

GUIDELINES FOR FUNDRAISING

Thank you for expressing an interest in organizing a fundraising event for New Hanover Regional Medical Center Foundation. The policies below are intended to protect the reputation and integrity of NHRMC Foundation's brand, personnel, and affiliated programs. As part of your commitment to organize an event, we ask that you and all those involved in organizing your fundraising activity respect these policies.

All donations should be made via check made payable to NHRMC Foundation or online at www.nhrmcfoundation.org.

The organizer is responsible for:

- Prior to conducting a fundraising event for NHRMC Foundation, please complete the Fundraising Proposal Application and submit to NHRMC Foundation for review and approval.
- Full obligation and responsibility for the payment of all expenses in connection with the event regardless of the amount of funds collected. NHRMC Foundation will not underwrite any portion of any sponsored event or project, nor be responsible for any expenditure related to a third party fundraising event.
- Fulfilling all necessary local and/or government regulations. This includes, but not limited to, registering with the appropriate agencies, purchasing insurance, following any rules of disclosure currently required by the IRS, and required licenses or permits.
- Creating and maintaining invitation and attendee lists (due to our patient and donor privacy policy, the use of the NHRMC Foundation donor database for mailing and/or solicitation purposes is not permitted).
- Advertising and marketing the event to the public. NHRMC Foundation is not able to take a coordination role in the event planning activities and staff cannot assist in soliciting prizes, auction items, organizing publicity, or providing good or services to assist the Fundraiser in the running for the event.
- Designing and producing communication materials including, but not limited to, press releases, invitations, posters and t-shirts. Any material with a NHRMC Foundation name or logo needs to be sent to NHRMC Foundation for review before distribution.

Other specifications:

- NHRMC Foundation is the beneficiary - **not** the sponsor or host - of any benefit events. We encourage organizers to name their fundraiser and follow it with this language: "to benefit NHRMC Foundation" or "supporting NHRMC Foundation" e.g., "Coastal Fun Run supporting NHRMC Foundation."
- The NHRMC Foundation name and logo remains the property of NHRMC Foundation.
- If another organization or non-profit will benefit from the event, NHRMC Foundation must receive, at minimum, 50 percent (%) of the proceeds from said event.

- If one of many beneficiaries, the amount or percentage of the proceeds to be designated to NHRMC Foundation must be clearly stated on all material.
- NHRMC Foundation cannot open bank accounts to support community fundraisers.
- NHRMC Foundation will not incur any event-related costs. This includes, but not limited to, postage, printing, purchase of tickets, giveaways and/or sponsorships. The event organizer will be solely responsible for all operational costs and fees associated with any necessary permits, licenses, and insurance.
- NHRMC Foundation, New Hanover Regional Medical Center, and all related entities cannot assume any type of liability for your event.
- All checks and money orders must be made payable to NHRMC Foundation.
- All donations are 100 percent (%) tax-deductible. You may not offer any good or services in exchange for a gift, as this will preclude the tax deductibility of the gift.
- NHRMC Foundation will issue a tax receipt to donors to the full extent of the law. Receipts will be issued for credit card contributions made through www.nhrmcfoundation.org and checks made payable to NHRMC Foundation in amounts greater than \$25.00 as long as the proper address and information is provided.
- Event participants wishing to pursue corporate matching gifts from their employers must donate directly to NHRMC Foundation, not through a third party website. It is the responsibility of the event organizers to make the event participants aware of this policy.
- All donations and event proceeds are to be delivered or mailed to NHRMC Foundation no later than 10-15 days after the event or fundraiser. Written accounting of the event must be available if requested by NHRMC Foundation.
- If you are seeking your own sponsors, please provide NHRMC Foundation with a list of targeted corporate sponsors. NHRMC Foundation reserves the right to exclude solicitation of specific sponsors. The donor should not use the NHRMC Foundation name to solicit its own sponsors, but can say NHRMC Foundation is the beneficiary of its activity.

NHRMC Foundation cannot provide, nor promise, the following:

- Staff participation, volunteers, or patient family attendance
- Design or production of communication and promotional materials
- Giveaways or prizes for silent auctions or recognition
- Funding or reimbursement of event expenses
- Solicitation of sponsorship revenue
- Responsibility for selling tickets or admissions
- Hospital and/or donor mailing lists or contact information
- Insurance coverage

Please contact Cate Reid, Donor Relations Officer, regarding further details or questions at (910) 667-5042 or via email at cate.reid@nhrmc.org.