

Event Guidelines for Giving Circles & Third-Party Community Events

A fundraising event or project hosted by the community (an individual or group) to benefit the hospital should complement the mission and image of Baptist Health and Wolfson Children's Hospital.

To support your event, Baptist Health Foundation can:

- Offer advice on event planning
- Acknowledge donors for direct contributions
- Provide name or logo for use, following approval
- Help you determine where to direct your gift—providing critical mission support in the areas of greatest need, or identifying a hospital program department that's meaningful to you
- Provide a letter of support to validate the authenticity of the event and its organizers
- Provide promotional items based on the type of event, following approval

To support your event, Baptist Health Foundation cannot:

- Release donor, volunteer, employee, physician or other mailing lists for the purpose of additional solicitation of funds
- Offer funding or reimbursement for expenses
- Solicit businesses or vendors for support
- Guarantee promotion of your event through Baptist Health publications and media outlets
 - *Requirements for Giving Circles events to be posted on social media by Baptist Health: The preferred revenue goal should be close to \$10,000. If the fundraiser is new, the event coordinator must show evidence indicating that the event will achieve the revenue goal. Fundraising events that do not meet the minimum may be considered for postings at the discretion of Foundation staff.*
- Be responsible for selling tickets to your event
- Guarantee event attendance of patients, physicians or staff
- Guarantee staff participation at your committee or planning meetings
- Guarantee volunteer support at the event
- Create marketing materials for your specific event
- Endorse fundraisers that do not complement the mission and image of Baptist Health and Wolfson Children's Hospital

Event Guidelines:

Community events and projects must be approved and sanctioned by Baptist Health Foundation and must be approved every year thereafter to repeat an event in a succeeding year.

- 1) Community events and projects must be financially self-sustaining. The event coordinator is responsible for covering all expenses for the event and will not be reimbursed by Baptist Health. If you are paying for expenses, please deduct these from the funds raised prior to sending the donation.
- 2) No bank accounts in the name of "Baptist Health Foundation" can be set up to hold funds from a community fundraiser.
- 3) The coordinator is responsible for obtaining any required permits as well as a certificate of insurance for the event.
- 4) All corporate sponsors must be preapproved by Baptist Health Foundation, prior to solicitation, to ensure there are no conflicts with other key event sponsors or donors currently supporting the system in other areas.
- 5) For infection control and patient privacy, hospital visits in patient rooms are extremely limited. However, tours and check presentations in designated areas may be requested.
- 6) Promotional requests – a preferred donation of \$10,000 (use of logo); a donation of less than \$10,000 (use of name)
- 7) Baptist Health Foundation will issue IRS compliant charitable tax receipts to the full extent of the law if the gift is made payable to Baptist Health Foundation.
- 8) All federal, state and local tax laws must be followed by outside organizations coordinating events and projects to benefit Baptist Health Foundation.
- 9) If circumstances warrant, Baptist Health Foundation may opt out as a beneficiary of the event/promotion at any time with no obligation.

For more information, contact Jessica Nguyen at jessica.nguyen@bmcjax.com or 904.202.4548

