

Category				
LEADERSHIP				
Title:				
THIRD PARTY FUNDRAISING				
Policy Number	Effective Date	Implementation Date	Total Pages	Attachments
LD-NEW		6/16 Keota		

Subject: Updating and revision of MMC policy

Policy name and general summary of changes	Implementation Requirements and Details

I. POLICY:

Mercy Medical Center Foundation highly values the enthusiasm of our third party fundraising organizers. Thank you for your commitment to our mission of providing excellence in health care through stewardship, financial support and community collaboration.

II. DEFINITIONS:

Bold & Underline Word/Term – use space-dash-space, then give definition.

Double Space – Double space between definitions.

III. GUIDELINES:

A. Event Approval

1. You must be at least 18 years of age or older to submit and hold a third-party fundraising event.
2. We may require that your fundraising event be held in a licensed facility.
3. The event organizer (you) or the facility where the event will take place must be able to provide a certificate of insurance with Mercy Medical Center named as an additional insured for the event date(s) if requested.
4. The third-party fundraising event proposal form must be submitted at least 60 days prior to the beginning of your fundraising.
5. Fundraising event(s) must comply with all relevant state and federal laws.

B. Mercy Medical Center Foundation is continuously developing fundraising ideas that may be similar to your materials or ideas; please do not submit information that you consider confidential or proprietary. It is possible that the idea you wish to submit has been

considered previously, is in development, is being tested or is being implemented. If you submit an idea, you do so with the understanding that Mercy Medical Center Foundation cannot accept information other than that which you intend to share freely, without any compensation to the submitter.

- C. By submitting your fundraising idea, you agree to assume all risks and liabilities associated with the proposals and hereby release and hold harmless Mercy Medical Center entities, their directors, officers, employees, agents, and successors from and against any and all claims, damages, liabilities, costs, and expenses, including reasonable attorney's fees, arising out of or may occur in connection with the event, including without limitation, and personal injuries or damages to property that may occur in conjunction with your proposal.
- D. By receiving information on your fundraiser idea, Mercy Medical Center Foundation is not obligated to enter into a fundraising program with you. All written or printed material containing Mercy Medical Center logos or trademarks, before and after your fundraising begins, must be submitted to us for approval before circulation.
- E. Proposal forms are reviewed by the senior level staff member of the Mercy Medical Center Foundation. You will be notified via email within two weeks of submission if your proposal has been accepted or declined.

F. Financial Guidelines

- 1. Third-party fundraisers are responsible for paying all fundraising expenses related to their activity.
- 2. Event expenses should be 30% or less of the total amount raised, excluding any in-kind donations. Ideally, research your expenses and have your budget in place prior to total collected, the group conducting the event is responsible for payment of these additional expenses.
- 3. No bank accounts in the name of Mercy Medical Center Foundation should be set up. All checks should be made payable to Mercy Medical Center Foundation and sent to our office (all together) within 30 days of the event.
- 4. Mercy Medical Center Foundation cannot process any credit cards for your event.

G. Promotion & Logo Usage

- 1. In naming the event or promotion, Mercy Medical Center Foundation may not be used in the title, but should be listed as a beneficiary of the event. For example, organizers may not refer to the event as the "Mercy Medical Center Foundation Bowl-a-thon"; instead, it could be promoted as "Bowl-a-thon to benefit Mercy Medical Center Foundation".
- 2. Your contact at Mercy Medical Center Foundation must review and approve all promotional materials including invitations, posters, brochures, press releases, etc.
- 3. Mercy Medical Center Foundation will provide you with a logo and guidelines for usage; these guidelines must be followed and you must solely use the logo provided.
- 4. Mercy Medical Center Foundation may promote the event, when appropriate, through our website, email blasts, or our newsletter.

H. Cancellation, Liability & Changes

1. If circumstances warrant, Mercy Medical Center Foundation reserves the right, at any time and through any of its senior management, to ask that you pull our name from the event. You hereby agree to remove our name from any printed material or public place where our name or logo appears.
2. The organizers of the event or fundraising activity agree to indemnify and hold harmless Mercy Medical Center and its Board of Director and employees from any and all claims and liabilities in any way related to the event.
3. You must advise Mercy Medical Center of any changes made in your fundraising event after you complete the proposal form.
4. You must provide adequate proof of insurance, either from the venue holding the event or by purchasing event-day insurance.

I. How Mercy Medical Center Foundation Can Help

1. Event planning guidelines and serve as a resource.
2. Budget templates, sample solicitation letters, fundraising ideas.
3. Our logo, approval of each use, and sample copy, as requested.
4. A letter indicating you are approved to do fundraising on our behalf to show potential supporters.
5. Limited quantities of existing marketing materials such as pin cards, brochures, newsletters, videos and power point presentations.
6. Acknowledge any direct contributions to Mercy Medical Center Foundation from your fundraising.