

# St. Jude Memphis to Peoria Run

## Money Procedures

Updated June 2019

### Purpose of the run

A fundraising event for St. Jude Children's Research Hospital.

### Methods of Raising Money

Send letters to family, friends, and business associates with self-addressed stamped return envelopes. Put up posters at work, church, and businesses in your area. Pass around a folder to your co-workers. Visit neighbors door-to-door. Online fundraising is available, follow instructions on [www.stjuderuns.org](http://www.stjuderuns.org) (Online fundraising site: [www.peoriaruns.stjude.org](http://www.peoriaruns.stjude.org)).

### Fundraising Requirement

Each runner must raise a minimum of \$3,000 to participate in the run, (\$2,500 each for multiple immediate family members). Runners who raise less than the minimum are encouraged to participate in any of our great satellite runs. This guideline is in place due to our significant expenses and limited runner capacity for this event.

Runners are encouraged to collect and deposit all of their donations **before** we leave for Memphis, however donations can be deposited until the end of the calendar year which finalizes our event and corporate fiscal year. Donations deposited and raised online must apply to the fiscal year in which they are dated, an auditor requirement working with the IL Attorney General's filings and the IRS returns. Requests for a prior year's donation(s) to be applied to the next year's event are NOT permitted.

### Donations

Accept cash and checks payable to St. Jude Runs or (St. Jude). Stock can be donated, contact Jen Swanson or Chris Smith.

### Runners make Deposits (Do not take money to Run Office!)

Deposits are made by runners at any PNC Bank location. Memphis Run deposit slips must be used because there are multiple run accounts at PNC Bank. Deposit slips are available at the St. Jude Office, at all meetings, and will be mailed if requested. Make deposits frequently so checks clear in a timely manner. Endorse checks on the backside writing "For Deposit Only".

### **\*UPDATE FOR 2019 - NEW WAY TO REPORT DEPOSITS!**

**Simply write: the name of runner on the FRONT OF THE DEPOSIT SLIP to get credit. (No more voicemails, emails, Google-Docs!)**

**\*\*\*IMPORTANT:** If you forget to write the name of runner on the deposit slip, it is YOUR responsibility to contact Jen Swanson, office: 309.566.3513, with the Runner Name, Deposit Date & Deposit Amount so she can record it on your behalf. Keep your own record of deposits for future reference if needed. It is not necessary to report online donations because reports are available at year-end with everyone's total.

## **Not close to a PNC Bank branch?**

Mail your donations to:

**St. Jude Office**

**Attn: St. Jude Runs**

**4722 N. Sheridan Rd.**

**Peoria, IL 61614**

## **Receipts**

Receipts are available to print from our website under FORMS.

## **\$250+Donations**

The IRS requires specific procedures for donations of \$250 or greater. The Run Office is required to send a tax letter of acknowledgment to these donors during the month of January. From our website, click FORMS, then Record of Donations over \$250 Form, and then enter the donation information online. It is NOT necessary to report online donations of \$250+ because tax acknowledgements are automatically sent out.

## **Facebook Fundraising**

St. Jude has launched an integrated Facebook fundraising feature that you can start from your participant Dashboard (in your participant center). This is the only official way to fundraise on Facebook and have it link to your fundraising page for the St. Jude Runs.

It's quick and easy to set up. The next time you log into your participant dashboard, you will receive a pop up message asking if you want to create a Facebook fundraiser. If you are on a computer where you've accessed your own Facebook page, click continue and you'll be directed to Facebook. From there you can edit the context that will be shared on your Facebook wall. Once you do that, hit finish and you're all set!

Please note, whether or not you have collected donations, your Facebook fundraising barometer will start at \$0. This in no way means you have lost the donations you've collected already via the St. Jude Runs website.

Your Facebook friends who donate via your Facebook fundraiser will be able to easily donate from within the Facebook app or website and will receive a donation confirmation within seconds via the website and in an email. Tax letters will come from SJCRH, same as online donations.

If you have any questions, please reach out to Gina Seghetti at [gina.seghetti@stjude.org](mailto:gina.seghetti@stjude.org).

## Special Events

Mike McCoy and the St. Jude Board must pre-approve all events which raise money for St. Jude well in advance. From our website, click [FORMS](#), then [Fundraising Proposal Form](#), and then enter the event information.

## Corporate Matching Gifts Programs

Your donor's employer may offer a matching gifts program. Make a copy of the donors' check before it is deposited. Have your donor complete their **portion** of the Employers Matching Gifts form. Give the check copy and form to Jen Swanson at the Run Office for processing. Each company has their own process for matching gifts. Contact Jen Swanson if you need assistance or have any questions. Below is the State Farm policy.

## Questions?

Contact the Run Office (309) 566-3500

Gina Seghetti – Lead Staff M2P [Gina.Seghetti@stjude.org](mailto:Gina.Seghetti@stjude.org)

Jen Swanson— [Jennifer.Swanson.Contractor@stjude.org](mailto:Jennifer.Swanson.Contractor@stjude.org)

Chris Smith - Treasurer [stjude@mtco.com](mailto:stjude@mtco.com)

**Web Site:** [www.stjuderuns.org](http://www.stjuderuns.org)

**Online Fundraising:** [peoriaruns.stjude.org](http://peoriaruns.stjude.org)

## State Farm Matching gift instructions

State Farm matches charitable gifts up to \$1,500 per year. To submit a request to have your donation matched by the company, please follow these simple instructions:

- visit [www.cybergrants.com/statefarm/gives](http://www.cybergrants.com/statefarm/gives)
- Register for a new password (if this is your first time using this site) and sign in
- Click on “Click for Charitable Giving” on the left
- In the bottom, right-hand corner, click on “Donated directly to the organization”
- In the search fields, For organization, enter “**St Jude**” and for State, select “**Illinois**”
- Scroll down and select the **ROAD RUNNERS CLUB OF AMERICA ST JUDE RUNNERS ASSOCIATION, Tax ID # 37-1289235** (It will be the first result on the list)
- Enter gift information.
- Under “Designation,” please enter the name of the runner to whom you donated.
- It will ask for an Organization Email Address (to verify match request). Please enter [jennifer.swanson.contractor@stjude.org](mailto:jennifer.swanson.contractor@stjude.org)
- Review, and submit.

**Important: Please select the Road Runners Association as directed above rather than the hospital directly. This makes the paperwork much easier for us.**