



Lifespan
Delivering health with care®

THIRD-PARTY EVENT AND CAUSE-RELATED MARKETING FUNDRAISING POLICIES AND GUIDELINES & FUNDRAISING PROPOSAL FORM AND AGREEMENT

HASBRO CHILDREN'S HOSPITAL is honored that you have chosen our organization as the beneficiary of your fundraising efforts. We thank you for your interest and commitment to helping us fulfill our vital mission of **delivering health with care** to the people of Rhode Island, southeastern New England, and beyond.

HASBRO CHILDREN'S HOSPITAL understands and appreciates that third-party events and cause-related marketing fundraisers (referred to as TPE and CRM) come in all shapes and sizes. We appreciate support at any level and encourage third-party events and cause-related marketing. To receive a formal endorsement from HASBRO CHILDREN'S HOSPITAL, a third-party event or cause-related marketing partner must adhere to the policies and guidelines outlined in this document. Formal endorsement of a third-party event or cause-related marketing fundraiser includes the opportunity to use the hospital's marks, name, and resources delineated below.

As an independent 501 (c) (3) nonprofit organization, HASBRO CHILDREN'S HOSPITAL follows all IRS regulations for charitable giving and acknowledgments. The following Board-approved policies and guidelines govern third-party events and cause-related marketing fundraising on behalf of HASBRO CHILDREN'S HOSPITAL. Any individual or organization that wishes to conduct a fundraiser benefiting HASBRO CHILDREN'S HOSPITAL with a formal endorsement from the hospital must receive written approval from the Lifespan Development Department **90 days** in advance.

Overview

To enhance the success of third-party fundraising events and cause-related marketing and to avoid conflicts with HOSPITAL NAME's donors, corporate sponsors, or other previously planned events and fundraisers, the following guidelines have been created to ensure that:

- TPE and CRM sponsors and HASBRO CHILDREN'S HOSPITAL understand and agree, in advance, on their respective roles in the planning and conduct of the fundraising event.
- TPE and CRM efforts complement and support HASBRO CHILDREN'S HOSPITAL's mission, image, and core values.
- TPE and CRM organizers do not exploit their position and association with HASBRO CHILDREN'S HOSPITAL for personal gain.
- TPE and CRM efforts do not require significant support from the HASBRO CHILDREN'S HOSPITAL staff or Board.
- A fundraising goal of \$5,000 or more must be established by a potential TPE or CRM partner to be considered for formal endorsement from HASBRO CHILDREN'S HOSPITAL, including permission to use "To Benefit HASBRO CHILDREN'S HOSPITAL" logo.
- TPE and CRM efforts are projected to be financially viable re: income vs. expenses.
- The distribution of funds raised during the TPE or CRM efforts reflects both the intent of the donors and the stated objectives of HASBRO CHILDREN'S HOSPITAL.

Permission

- All formally endorsed TPE and CRM efforts for HASBRO CHILDREN'S HOSPITAL require written permission from HASBRO CHILDREN'S HOSPITAL at least **90 days** in advance. Public announcements or promotion of the fundraising event should not be made until written approval has been received.

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- Fundraising efforts must comply with all relevant state and federal laws.

What We Can Do

Once the attached “Fundraising Proposal Form and Agreement” has been approved, HASBRO CHILDREN’S HOSPITAL staff can:

- Offer fundraising and event planning expertise and advice.
- Acknowledge direct contributions to the HASBRO CHILDREN’S HOSPITAL. **Note: These contributions will be added to the event donation total, but cannot be withdrawn for event expenses.**
- Assist in the designation of event proceeds.
- Provide a letter of support to validate the authenticity of the fundraising event and its organizers.
- Provide limited existing materials for your fundraising event, such as brochures and newsletters.
- When possible, HASBRO CHILDREN’S HOSPITAL will offer a representative to attend the benefit/fundraising event.

Fundraiser Promotion

Advertisement and promotion is the sole responsibility of the organizer.

