

Children's Hospital Foundation
Fundraising and Special Events Policy

How We Can Help:

The Special Events Department of Children's Hospital Foundation is able to provide the following support for third party fundraising events:

- Advertisement (through our Foundation publications), support and advice on event planning.
- A letter of authorization to validate the authenticity of the event or fundraising effort.
- Items for distribution: Informational brochures or fact sheets about Children's Hospital Foundation or Children's Hospital of Richmond. Due to budget constraints, Children's Hospital Foundation cannot provide t-shirts in large quantities.
- Publicity in internal employee newsletters, website, and quarterly e-mail list, as well as consideration for recognition in Children's Hospital Foundation magazine, which is distributed to approximately 40,000 records in our database, before and after the event.
- Attendance at the event by a member of our staff based on availability and scheduled in advance.
- Volunteers for events with consideration of size of the event and event hours and needs. Volunteer requests should be submitted thirty days prior to the event.
- Public Relations support in the form of a press release
- Recognition to your supporters in the form of thank you notes.
- Use of Children's Hospital Foundation logo and name upon review and approval of event and materials.
- Written tax receipts to donors who make checks payable to Children's Hospital Foundation.

General Policies

- The Special Events staff must approve any fundraising event or promotion that involves the use of the Children's Hospital Foundation logo or name in advance.
- A Special Event Proposal form must be completed and approved by the Special Events office before contributions can be solicited in the name of Children's Hospital Foundation, nor should the Foundation's name be used for any reason without approval.
- Approval will be granted on a per event basis.
- Children's Hospital Foundation reserves the right to deny any application for a special event or fundraising program that does not appropriately reflect the mission and values of Children's Hospital Foundation.
- For events that occur annually, all proceeds from the previous year's event must be received by Children's Hospital Foundation before approval for future events is given.
- Children's Hospital Foundation does not release donor, volunteer, employee, physician, patient, board member or other mailing lists or information to outside groups for any reason.
- Children's Hospital Foundation does not provide money in advance or provide financial support to third-party fundraising.
- Children's Hospital Foundation will not solicit sponsorship revenue for outside fundraising activities organized by a third party.

- Children's Hospital Foundation is willing to share patient stories for use in events that qualify and are approved.
- The Foundation office must approve all potential sponsors.

Children's Hospital Foundation will not approve:

- Events that require any financing from the Foundation
- Events that involve a professional fundraiser, telemarketer and/or involves an agreement to raise funds on a commission, bonus or percentage basis or consist of door-to-door solicitation of any kind.
- Events that use the names of Children's Hospital of Richmond patients for use in promotion during your event.
- Events that require hospital endorsement or marketing of a product, services or hospital participation in the direct sale of a product or service. **This includes vending machines of any kind.**
- Events that compete or conflict with an already established or scheduled event to benefit Children's Hospital Foundation.
- Events that refer to tobacco or alcohol in the title. Furthermore, alcohol permits may **not** be obtained in the name of Children's Hospital Foundation.
- Events that fail to comply with any municipal, county, state and/or federal law.

Legal Policies:

- Children's Hospital Foundation is not liable for any injuries sustained by event volunteers or participants related to an event benefiting Children's Hospital Foundation and cannot assume any type of liability for your event.
- The event planners are responsible for obtaining any necessary permits, licenses or insurance required.
- No contracts or service agreements should be signed before event approval is granted. We reserve the right to review all related contracts and agreements.

Publicity Guidelines:

- Event publicity is the responsibility of the event organizers, however, the Foundation will aid with publicity at our discretion. The Foundation will share media contact information with event organizers to assist with publicity and event promotion.
- Publicity may not suggest that the event is being sponsored or co-sponsored by Children's Hospital Foundation or that the hospital is involved in any way except as the beneficiary.
- Children's Hospital Foundation will send invitations to friends of the Foundation and email reminders to the Foundation community at our discretion.
- The suggested way to describe Foundation involvement is to list the event name followed by "benefiting or to benefit Children's Hospital Foundation" Please state clearly how the Foundation is to benefit, i.e. "net proceeds" or "a percentage or sales."
- **Due to the fact that the local media determine what is newsworthy, Children's Hospital Foundation cannot guarantee media or press coverage of any kind.** Due to the nature of the Foundation communications, only those events organized by the special events office, or previously established annual events, raising significant funds or attracting broad viewership will warrant press releases from the Public Relations office.

Guidelines for uses of Foundation logo:

- The sponsoring organization's name and/or logo must appear in a prominent location in all advertising and promotional materials.
- Children's Hospital Foundation logo may only be reproduced in its original colors or black and white
- **Any promotional materials bearing the Children's Hospital Foundation logo must be reviewed and approved by the Special Events Office before being introduced to the public.**

Financial Guidelines:

- Event organizers are responsible for payment of all event expenses.
- If the event expenses are greater than the total collected, the group holding the event is responsible for payment of these additional expenses.
- If Children's Hospital Foundation is designated or portrayed to the public as sole beneficiary, the Foundation should receive 100% of the net proceeds.
- In the event an organization or any other charity, in addition to Children's Hospital Foundation, is a beneficiary, this information must be clearly stated in all materials and distribution of the proceeds must be made on an equitable basis agreed upon in advance by Children's Hospital Foundation.
- Bank accounts in the name of Children's Hospital Foundation are not permitted.
- **Internal Revenue Service codes must be followed.**
- When requested, a summary of income and expenses must be maintained and presented to the Special Events Office by the third party organizer at the close of the event.
- In the case of income donations coming directly to the Foundation (i.e. event tickets) the Foundation office will provide a listing of income/donations to event organizers.
- Net proceeds should be received by the Foundation within **60 days** of the conclusion of the event.

At the completion of the event, all checks should be made payable to **Children's Hospital Foundation** and all forms should be sent to:

**Children's Hospital Foundation
C/o Stephanie Allan, Special Events
2924 Brook Road
Richmond, Virginia 23220**

**Phone: (804) 228-5827
Fax: (804) 228-5932
Email: srallan@chva.org**