

# SENTARA HEALTH FOUNDATION

## Third-Party Fundraising Event Guidelines

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Thank you for your interest in hosting an event to benefit Sentara Healthcare programs and services. We are very appreciative that you are dedicating your time to help us support our mission of improving health every day.

Please review the information below for guidelines. All events must be approved by the Sentara Health Foundation in advance. Submit your proposal and supporting documentation:

Mail: Sentara Health Foundation  
6015 Poplar Hall Road, Suite 308  
Norfolk, VA 23502

Email: [foundation@sentara.com](mailto:foundation@sentara.com)  
Fax: (757) 455-7560  
Phone: (757) 455-7976

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### What is the process to have my event approved?

- Submit an event proposal **30 days prior to the event date.**
- Assure to include all supporting marketing materials and documents with your proposal.
- We will review your plan and do our best to contact you within approximately 7 days.
- We reserve the right to refuse any group or organization proposal.
- Must have written approval from Sentara Health Foundation to move forward with your event.

### What assistance can I expect from Sentara Health Foundation?

- Sentara Health Foundation will provide you with: a letter of support for your event, current Foundation promotional material/Newsletters (when available) and a PDF/Email version photograph/appreciation certificate with the check presentation to share after the event is complete.
- We will provide formal acknowledgement of a contribution to donors who make their check payable to Sentara Health Foundation or Sentara.
- We will provide a foundation staff member to accept check and set photo opportunity at the Sentara Health Foundation office.
- When space & time allows, will highlight completed third-party events in the Sentara Health Foundation newsletter (printed twice annually).
- Unless otherwise agreed to prior to the event's approval, Sentara Health Foundation is not able to secure sponsorship or funding support, staffing, marketing and promotion; provide volunteers, obtain press coverage, provide reimbursements for expenses, offer a mailing list of donors, liability coverage or guarantee attendance of Sentara staff at your event.
- While we are able to provide guidance for your event, we do not have the personnel to handle the organizational and administrative tasks associated with third-party events.

## How can I promote my event & use the Sentara Logo?

- Sentara Healthcare (or one of its services) must only be named as the beneficiary of the event, not as the host. For example, you should call your event “Golf Tournament to benefit Sentara” rather than “Sentara Golf Tournament.”
- The Sentara Health Foundation must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers, emails and press releases prior to production or distribution.
- You may utilize the Sentara Health Foundation support letter provided.
- All social networking links must be provided for approval – prior to going live.
- Cannot alter or reproduce the Sentara logo without approval from Sentara Health Foundation.
- Sentara Health Foundation must review and approve all marketing and promotional materials, including but not limited to: press releases, invitations, brochures, letters flyers, banners, etc.

## Am I able to solicit sponsorships for my event?

- The Sentara Health Foundation should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other Sentara events and/or fundraising campaigns that may be underway. If you plan to solicit sponsorship support for your event, please discuss it with your foundation contact.
- Recognition for the sponsoring group’s donation will be in accordance with the established Sentara policy of donor recognition. In order to issue a charitable contribution receipt, checks must be made payable directly to the Sentara Health Foundation.
- The Foundation will not solicit sponsors for your fundraising event and will not provide donor or volunteer contact information.

## What are the financial guidelines I should follow?

- Events contributing 100 percent of the proceeds to benefit Sentara are easier to organize and manage. However, if this is not possible, we suggest that event expenses be no more than 50 percent of the total amount raised, excluding in-kind donations.
- Proceeds must be presented to Sentara Health Foundation within 30 days after the event, unless otherwise agreed to prior to the event.
- Tax exemption status will not be extended to groups holding Third-party fundraising events.

## How should I acknowledge donors and volunteers?

- Organizers must send appropriate acknowledgement to donors and volunteers within 14 working days of completed event.
- A donor must be informed that the taxed deductible amount is only over and above what was received in goods and services (ie: Golf Tournament cost \$50 per player - \$200 per entry; only \$150 is actually tax deductible).

## What about liability & cancelation?

- Event organizers are responsible for obtaining all necessary permits and permissions.
- Event organizers must obtain their own liability insurance to cover the event, if necessary. Sentara Healthcare is not financially liable for the promotion and/or staging of third-party events.
- Should circumstances warrant, the Sentara Health Foundation may at any time direct you to cancel your event.
- When alcohol is served, it is the responsibility of the event organizers to assure all ABC laws and processes are followed. Sentara will NOT obtain any licensing for any third party event.

## Helpful Event Tips:

- Choose something that interests you, and then create an event around it. Almost any interest or hobby can be turned into a fundraiser! The more you enjoy what you are working on, the better the event will be all around.
- Assemble a planning committee. Whether this is friends, family or co-workers – or all three! You'll want to get together a group of people you know you can depend on to get the job done. The more support you have, the more successful you will be.
- Plan your budget and establish an achievable fundraising goal. This is especially important in an event's first year. Whether you are planning to raise \$500 or \$20,000, you want to make sure that you have the plans in place to realistically reach your goal. Ensure that appropriate measures are in place to safeguard cash donations
- Be sure to schedule around any major holidays or school vacations, and give yourself as much time as you'll need to make the event a success.
- Promote your event. Put a plan together for getting the word out about your fundraiser. Even if you don't have a large budget for this, there are many ways to publicize what you're doing. Don't forget about church or synagogue bulletins, posting flyers in the community, listing the event on online bulletin boards and event calendars, email marketing, and word-of-mouth advertising.
- Thank your supporters. From your committee members to your sponsors to your event attendees, make sure everyone knows how much you appreciate their support! Be sure to spread the word about how much you raised.
- Have fun with the event!

**\*Reminder: Please do not move forward with your plans until you have been submitted your application and been notified of our decision.**

**Thank you for your support of the Sentara Health Foundation.**

# SENTARA HEALTH FOUNDATION

## Third-Party Fundraising Proposal

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Please submit your proposal and supporting promotional materials to the Sentara Health Foundation:

**Mail:**  
Sentara Health Foundation  
6015 Poplar Hall Road, Suite 308  
Norfolk, VA 23502

**Email:** foundation@sentara.com

**Fax:** (757) 455-7560

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**Title of Event:** \_\_\_\_\_

**Date to be held:** \_\_\_\_\_

**Time to be held:** \_\_\_\_\_

**Event Location:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_

**Expected number of attendees:** \_\_\_\_\_

**Will alcohol be served at the event?** Y  N

**Expected amount of Donation to SHF:** \_\_\_\_\_

**Brief description of event:** \_\_\_\_\_  
\_\_\_\_\_

**How will you promote the event (Please include social media outlets as well):**  
\_\_\_\_\_

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**For office use:**

**Application received:** \_\_\_\_\_

**Approved**

**Denied**

**Potential sponsor listing received:** \_\_\_\_\_

**Promotional materials received:** \_\_\_\_\_