

Guidelines and Event Registration for Third Party Fundraising Events



Blank Children's Hospital
UnityPoint Health

THIRD PARTY FUNDRAISING GUIDELINES BLANK CHILDREN'S HOSPITAL

Thank you for your interest in hosting an event to benefit the Blank Children's Hospital. We are truly grateful for your support and ask that you follow these guidelines as you plan your event. Working with you, our goal is to ensure the best possible outcome for your event by approaching donors in a coordinated fashion to enrich patients' lives and enhance care at Blank Children's.

- Events must fit the mission and image of the Blank Children's.
- All event materials that include the Blank Children's name(s) and/or logo(s) must be reviewed and approved in advance by the Director of Development. Materials include, but are not limited to, advertising, press releases, posters, flyers, and t-shirts. Logo CANNOT be modified, including shape, color, etc.
- The public must be informed how Blank Children's will benefit from the event. If the hospital will not receive 100 percent of the proceeds, an exact percentage or amount must be stated on all related publicity.
- Blank Children's (including individual programs, divisions, etc.) must receive at least 50% of the proceeds from events benefiting our charity.
- If event expenses are greater than the money raised by the event, the event organizer is responsible for those expenses. The hospital and foundation are unable to assume costs associated with third party fundraising events.
- Solicitation of businesses involving the direct or implied use of the Blank Children's name(s) and/or logo(s) must be approved in advance by the Director of Development. Many businesses already support Blank Children's and may not wish to make additional donations.
- The event organizer must obtain any necessary permits, licenses, and insurance.
- Events should complement the image and mission of the Blank Children's. We discourage direct sponsorship by companies whose products are in conflict with our mission, including but not limited to alcohol and tobacco.
- If circumstances warrant (e.g., fraud, negative exposure, etc.), Blank Children's may at any time, through members of its Board of Directors or senior administrators, direct you to remove Blank Children's as the beneficiary of the event. This includes, but is not limited to advertising, promotional materials, etc. You must further agree to release Blank Children's and its officers and employees from any and all liability in connection to any such action.
- Should Blank Children's decline the application or choose not to be affiliated with the third-party event in question, reference to Blank Children's in any form (i.e., use of name or logos, etc.) will not be permitted. Failure to adhere to this stipulation will be cited as fraud.

What Blank Children's Hospital CAN do to support your event:

- Provide a letter of authorization to be used to validate the authenticity of the event.
- Provide and approve use of logos.
- Promote the event on the Blank Children's web site and other appropriate media. (Such decisions are made on a case-by-case basis. Promotional information must be received by Blank Children's at least four (4) weeks or more prior to the event to post on the Blank Children's web site.)
- Provide a tax receipt to donors who make contributions payable to the "UnityPoint Health Foundation" or "Blank Children's." The name of the event should accompany all gifts and correspondence.
- Offer advice on event planning.
- Provide you with background on Blank Children's, including funding priorities.
- Provide you with some basic necessities for carrying out an event, like a Blank Children's banner.

What Blank Children's Hospital CANNOT do to support your event:

- Provide on-site staff or volunteer support at your event. Exceptions MAY be granted on a case-by-case basis
- Extend our tax exemption to you.
- Provide giveaways or prizes for silent auctions.
- Provide funding or reimbursement for event expenses.
- Solicit sponsorship revenue for the event.
- Provide hospital and/or donor mailing lists.
- Provide insurance coverage.
- Advertising and promotion outside of our web page

If you have any questions or would like more information about organizing a fundraising activity to benefit the UnityPoint Health Foundation and Blank Children's Hospital, please contact the Director of Development.

THIRD PARTY FUNDRAISING EVENT REGISTRATION FORM BLANK CHILDREN'S HOSPITAL

Thank you for your interest in raising funds for the Blank Children's. We appreciate your efforts to support our hospital.

Please read through our guidelines and fill out this form to register your event. When completed, please send it to:

Alissa McKinney, Director of Development
Blank Children's Hospital
1221 Pleasant Street
Des Moines, IA 50309
or e-mail: alissa.mckinney@unitypoint.org or fax: 515.241.6966

Please tell us about yourself.

Name of individual/company/group: _____

What category describes you best? Corporation School Community Service Club Individual

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Work Phone: _____ Home: _____ Fax: _____

E-mail: _____ Web site: _____

Do you have a connection to Blank Children's Hospital? How did you become interested? _____

Please tell us about your fundraiser.

Event name (if you have one): _____

Type of event: One-time Annual Ongoing

Description of event: _____

Date/Duration: _____ Time(s): _____

Proposed event date & time: _____

Proposed event location & address: _____

Target market: Family/Friends Members Customers General Public Coworkers

Will you be using an ad agency to promote your fundraiser? Yes No

How will you publicize your fundraiser? Posters/Flyers Newspaper Ads Website PSAs/Radio Ads

Internal Promotion (please list) _____

Other (please list) _____

Do you intend to use the Blank Children's Hospital's name and/or logo in your advertising? Yes No

(The Blank Children's logo and name cannot be used without permission. Items using them must be approved by the Development Office prior to production & distribution)

Please check all that apply:

- Blank Children’s may mention this event/project in its newsletter, to its guests, and to other supporters
- Blank Children’s has permission to use any photographs that may be taken during this event/project in its newsletter and in other public relations materials.
- I/We would prefer to remain anonymous. Please do not mention this event/project or use any photographs in newsletters or any public relations materials.

