

WakeMed Foundation | Guidelines for Fundraising Events

Thank you for expressing an interest in organizing a fundraising event for the WakeMed Foundation. The policies below are intended to protect the reputation and integrity of the WakeMed Foundation's name, personnel and affiliated programs. As part of your commitment to organize an event, we ask that you and all those involved in organizing your fundraising activity respect these policies.

- Prior to conducting a fundraising event for the WakeMed Foundation, please complete the Fundraising Proposal application and submit to the WakeMed Foundation for review and approval.
- All event materials that include the WakeMed Foundation or WakeMed Health & Hospitals name(s) and/or logo(s) **must be reviewed and approved in advance** by the WakeMed Foundation. Materials include, but are not limited to, advertising, press releases, posters, flyers, invitations and t-shirts.
- The WakeMed Foundation is the beneficiary—**not** the sponsor or host—of any benefit events. Publicity should list the name of the event followed by "...benefiting the WakeMed Foundation."
- The amount or percentage of the proceeds to be donated to the WakeMed Foundation must be clearly communicated so the public knows what amount of their funds will directly benefit the WakeMed Foundation.
- If another organization will benefit from the event, the WakeMed Foundation must receive at least 50% of the proceeds from events benefiting our charity.
- The event organizer will assume full obligation and responsibility for the payment of all expenses in connection with the event regardless of the amount of funds collected. The WakeMed Foundation will not underwrite any portion of any sponsored event or project, nor be responsible for any expenditure related to a third party fundraising event.
- The WakeMed Foundation will not incur any event-related costs. This includes, but is not limited to, postage, printing, purchasing tickets, "giveaways" and/or sponsorship. The event organizer will be solely responsible for all operational costs and must obtain any necessary permits, licenses and insurance.
- The WakeMed Foundation, WakeMed Health & Hospitals, and all related entities cannot assume any type of liability for your event.
- The event sponsor agrees to comply with all necessary local or government regulation. This includes, but is not limited to, registering with the appropriate agencies, purchasing insurance, and following any rules of disclosure currently required by the IRS, and required licenses or permits.
- The WakeMed Foundation will provide a tax receipt to donors who make contributions payable to the "WakeMed Foundation" in amounts greater than \$25, as long as the proper address and information is provided.
- All donations and event proceeds are to be delivered or mailed to the WakeMed Foundation no later than 30 days after the event/fundraiser. Written accounting of the event must be available if requested by the WakeMed Foundation.

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- If you are seeking your own sponsors, please provide the WakeMed Foundation with a list of targeted corporate sponsors. The WakeMed Foundation reserves the right to exclude solicitation of specific sponsors. The donor should not use the WakeMed Foundation name to solicit its own sponsors, but can say the WakeMed Foundation is the beneficiary of its activity.
- The WakeMed Foundation will not release its list of friends, supporters or donors nor will it solicit its donors or Board of Directors to make or solicit event donations.

What the WakeMed Foundation cannot do to support your event:

- Guarantee staff, volunteer or patient family attendance at your event.
- Extend our tax exemption to you.
- Provide giveaways or prizes for silent auctions.
- Provide funding or reimbursement for event expenses.
- Solicit sponsorship revenue for the event.
- Be responsible for selling tickets to your event.
- Provide hospital and/or donor mailing lists or contact information.
- Provide insurance coverage.