- HASBRO CHILDREN’S HOSPITAL must review all promotional materials (including press releases, public service announcements, posters, tickets, brochures, invitations, etc.) before they are used.
- The HASBRO CHILDREN’S HOSPITAL logo is a registered trademark and cannot legally be reproduced without written permission.
- HASBRO CHILDREN’S HOSPITAL can promote the fundraising event when appropriate based on the fundraising goals noted below:

Intended Donation Amount:	Promotion by HASBRO CHILDREN’S HOSPITAL:
\$5,000+	<ul style="list-style-type: none"> • Posting on hospital giving website event calendar. • One social media post (either pre- or post-fundraiser depending on schedule availability and donor preference).
\$25,000 +	<ul style="list-style-type: none"> • All the above, and inclusion in hospital’s email blast to Lifespan Development’s database. • Second social media post (either pre- or post-fundraiser, depending on schedule availability and donor preference). • Media release post-fundraiser.
\$50,000 +	<ul style="list-style-type: none"> • All the above, and inclusion in an email blast to hospital employees. • Opportunity to provide flier for distribution through hospital mail services.
\$100,000 +	<ul style="list-style-type: none"> • All the above, and hospital intranet posting to all Lifespan employees. • Possible recognition in donor and employee publications.

- HASBRO CHILDREN’S HOSPITAL cannot solicit sponsors and does not provide any donor or client contact information. Organizer must notify HASBRO CHILDREN’S HOSPITAL before asking a business or company for a donation, cash, or in-kind sponsorship.

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Financial Guidelines

All TPE and CRM fundraisers must diligently comply with all Internal Revenue Service (IRS) regulations and fundraising best practices. The event organizer will be solely responsible for all costs and expenses incurred.

- The fundraising event or activity costs shall be held to a percentage of revenue which is generally acceptable within the fundraising sector and by the public. The traditional percentage split is no more than 60%/40% - event revenue to event costs. The organizer will provide a completed budget for review and approval as part of the "Fundraising Proposal Form and Agreement".
- HASBRO CHILDREN'S HOSPITAL cannot provide our 501 (c) (3) tax identification number or accept and acknowledge individual donations for the event unless there are donation checks that are made payable directly to HASBRO CHILDREN'S HOSPITAL and which are held separately from event fees.
- HASBRO CHILDREN'S HOSPITAL sales tax-exemption (on purchases) cannot be extended to any fundraising effort.
- If expenses are greater than the total collected, the group conducting the fundraising event is responsible for payment of these additional expenses.
- Financial or activity reports should be made available to the public, including the amounts raised and how spent for the purpose or cause.
- Any monies raised or donated during the fundraising event or activity will be used for the stated purpose for which they were raised, and within the agreed upon time frame.
- Proceeds are to be sent within **45 days** after the last day of the fundraising event in the form of a check made payable to *HASBRO CHILDREN'S HOSPITAL* to:

HASBRO CHILDREN'S HOSPITAL
Development Office
P.O. Box H
Providence, RI 02901

Liability and Licenses

The event organizer will be solely responsible for providing proof of appropriate liability, property, and general insurance coverage, as well as all licenses and permits that may be required, including registering with the Office of the Rhode Island Attorney General.

- If circumstances warrant, HASBRO CHILDREN'S HOSPITAL may at any time through any of its trustees, officers, or legal staff direct the organizer to cancel the fundraising event.
- The event organizer(s) agrees to indemnify and hold harmless HASBRO CHILDREN'S HOSPITAL and all its officers, trustees, and employees from all claims and liabilities in any way related to the fundraising event.
- HASBRO CHILDREN'S HOSPITAL must receive written notice of any significant changes planned for the fundraising event.
- Fundraising events or activities will not be aligned with any alcohol, pharmaceutical, gambling, or tobacco organizations.
- Lifespan does not authorize any activity or event that solicits monies by telephone or door-to-door methods.
- If a raffle (including 50/50 raffle) is a component of your fundraising event, the organizers are responsible for all permits and reporting as required by the Charitable Gaming Unit of the Rhode Island State Police.

