COMMUNITY EVENTS
GUIDELINES AND APPLICATIONS

children'shealth

2777 Stemmons Freeway, Suite 1700
Dallas, TX 75207 | 214-456-8360

COMMUNITY EVENTS GUIDELINES

Over the past 100 years, Children's Health℠ has built a strong, positive reputation, both locally and nationally. As part of our family, we ask you to be respectful of our mission and reputation and that you kindly adhere to the following guidelines when planning your event.

EVENT APPROVAL

- Any external fundraising activity for the benefit of Children's Health or entities of the Children's Health System of Texas must be approved in advance by Children's Medical Center Foundation. A community event application must be completed and submitted to Children's Medical Center Foundation no less than 45 days prior to the proposed event date.

- Events must complement the Children's Health mission to make life better for children and convey a positive image of the institution and its brand. All determinations of appropriateness under these guidelines are to be made by Children's Medical Center Foundation, at its sole discretion.

- Children's Medical Center Foundation requires that at least 50% of the net proceeds from an external fundraising event be directed to Children's Health; exceptions may be made on a case-by-case basis.

USE OF NAME AND LOGO

- The appropriate name of the fundraising event beneficiary is Children's Health or Children's Medical Center Foundation (Not Children's, Children's Hospital, etc.).

- The Children's Health logo is a registered trademark and may not be altered in typeface, color, configuration or position. Based upon use of the logo, Children's Health will provide the logo and logo standards to the event organizer. Children's Medical Center Foundation must approve all uses of the written name and logo in advance of its reproduction, printing or distribution – this includes advertisements, fliers, press releases, T-shirts, website content, social media posts, etc. Children's Health branded stationery and letterhead are not available for use by third-party organizations or external individuals.

- In naming an event, Children's Health may not be used in the title but instead listed as the beneficiary. For example, an event should not be referred to as the "Children's Health Bowling Tournament." Instead, it should be promoted as "Bowling Tournament benefiting Children's Health."

FINANCIAL AND LEGAL INFORMATION

- An event organizer may not state or imply that it is an agent, subsidiary or partner, or that it holds any other business relationship with Children's Health.

- Children's Health does not release its proprietary mailing lists to community organizations, corporations or external individuals.

* Children's Medical Center Foundation may choose to educate or inform select constituencies of Children's Health about external fundraising on a case-by-case basis. All communication to such individuals must originate from Children's Medical Center Foundation.

- All community fundraising events must comply with all federal, state and local laws governing charitable fundraising, raffles, gift reporting and special events. The event organizer(s) is responsible for obtaining any necessary permits, licenses and clearances required by the government. The organizer(s) must also obtain appropriate insurance coverage, if necessary.

- It is illegal, per the City of Dallas ordinance, Section 7-7.6, to sell, exchange, raffle, auction or give away – or offer to sell, exchange, raffle or give away – any live animal as a prize; an inducement to enter a place of amusement or a business establishment; or an inducement to participate in a charitable fundraising event.

- If an event organizer plans to solicit contributions, sponsorship or in-kind gifts from businesses (local or national), the list of potential business solicitations must be submitted and approved by Children's Medical Center Foundation in advance of any contract. Please remember that many local organizations have a longstanding history of involvement with Children's Health.

- The community event organizer must submit the charitable proceeds to Children's Medical Center Foundation within 60 days of the scheduled event or must provide confirmation of when the charitable proceeds will be received. Only the net amount (final net proceeds from the event) should be submitted to Children's Medical Center Foundation. Receipts from Children's Medical Center Foundation are only sent to the entities from which the money is directly received.

- Checks for the final net proceeds should be made payable to: Children's Medical Center Foundation. Proceeds should be mailed or delivered to:

   Children's Medical Center Foundation
   Attn: Community Events
   2777 Stemmons Frwy, Ste 1700, Dallas, TX 75207

- Children's Medical Center Foundation must be authorized to have complete access to all external fundraising activities and must be authorized to audit (e.g., payments for services or products to individuals or companies contracted to work for the event) at the completion of the fundraiser or at any time during the fundraising activity as deemed necessary by Children's Medical Center Foundation. Under no circumstances may an individual keep any portion of the charitable proceeds as profit or compensation for organizing or volunteering at the event.

- When beneficiary status of an event is to be shared between Children's Health and other organizations, Children's Medical Center Foundation must have the opportunity to review and provide advanced consent to the other beneficiaries, including the formula for sharing the charitable proceeds. All beneficiaries of an event should be listed on invitations and promotional materials in a manner approved by Children's Health.

- The event organizers must seek approval from Children's Medical Center Foundation to repeat the event in each subsequent year.

TIPS FOR A SUCCESSFUL COMMUNITY FUNDRAISER

Register Your Event with Children's Health℠

Once you have the event details in mind, please complete and submit your application at least 45 days prior to your proposed event date.

Please submit your application to Children's Medical Center Foundation by email at **communityevents@childrens.com** or by mail at:

> **Children's Medical Center Foundation**
> **Attn: Community Events**
> **2777 Stemmons Frwy, Suite 1700, Dallas, TX 75207**

We will contact you within two weeks of receiving your application. If you have any questions in the interim, please call **214-456-8360**.

Choose an Effective Planning Committee

The success of your event is increased by the enthusiasm and dedication of the people who plan and organize it. Plan to involve enough volunteers to share the workload and to garner a wide range of skills.

Establish Event Goals

Set realistic goals that you can measure and attain. Be sure to track your progress to generate stronger event participation and community goodwill.

