



GUIDELINES FOR COMMUNITY FUNDRAISING EVENTS

January 2017

Guidelines for Community Fundraising Events

Thank you for your interest in supporting Cape Fear Valley Health Foundation. In honoring its mission, the purpose of Cape Fear Valley Health Foundation is to generate philanthropic and community support for Cape Fear Valley Health and the patients we serve in Cumberland, Bladen, Hoke and surrounding counties.

The support of organizations like yours is instrumental for Cape Fear Valley Health to continue to provide exceptional healthcare – regardless of a patient’s ability to pay.

A Community Event is defined as any fundraising initiative brought forward by an individual (s), community group, service club, or business external to Cape Fear Valley Health Foundation, its Friends Groups or Cape Fear Valley Health. These outside organizations sponsor events and the proceeds raised or items collected are designated for the Foundation or Cape Fear Valley Health programs or services. These events take place without direct involvement of Cape Fear Valley Health Foundation.

If you are interested in organizing a Community Fundraising event for Cape Fear Valley Health Foundation and its Friends groups, the first step is to review the attached guidelines. This document provides general information, financial information, tax receipts, logo usage and special support requests. If your event meets these guidelines, please complete the Community Fundraising Event Application and forward to Cape Fear Valley Health Foundation, 101 Robeson St., Suite 106, Fayetteville, NC 28301. If you prefer, you may fax the application to (910)615-1551 or email to CFVHealthFoundation@capefearvalley.com. Your request will be reviewed by our Community Event Committee for approval and you will be informed of their decision. Please allow a minimum of 6 – 8 weeks for approval time prior to your event.

In General:

- All fundraising events for Cape Fear Valley Health Foundation and its Friends Groups require advance written permission from the Foundation Board.
- Please do not make public announcements or promote the event until you have received written permission from the Foundation.
- We ask that you submit an *Application for Community Fundraising Events* to the Foundation for review at least six (6) weeks before your proposed event.
- The person representing the event for your committee or organization will need to obtain any necessary permits, licenses or insurance. Please attach copies to your application.
- The event organizers agree to indemnify and hold harmless Cape Fear Valley Health Foundation, Cape Fear Valley Health, Cumberland County Hospital, Inc. and its officers, directors, and employees from any and all claims and liabilities in any way related to the event.
- When possible, any contracts required for the event must be reviewed and approved by Cape Fear Valley Health Foundation in advance.
- Events should fit the mission and promote the appropriate image of Cape Fear Valley Health Foundation and Cape Fear Valley Health.
- Events must comply with all applicable municipal, county, state and / or federal laws.
- Cape Fear Valley Health Foundation cannot sponsor or endorse fundraising events or products. Printed materials and other information should state “Proceeds will benefit Cape Fear Valley Health Foundation.”
- Please send electronic copies of flyers and all promotional material for the Foundation to view and assist in posting these items at the hospital and on our Facebook page.
- In extreme circumstances, Cape Fear Valley Health Foundation or Cape Fear Valley Health

may at any time through any of its vice presidents, directors, officers, senior administrators or Foundation withdraw from the event if the name is being misused or the event is going to cause damage to the name or reputation of Cape Fear Valley Health Foundation or Cape Fear Valley Health. You hereby agree to allow the cancellation of the partnership of the event / promotion, is so directed, and further agrees to release Cape Fear Valley Health Foundation, Cape Fear Valley Health, its officers, directors, and employees from any and all liability and connection to any such action.

- When approaching businesses and corporations for assistance with the event, please remember that many local organizations are already involved in supporting Cape Fear Valley Health Foundation and may not wish to make additional donations.
- A Cape Fear Valley Health Foundation representative may be able to attend your fundraising event. Personal appearances by Foundation staff will be handled on a case-by-case basis. We will make every effort to respond to your appearance request. Please recognize that the volume of requests exceeds our available staff. Indicate on your application form to request a representative and please call the Foundation at 910-615-1285 two (2) weeks prior to the event to confirm.
- Please advise Cape Fear Valley Health Foundation of any changes in your event.
- Tax receipts will be issued on behalf of the Foundation to those individuals who contribute to the event by check.
- Significant donations may also be recognized publicly, in accordance with Foundation policies and procedures.
- Cape Fear Valley Health Foundation does not have advance monies for Community Fundraising Events. We also generally do not provide our mailing list.
- No raffle may be held in conjunction with any Cape Fear Valley Health Foundation Community Fundraising Event.
- Donations from the proceeds of the event are expected to be made to Cape Fear Valley Health Foundation within thirty (90) days of the close of the event. Please contact the Foundation longer than thirty (90) days is needed.