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Assignment: Entire Agreement: Amendment: Governing Law

- Neither party may assign this agreement without the prior written consent of the other party.
- This agreement constitutes the entire agreement between the parties pertaining to the subject matter and supersedes any previous agreements relating to the same subject matter.
- The parties may amend this agreement only in a writing, signed by all parties.
- This agreement will be governed by and construed in accordance with the laws of the State of Rhode Island, without application of principles of conflicts of laws.

Every day we treat hundreds of patients who rely on our hospital for the very best care available, and we rely on support from caring people like you to help ensure that our vital work continues. Thank you again for your interest in planning a fundraising event to benefit HASBRO CHILDREN'S HOSPITAL.

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NAME OF PROPOSED FUNDRAISING EVENT: _____

SPONSOR INFORMATION

Name of Sponsoring Individual/Organization: _____

Address: _____

Phone: _____

Email: _____

Name of Contact Person: _____

Phone: _____

Email: _____

FUNDRAISING EVENT INFORMATION

Date: _____ Time: _____ Duration: _____

Location of Proposed Event:

Address: _____

Phone: _____

Briefly Describe Fundraising Event: _____

Audience/# Anticipated to Attend: _____

Percentage of revenue donated to HASBRO CHILDREN'S HOSPITAL:

Based on the nature of the fundraising event, are any of the following required?

Insurance: _____ Permits: _____ Liability Releases: _____

If yes, please attach a copy of all applicable documentation if available, or explain when and how the applicable documentation will be secured:

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What participation or resources, if any, would you anticipate from HASBRO CHILDREN'S HOSPITAL?

How do you plan on publicizing the fundraising event?

PROPOSED BUDGET

All costs are to be funded by fundraising event proceeds or are to be paid directly by the organizer. Please list all costs, including in-kind gifts.

Location/Venue	\$ _____
Food/Beverage	\$ _____
Printing (invitation, brochure, ticket, etc.)	\$ _____
Advertising	\$ _____
Entertainment	\$ _____
Prizes/Giveaways	\$ _____
Other (please specify)	\$ _____
TOTAL EXPECTED INCOME	\$ _____
TOTAL COSTS	\$ _____
REVENUE TO HASBRO CHILDREN'S HOSPITAL	\$ _____

Reminders:

- Event attendees may be able to receive a tax deduction for their ticket purchase, but not for the entire price of the event ticket. They will not receive tax deductions for the value of any goods or services included in the ticket price that they receive, such as dinner or entertainment. The event organizer should be able to identify the exact value of benefits which attendees receive; after subtracting that amount from the ticket price, the remainder of the ticket price would be tax-deductible, if paid to an organization with a 501 (c) (3) tax status. It is the event organizer's responsibility to provide attendees with the tax-deductible amount and corresponding documentation.
- Raffle ticket purchases are not tax-deductible.
- Auction prizes are tax-deductible to the extent purchased above the fair market value of the item.
- The fundraiser must project to achieve a 60%/40% ratio of event revenue to event costs to be considered for formal endorsement.

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- The fundraiser must establish a minimum \$5,000 fundraising goal to be considered for formal endorsement.
- Event proceeds must be submitted to HASBRO CHILDREN'S HOSPITAL within **45 days** of the event.

Additional information/comments:

I/we have read and completed the Third-Party Event and Cause-Related Marketing Policies and Guidelines, as well as the Fundraising Proposal Form and Agreement, and understand them as written. I/we understand that Lifespan and its affiliate hospitals do not accept or assume liability for this event.

EVENT ORGANIZER:

HASBRO CHILDREN'S HOSPITAL:

Signature

Authorizing Signature

Print Name

Print Name

Title

Title

Date

Date