Brainstorm Ideas

Several minds are better than one, so write down all ideas. Encouraging group participation now results in greater fundraising ideas later.

Be Sure to Choose the Right Event

Your event must complement the Children's Health mission to make life better for children. It should also fit the size, talents, goals, interests and time availability of your group.

Identify Your Audience

Who is most likely to attend and support your event?

Schedule the Event Date

Choose an appropriate and convenient event time for your attendees. Take into account school calendars, sports schedules, national holidays and dates of other events benefiting Children's Health.

Develop a Budget

Identify all possible sources of revenue and anticipated expenses. Don't forget to try and get items donated to help reduce expenses and to ensure a larger contribution to the patients at Children's Health.

Promote and Publicize Your Event

Publicize your event early and often. Utilize TV, radio, newspapers and magazines, as well as, fliers, posters, community bulletin boards, word of mouth, social media and email. Remember to get prior approval from Children's Health for all uses of its name and logo.

Donate Your Funds

Please provide all proceeds to Children's Health within 60 days of your event. All checks should be made payable to Children's Medical Center Foundation.

Say Thank You

Acknowledge everyone who participated in or supported your event, and let them know how much you appreciated their help. You want them to feel valued and encouraged to participate or help in future events. Children's Medical Center Foundation will also add your participants' and volunteers' information to its records so that Children's Health may communicate future opportunities to them.

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CHILDREN'S HEALTH℠ COMMUNITY
EVENT APPLICATION

Thank you for your interest in supporting Children's Health℠. Before you hold or publicize your event, you must submit this application to Children's Medical Center Foundation for approval at least 45 days prior to the proposed event date. Please send the completed application to communityevents@childrens.com, or fax it to 214-456-8399. Please allow up to two weeks for response.

Name of Group/Organization Planning Event: _____

Briefly describe your organization and its relationship to Children's Health: _____

_____

Is the organization: ☐ Nonprofit   ☐ For Profit   ☐ Religious Affiliated   ☐ Not Religious Affiliated
☐ Politically Affiliated   ☐ Not Politically Affiliated

Contact Name and Title: _____

Mailing Address: _____ Email Address: _____

Primary Phone: _____ Alternate: _____ Fax: _____

Name of Proposed Event: _____

Date and Time of Event: _____ Location and Address of Event: _____

Is the Event: ☐ Open to the Public   ☐ By Invitation Only

Ticket Price (if applicable): _____   Projected Attendance: _____

Has this event taken place before? ☐ Yes ☐ No   If so, when and where? _____

Are there other beneficiaries besides Children's Health? ☐ Yes ☐ No   If so, which organization(s) and how will proceeds be divided?

_____

Briefly describe your event and how funds will be raised (e.g., ticket sales, pledges, sponsorship, auction, raffle, etc.):

_____

How will the event be publicized? ☐ TV/Radio   ☐ Print   ☐ Fliers/Mailers   ☐ Website   ☐ Social Media

Projected Net Revenue: *Checks should be made out to Children's Medical Center Foundation:* _____

Will expenses/costs come out of: ☐ Proceeds   ☐ To Be Paid by Event Organizer

Please indicate date funds will be provided to Children's Medical Center Foundation: _____

Will your gift be restricted to a specific program at Children's Health? ☐ Yes ☐ No

If yes, which program? _____

All businesses that you plan to solicit for cash or in-kind support (products or services) must be listed on the back of this page.

I agree on behalf of the organization that I represent that Children's Health will receive the agreed upon net revenues from the event within 60 days of the event or within alternative terms mutually agreed upon. I agree that all printed materials and publicity for the event must be approved by Children's Medical Center Foundation prior to being released, printed, etc. and that I will abide by the Community Events Policies and Guidelines provided to my organization by Children's Medical Center Foundation.

Signature: _____ Printed Name: _____ Date: _____

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HOW CAN WE HELP

We want your efforts to be successful, and we will do what we can to help you, including:

• Offer advice on event planning

• Assist event organizers in directing contributions to the priorities of Children's Health

• Acknowledge event organizer, as well as donors, for direct contributions to Children's Health

• Provide and approve the use of the Children's Health name and/or logo (all materials utilizing the Children's Health name and/or logo must be approved by Children's Medical Center Foundation before being printed, distributed, or used in promotional materials)

• Attend events and/or check presentations, as schedules allow

• Provide Children's Health banners for event day, as available

HOW YOU CAN HELP

Children's Health is fortunate to be the beneficiary of community fundraising efforts. We appreciate your gifts of time and talent to help augment our efforts, but with limited staff and resources, we cannot provide support for all fundraising activities. Unfortunately, we cannot:

• Provide the mailing lists of donors, board members, sponsors, vendors, past supporters, medical staff, volunteers, team members or other affiliated constituencies

• Solicit sponsorship revenue, auction items or prizes on behalf of your fundraising event

• Distribute event fliers, posters or other promotional materials within Children's Health facilities

• Provide the tax exemption number, unless agreed upon beforehand

• Provide insurance for your event

• Assume responsibility for promoting, publicizing or selling tickets to your event

• Offer funding or reimbursement for expenses

• Allow you to host a raffle under the Children's Health name. (By Texas state law, raffles are allowed only if sponsored by a 501(c)(3) organization. Children's Health is unable to endorse a raffle put on by a third-party event. For more information, please visit: **oag.state.tx.us/consumer/raffle.shtml**)

• Provide Children's Health stationery

• Guarantee staff, volunteer or patient family attendance at your event

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