Please provide us with some financial information.

Will other charitable organizations benefit from this fundraiser? Yes No

If yes, please list the name(s): _____

Will you have a Silent Auction Live Auction Raffle (License & Taxes Required)

Will you require tax receipts? Yes No

Note: Tax receipts are issued according to IRS guidelines and must be pre-approved by the UnityPoint Health Foundation.

It is very helpful to think ahead about your event’s revenues and expenses. We understand things are not finalized and changes always happen, but please fill out the following budget to the best of your ability. Please provide a final version with actual expenses and revenues.

REVENUES

Cash Sponsorships: _____

Ticket Sales: _____

Auction: _____

Misc Sales: _____

Other: _____

_____ :

_____ :

TOTAL REVENUES: _____

EXPENDITURES

Venue: _____

Food/Beverages: _____

Printing/Advertising: _____

Prizes/Awards/Gifts: _____

Entertainment: _____

Décor: _____

Other: _____

_____ :

_____ :

TOTAL EXPENDITURES: _____

Expected net revenue: _____
(Revenues – Expenditures)

Amount to be given to Blank Children’s: _____

Expected date monies will be received by Blank Children’s: _____
(should be no more than 60 days after the fundraiser)

Blank Children’s reserves the right at any time to withdraw its support of the Event and the use of Blank Children’s name and logo. If the Event is cancelled, the Organizer will notify the Director of Development within three days of cancellation. Non-weather related cancellations need to occur within two (2) weeks of the event.

Event Coordinator Date

Director of Development Date

TIPS FOR ORGANIZING A FUNDRAISER/SPECIAL EVENT

Fundraisers and special events are fun and allow you to be part of something worthwhile. However, special events involve a lot of work and are expensive. Here are some tips to guide you along to make it easier for you to hold a successful event.

Brainstorm

Talk with coworkers, friends, family, and anyone else who is interested in creating an event to raise money for Blank Children's. The more the merrier!

At this point do not restrict yourself to whether it is doable or not - clear your mind and think BIG! Say whatever comes to mind!

Pick an event

Review the ideas generated through brainstorming and pick the event that fits your group's size, interests, talents, goals, and time availability. It is much easier to plan an event and raise money if it is something you want to be part of.

Pick a day

Figure out how much time you need to plan the event. For something large in size, you should give yourself a minimum 8 months. It may be possible to organize a smaller event in 1 or 2 months.

Next, determine what will a desirable day and time for those you would like to attend. Check out local calendars of events so you don't conflict with another group that is after the same audience! Finally, confirm that your venue, entertainment, etc are available.

Register your event

Once you have determined what event you want to hold, please register your event with the UnityPoint Health Foundation Office by filling out an Event Registration Form with the Director of Development for Blank Children's. We'll check that your event matches with Blank Children's vision and goals.

Form a committee

Invite people who are enthusiastic, dedicated, and bring different skills to the table. Many hands make lighter work – make sure you have enough to share the load.

Establish goals and a budget

Have an achievable and measurable financial goal for your event. Our budget worksheet will provide you some things you may need to consider and costs you may encounter.

Identify all expenses and possible sources of income. If you are able to keep costs low, you'll be able to help more of those we serve at Blank Children's. However, before approaching any companies or organizations for cash or in-kind support, please contact the Director of Development. Many businesses and organizations already support Blank Children's and may not wish to make additional donations.

Promotion and publicity

Publicity and promotion are what will help you ensure your event is a success. Please remember a Blank Children's representative must approve the use of the logo and name; please be in touch before you print anything!

Find Volunteers

It is often harder than it sounds! Determine how many volunteers you will need at the actual event – don't forget to have a few "floaters" who can go where they are most needed at any given moment.

Once you have the "magic" number and know what skills they need (cash handling, customer service, ability to lift heavy objects), start talking to friends, family, and coworkers to see who is interested and ask them to pass the word along!

Please remember your volunteers are usually the lifeblood of an event – snacks, beverages, and a few thank you's go a long way to sustaining them during an event.

Have fun

Your event to benefit Blank Children's is about supporting our cancer center and having FUN! You've put in so much time and effort; make sure you have a great time at the event!

Collect the funds

We ask that all funds be forwarded to us within 60 days after your event.

If tax receipts are important to you and your participants, we are pleased to issue them within two weeks of receiving the required information from you. However, please discuss the need for tax receipts with us when you first start planning your event, as the UnityPoint Health Foundation is only able to issue them in accordance with IRS guidelines.

Say Thank you

Saying thank you is very important! Acknowledge everyone and tell them how much you appreciated their participation and/or support. They would also love to hear how much money was raised so they can be proud of the role they played, large or small.

We Thank you

As the tip above suggests, we know how important it is to say thank you! THANK YOU - your generosity and willingness to share your time and expertise is so kind! We want you to feel supported as you organize this event to benefit Blank Children's and will be in touch along the way. Thank you again!

Please contact the Director of Development for Blank Children's Hospital, who will handle all questions, requests and support.

Your Primary Contact for this event is:

Alissa McKinney
Director of Development
Blank Children's Hospital
515.241.8171
e-mail: alissa.mckinney@unitypoint.org