

# Third-Party Fundraiser Guidelines



**Shriners Hospitals**  
for Children®

Thank you for your interest in hosting a fundraising activity for Shriners Hospitals for Children. Events such as yours are important in our efforts to raise funds and awareness of our mission to provide life-changing medical care for children regardless of their ability to pay. Our goal is to keep the mission strong for future generations of children and your support greatly helps in that endeavor. The following guidelines are provided to ensure that you are aware of potential needs or issues regarding your event/promotion and assist you in your efforts.

Please note: Cause related marketing, promotions where Shriners Hospitals for Children will receive a portion of proceeds from the sale of a product or service are strictly regulated. Additional guidelines will be provided to you after we have received your Event Request form.

If you have any questions not answered by these guidelines please contact the Events team at [events@shrinenet.org](mailto:events@shrinenet.org) or 813-367-2022.

The use of Shriners Hospitals for Children name, logo or mission may not be used in any way without written approval from the executive office of Shriners Hospitals for Children.

- ◆ All fund raising event/promotions for the benefit of Shriners Hospitals for Children must be approved in advance. The Event Request form must be completed and submitted to the Events team within the Donor Relations department no less than 21 days prior to the proposed promotion or event start date before approval can be granted.
- ◆ Fundraisers which benefit Shriners Hospitals for Children must reflect positively on its mission. SHC reserves the right to decline any fundraising proposal that is not in line with our mission.
- ◆ Event organizers are responsible for obtaining all permits, licenses and insurance certificates. Please note that raffles, drawings and other games of chance are governed by a variety of state municipal and federal laws. If you are holding a raffle, drawing or other game of chance at your event, please be aware that such an activity needs special permits and allow extra time for these to be obtained.
- ◆ SHC assumes no legal or financial liability associated with third-party events.
- ◆ Fundraisers must fully and truthfully state the portion of the proceeds which will be donated to the Shriners Hospitals for Children in all advertising, promotions and in all contact with donors, sponsors and participants. If less than 100% of the net proceeds will be donated, the “portion of proceeds” may be stated as a percentage of net proceeds, a portion of a product price or a fixed amount per sale/transaction that is to benefit Shriners Hospitals for Children.

## Communication Guidelines:

- ◆ Participants may not use the copyrighted information, logos, or photos on the SHC website without the express written consent of SHC.
- ◆ All promotional materials should clearly state the event is sponsored by you or your organization with net proceeds going to SHC. If a specific percentage of event proceeds are coming to SHC, this must be stated in your materials.
- ◆ Shriners Hospitals for Children cannot be used as an event title but may be identified as the beneficiary of the event/promotion. For example an event may not be referred to as “Shriners Hospitals for Children Bake Sale.” Instead, it should be promoted as “XYZ Bake Sale to Benefit Shriners Hospitals for Children.”
- ◆ SHC does not purchase advertising to promote third-party events.

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## Financial Guidelines:

- ◆ SHC will not incur third-party expenses or provide any funds for third-party events or promotions.
- ◆ No bank accounts or holding accounts may be established under the SHC name.
- ◆ The not-for-profit tax exempt status of SHC may not be used by the host organization to purchase items and materials with which to conduct the activity.
- ◆ Event organizer shall not retain any portion of event proceeds as personal profit or compensation. No fees, commissions or salaries may be retained from event proceeds by your organization or its members.
- ◆ The organizer agrees to minimize expenses related to the event and to provide SHC with an event plan and budget if requested. A check for the third party event's net proceeds (gross proceeds less all related expenses) must be sent or presented in person to SHC within 60 days of the event's conclusion.

## Charitable Giving Guidelines:

- ◆ Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.
- ◆ Donations made directly to a third-party event can be used to cover the event's expenses, but are not tax-deductible.
- ◆ A donation solicited on our behalf, whether the donation is an item or cash, is fully tax deductible only when it is made directly and entirely to SHC, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS.
- ◆ In order for a tax receipt to be issued, SHC must be provided with the donor's name, address and phone number.
- ◆ Any checks made payable to SHC must be forwarded to SHC for processing and deposit. Checks must represent an outright donation and cannot include any exchange of products or services. Such donations are tax-deductible and will be receipted by SHC.

## Event Request Submission & Approval Process

- ◆ The request form can be completed [online](#) using our secure form or by filling out the word document and returning by email, fax or mail to our offices for official review.
- ◆ The average processing time for review and approval is 7-10 business days. Please note that if your form is complete or requires further review, additional time will be needed to properly process the request.
- ◆ Once approved, a copy of the approval letter will be sent to you via email, if provided. The hard copy will follow by regular mail for your records.

*Shriners Hospitals for Children® are often called "the world's greatest philanthropy" because our excellent medical care is provided regardless of the patient's or the family's ability to pay. Since opening our doors in 1922, more than 1,000,000 children have been helped through our hospitals. For all of us at Shriners Hospitals for Children®, thank you for your interest in supporting our mission and patients.*

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