



GUIDELINES

Thank you for your interest in hosting an event/campaign to benefit The Children's Foundation! You and numerous community supporters know first-hand how important philanthropic support is to the success of what we do. **All of the efforts you put forth** touch the lives of children and their families we serve, and for that, we are grateful for your support and partnership!

Our Mission

The Children's Foundation supports pediatric research, education, community benefit programs, and other initiatives that improve the health of children in Michigan.

Our Vision

Through our efforts to improve children's health and wellness, children have more days to play, nights to dream, and time just to be kids.

Useful Information

The Foundation has created a list of policies and procedures designed to guide and help you in the planning of your fundraising events and campaigns. It's important to note that the State of Michigan regulates ALL fundraising activities, and we follow all IRS laws for charitable giving and gift acknowledgments.

Any individual or organization who wishes to conduct an event or campaign involving the use of The Children's Foundation name OR for fundraising and/or publicity purposes, must receive advanced approval from The Children's Foundation. Event or campaign applications must be submitted no later than 6 weeks prior to the proposed event/campaign date. All applicants must re-apply annually for support and approval. **Please allow 10 business days for the review process to take place.**

- 1) Events or campaigns should complement the mission and image of The Children's Foundation. Companies or organizations that conflict with the Foundation's mission or values may not be sponsors. The final judgment allowing an organization and/or a person to host an event benefiting The Children's Foundation, shall be the sole and final decision of The Children's Foundation.
- 2) **You, as the event/campaign organizer, must obtain all necessary permits, licenses and insurance.** You are (or your corporate/organization is) responsible for ensuring that the event or campaign complies with all federal, state and local laws governing charitable fundraising, gift reporting and special events. **If your organization is NOT eligible to receive tax-deductible contributions, we encourage you have your supporters write checks payable to Children's**

Foundation with your event/campaign name in the memo line for event credit and a tax acknowledgment letter.

- 3) Be prepared to estimate revenue and expenses for your event or campaign, as well as the size of the contribution you intend to donate to The Children's Foundation. 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 Children's Foundation strives to maintain overall fundraising costs at 20% of total revenue and strongly urges event/activity organizers to meet this standard. **We encourage a minimum contribution of \$500 or more for a first-time event or campaign benefiting The Children's Foundation.**
- 4) **The Children's Foundation assumes no responsibility for your event or campaign. You agree to release the Foundation and its officers, employees and agents from any and all liability arising out of your event or campaign.**
- 5) The Children's Foundation must approve, in advance, the content for all invitations, advertisements, press releases, posters or other promotional materials related to your project, using The Children's Foundation name and/or logo. Public announcements of ANY KIND or promoting the event/activity **IS PROHIBITED** until approval has been given by The Children's Foundation office.
- 6) The Children's Foundation may only be identified as the beneficiary of the event/campaign.
 - a) *For example, event organizers should not call an event "The Children's Foundation Walk-a-Thon." Your event should be promoted as: "Walk-a-thon to benefit The Children's Foundation."*
- 7) The public should be informed regarding any net amounts that will be donated to The Children's Foundation. If The Children's Foundation will not receive all the proceeds from the event/activity, then the exact percentage of the proceeds that benefit The Children's Foundation must be stated clearly on all invitation copy, advertising, and promotional materials. If another organization will benefit from the event/CRM campaign, The Children's Foundation must be notified on the application paperwork.
- 8) The Children's Foundation should receive a list of targeted sponsors for the event/activity before they are approached to allow coordination with respect to other Children's Foundation events/ activities that may be underway.
- 9) You are (or your corporate/organization is) responsible for ensuring that the event/CRM campaign complies with all federal, state and local laws governing charitable fundraising, gift reporting and special events. If your organization is eligible to receive tax-deductible contributions, the IRS requires that all tickets, invitations, or entry forms state the fair market value or which portion of the contribution is tax-deductible.
- 10) You, as an event/activity planner, may not keep any portion of the proceeds as profit or compensation for organizing the event or campaign. If event or campaign expenses are greater than the money raised, you are responsible for paying those expenses.
- 11) Proceeds must be received by The Children's Foundation **no more than 30 business days** after the event or campaign date(s).