

Policies and Procedures for Fundraising Events

Valley Children's Healthcare Foundation welcomes and encourages businesses, organizations and clubs to conduct fundraising activities on behalf of the children of Central California. The Foundation is a private 501(c)(3) non-profit organization whose purpose is to raise funds to support the mission of Valley Children's Healthcare. The following guidelines are provided to help in planning and staging special events:

Written Approval: All fund raising activities require prior, written approval from the Foundation office. Please complete and return the "*Fundraising Application Form*" and the "*Release, Assumption of Risk & Indemnity Agreement*." Please allow five business days for the approval process.

Name/Logo Usage: The use of the Valley Children's Healthcare name and logo by a for-profit business or organization **MAY** require a guaranteed minimum contribution upon approval of the Foundation office. All proceeds from fundraising activities shall be remitted to the Foundation within 60 days of the event's completion. By using the Valley Children's Healthcare name for your event you are agreeing to follow the required procedures regardless of the financial outcome of the event. Use of the organization's name and logo to promote an event is subject to pre-approval by the Foundation office. Copies of all materials – press releases, flyers, posters, tickets, etc. – must be pre-approved and conform to the guidelines established by the Communications Department. Valley Children's Healthcare reserves the right of refusal on all materials that include Valley Children's Healthcare's name and/or logo.

Use of Hospital Grounds: Any outside group or organization that wishes to host a fundraising activity on the Hospital grounds must have prior approval by the Hospital Board of Directors and must submit a request in writing separate from the "*Special Event Application Form*".

Non-Profit Organizations: Non-profit organizations must also comply with the Policies and Procedures for Fundraising Events. However, non-profit organizations that wish to make a donation to the Hospital are not required to meet a minimum dollar amount, but are required to get prior approval for the use of the Hospital's name and logo. All proceeds from fundraising activities should be remitted to the Foundation within 60 days of the event's completion.

Proceeds: To comply with Internal Revenue Service requirements, the method through which the donation is to be generated must be *clearly stated* by the sponsoring organization. Examples of clearly stated wording: "\$1.00 per book purchased;" "10% of all proceeds;" "\$5.00 from every ticket sold." Examples of unclear wording include: "Partial proceeds to benefit;" or "Proceeds to benefit." Copies of financial statements that indicate the gross, net and proceeds to the Hospital must also be submitted upon completion of the event.

Dual Beneficiaries: Prior approval by the Foundation is required whenever an event will benefit other non-profit groups in addition to Valley Children's Healthcare.

Insurance Coverage: Liability insurance coverage for any fundraising activity is the responsibility of the organizing group. **Proof of insurance is required at the time of application.**

We are grateful that you selected Valley Children's Healthcare as the recipient of your fundraising activity. Your successful fundraiser will help ensure that Valley Children's can continue its mission of providing the best medical care possible to all children in the Central Valley. If you have any questions as you plan your event, please contact the Foundation office at (559) 353-7100 or by e-mail at foundation@valleychildrens.org.

<https://www.valleychildrens.org/foundation/how-you-can-help/community-events>