

**Children's Hospital of Michigan  
Children's Hospital of Michigan Foundation**

**Special Events Fundraising Event Protocol**

*Thank you for your interest in hosting an event to benefit the Children's Hospital of Michigan (CHM) or Children's Hospital of Michigan Foundation (CHMF). You and numerous community supporters know first-hand how important private support continues to be to CHM and the outstanding care we are able to provide for our patients. All of the efforts you put forth are greatly appreciated and essential in providing exceptional care for our young patients.*

**Please read these guidelines before planning your event.**

Our policies and procedures are designed to guide you in planning fundraising events and activities to benefit CHM or CHMF. The State of Michigan regulates all fundraising activities, and we follow all IRS laws for charitable giving and acknowledgments **Any individual or organization who wishes to conduct an event or promotion involving the use of the name CHM, CHMF, or The Detroit Medical Center (DMC) for fundraising and/or publicity purposes must receive advance written approval from the CHM Development Office.** Please allow 1-2 weeks for the review process to take place.

1. Events should complement the mission and image of CHM and CHMF. Companies that conflict with the Hospital's mission or values may not be sponsors. Events should compliment the image and the final decision will be made by CHM and CHMF.
2. Applications must be submitted no later than 6 weeks prior to the proposed event date. Applicants must reapply annually for approval.
3. You, as the event organizer, must obtain all necessary permits, licenses and/or insurance.
4. Be prepared to estimate expenses and revenues for your event, as well as the size of the contribution you intend to donate to CHM or CHMF. The Development Office reserves the right to require a minimum guaranteed donation on a case-by-case basis. The Council of Better Business Bureau states that, "reasonable use of funds requires that at least 50% of total income from all sources be spent on programs and activities directly related to the organization's purposes." The Development Office will not approve an event in which fundraising costs exceed 50 percent of total income. CHM and CHMF strive to maintain fundraising costs at 15 percent of the total income and strongly urges event organizers to meet this standard.
5. The Development Office must approve, in advance, all copy for invitations, advertisements, press releases, posters or other promotional materials related to your project. Public announcements or promoting the event IS PROHIBITED until written approval has been sent to event organizer.

CHM or CHMF may *only* be identified as the beneficiary of the event. For example, event organizers should not call an event "Children's Hospital of Michigan Walk-a-Thon." Your event should be promoted as the "Walk-a-thon to benefit Children's Hospital of Michigan."

6. The public should be informed regarding any net amounts that will be donated to CHM or CHMF. If CHM or CHMF will not receive all of the proceeds from the event, then the exact percentage of the proceeds that benefit CHMF or CHMF must be stated clearly on all invitation copy, advertising, and promotional materials.

7. If another organization will benefit from the event, the Development Office must be notified when you apply to host an event.
8. Events must comply with all federal, state and local laws governing charitable fund raising, gift reporting and special events. The IRS requires that all tickets, invitations or entry forms state the fair market value, or which portion of the contribution is tax-deductible. If your donors send their contributions directly to CHM or CHMF you must inform the Development Office of the value of any goods or services that the donor received in return for the contribution.
9. You, as an event planner, may not keep any portion of the proceeds as profit or compensation for organizing the event. If event expenses are greater than the money raised, you are responsible for paying those expenses.
10. Proceeds must be received by CHM or CHMF within 30 days of the fundraising event or campaign.
11. The Development Office must be notified if there are any significant changes planned for the event. If circumstances warrant (i.e. fraud, negative exposure, etc), CHM or CHMF may at any time, through members of its Board of Trustees or senior administrators, direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release CHM, CHMF and DMC and their officers and employees from any and all liability in connection to any such action.

#### **What We Can Do to Help You**

- offer advice and expertise on event planning
- provide a letter of authorization to be used to validate the authenticity of the event and its organizers
- provide and approve the use of CHM or CHMF's name and logos
- assist you in designating your contribution to a specific area of interest such as research, equipment or a medical program that has special meaning for you
- promote the event on CHM's and CHMF's websites
- assist in providing volunteer support for events whenever possible
- assist with the development of your mailing list based on specific criteria
- provide a representative to attend your event, if possible
- provide a written tax receipt to donors who make their checks payable to CHM or CHMF

#### **What We Cannot Do to Help You**

- provide on-site staff support at your event (exceptions granted on a case-by-case basis)
- extend our tax exemption or charitable solicitation license to you
- provide insurance coverage
- provide funding or reimbursement for expenses
- solicit sponsorship revenue for your fundraising activities
- provide celebrities or professional athletes for your event
- provide CHM or CHMF letterhead
- submit press releases to media outlets
- obtain permits or licenses

Please understand that the volume of requests we receive sometimes exceeds the number of staff available to attend events. Please call the Special Events - Development Office at 313.745.5373 a minimum of two weeks prior to your event or check presentation to discuss CHM or CHMF representation.