in the Somerville Circle and proceed down Route 206 South. Continue on Route 206 South for 6 miles. Turn left onto Amwell Road. Proceed 2.5 miles on Amwell Road to Amsterdam Road; turn right onto Amsterdam Drive. Proceed 2 miles to the school on the right.

From Northern NJ: Garden State Parkway South to Exit 142. Merge onto Route 78 West. At Exit 29, merge onto Route 287 South toward Route 202/206 South. Follow Route 206 South signs. Continue on Route 206 South for 6 miles. Turn left onto Amwell Road. Proceed on Amwell Road for 2.5 miles to Amsterdam Road; turn right onto Amsterdam Drive. Proceed 2 miles to the school on the right.