

## EVENT GUIDELINES:

### **Please read the following and keep a copy for your records**

Children's Hospital Colorado is pleased to be the beneficiary of financial support from special fundraising programs, events or projects by generous individuals, groups and organizations. We welcome fundraising proposals for review, but choosing to submit a proposal does not obligate the Children's Hospital Colorado Foundation to enter into a fundraising program with you.

By submitting a fundraising proposal you agree to assume all risks and liabilities associated with the proposal and hereby release and hold harmless Children's Colorado Foundation 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 in connection with the event, including without limitation any personal injuries or damages to property that may occur in conjunction with your proposal.

Although the Foundation actively encourages third-party fundraising events and promotions, we must approve all fundraising activities in advance. The Foundation and/or hospital maintain the right to decline events. This is an important safeguard in preserving the integrity of the name and reputation of Children's Colorado, Children's Colorado Foundation, and Children's Miracle Network Hospitals as well as our commitment to donors.

If Children's Colorado Foundation agrees to enter into a fundraising program with you, all written, electronic or printed fundraising program materials containing Children's Colorado and Children's Miracle Network Hospitals logos or trademarks, before and after your fundraising begins, must comply with graphic standards and must be submitted to us for approval before printing or circulation.

In order to ensure that all proposed fundraising events, promotions or appeals to the general public are registered and authorized, we require third-party managers to follow these guidelines:

### **EVENT APPROVAL**

1. Event managers must complete and submit the application for review and consideration of authorization to conduct any event, promotion or appeal to the general public. This should be submitted a minimum of 60 days prior to the date of the event.

### **PROMOTION & LOGO USE**

1. Event managers understand that Children's Colorado, Children's Colorado Foundation, and Children's Miracle Network Hospitals assume no responsibility for promoting the event or promotion.
2. Publicity for your event may not imply that the event is sponsored or co-sponsored by the Foundation and/or Children's Colorado or Children's Miracle Network Hospitals. The hospital may only be identified as the beneficiary of the event.
3. Use of the name Children's Hospital Colorado, Children's Hospital Colorado Foundation, and Children's Miracle Network Hospitals, logo or any other term implying endorsement by or support of the Children's Colorado is not authorized except by specific approval. All uses of Children's Colorado name and logo on printed and electronic collateral, advertising or other event promotional material must be approved in advance of production by Children's Colorado Foundation and must comply with usage and brand standards.
4. Advance authorization is required for any reproduction of logo or name prior to printing or release to news media.

5. In order to provide your donors with important information concerning their contribution, we ask that all promotional materials clearly state the percentage of proceeds (from gross or net proceeds) and/or the portion of the ticket price that will benefit Children's Colorado, Children's Colorado Foundation, or Children's Miracle Network Hospitals.

#### **EVENT PLANNING**

1. Event manager agrees to obtain all required permits or licenses for the event. Because Children's Colorado is the ultimate beneficiary of your event and has no direct involvement with running the fundraiser, we cannot provide event insurance. The event manager is responsible for obtaining any required permits and certificates of insurance.

2. The fundraising event or appeal organizer/sponsor/organization agrees to indemnify, refund and hold Children's Colorado, Children's Colorado Foundation, and Children's Miracle Network Hospitals harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities damages, recoveries and deficiencies, including interests, penalties and reasonable attorney's fees that shall be incurred or suffered by Children's Colorado and Children's Colorado Foundation which arise, result from or relate to the fundraising event or appeal, the organizer/sponsor/organization's performance of its agreement as specified in these guidelines and the Fundraising Event Application Form or Promotions Application Form.

3. If a professional fundraiser or promotions person is hired to coordinate a special event that benefits Children's Colorado, Children's Colorado Foundation, and Children's Miracle Network Hospitals, Foundation staff will be notified immediately. The professional organizer/promotions person and the fundraising event or appeal organizer/sponsor/organization do hereby agree to adhere to all federal, local and state laws and assure that compensation to any professional fundraisers or promoters shall not be based on commission or percentage of monies raised.

4. Unfortunately, sales tax laws do not allow event managers to use our sales tax exempt status for purchases.

5. There must not be exploitation of children or families utilizing Children's Colorado, including but not limited to photographs of children.

6. There must not be conflict with government regulations or licensing.

7. There must not be commercialism which would reflect poorly on Children's Colorado, Children's Colorado Foundation, and Children's Miracle Network Hospitals.

8. We reserve the right to observe your event.

#### **FUNDRAISING**

1. The fundraising event or appeal organizer/sponsor/organization agrees to submit the name of any businesses to be solicited for support, in advance of such solicitation, to Children's Colorado Foundation so that conflicts with sponsors and donors who may already be involved with other fundraising efforts benefiting Children's Colorado can be avoided.

2. Please limit expenses to 25% of the total raised by the event. No bank accounts in the name of "Children's Hospital Colorado, Children's Hospital Colorado Foundation, or Children's Miracle Network Hospital's" can be set up to hold funds from a fundraiser.

3. We recognize that some coordinators may need funds to run an event and pay reasonable expenses. However, Children's Colorado, Children's Colorado Foundation, and Children's Miracle Network Hospitals cannot fund or

financially support community fundraisers. Managers are responsible for covering all expenses and will not be reimbursed by the foundation or the hospital.

4. Raffle, bingo, lottery and drawings are games of chance and are considered a raffle. Raffles MUST be approved and registered by the state. If you hold a raffle without obtaining your own raffle license, you will be conducting an illegal raffle according to Colorado State Law and subject to review by Colorado Gaming Commission. You must provide current raffle license information (organization name, raffle manager name and license number) to your Children's Colorado Foundation Event Manager prior to holding a raffle.

5. If you hold a silent auction, sales tax must be collected on any tangible items sold through the auction. Sales tax is calculated on the sales price of a tangible item regardless of the fair-market-value of the item. Sales tax is determined by the location of the sale.

6. You may not keep any portion of the proceeds as profit or compensation for organizing the event.

#### **FOLLOW UP & RECEIPTING**

1. Events must comply with all federal, state and local laws governing charitable fundraising and gift reporting. All tax-receipting issues must be agreed upon and documented before the Foundation's approval is given. The Foundation may only issue tax receipts for checks made out to "Children's Hospital Colorado, Children's Hospital Colorado Foundation, and Children's Miracle Network Hospitals". If your donors send their contributions directly to the Foundation, you must inform the Foundation of the value of any goods or services the donor received in return for the contribution. The Foundation will issue receipts for in-kind donations or event sponsorship agreements if you provide complete information for all applicable donors. An in-kind donation sheet ([link](#)) must be completed for all donations.

2. Within 60 days of the completion of the scheduled event or promotion, all net proceeds will be delivered to your event or promotions contact at Children's Hospital Colorado Foundation, 13123 East 16th Avenue, Box 045 Aurora, Colorado 80045.