

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 the highest quality care to children with neuromuskuloskeletal conditions, burn injuries and other health care needs with a compassionate, family-centered and collaborative care environment regardless of their families' ability to pay. The following guidelines are provided to ensure that you are aware of Shriners Hospitals for Children's requirements regarding events/promotions highlighting our name and mission and to assist you in your fundraising efforts.

Please note: Cause related marketing and promotions where Shriners Hospitals for Children will receive a portion of the proceeds from the sale of a product or service are strictly controlled and monitored. For these types of fundraising efforts, additional guidelines will be provided after we have received the Event Request form.

*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.*

- ♥ Shriners Hospitals for Children **assumes no legal or financial liability associated with third-party events.**
- ♥ All fund raising events/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 under the Donor Relations office no less than 21 days prior to the proposed promotion or event start date for approval.
- ♥ Shriners Hospitals for Children reserves the right to decline any fundraising event or proposal that does not align with our mission. Fundraisers which benefit Shriners Hospitals for Children must reflect positively on 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 requires special permits and the event organizer should allow extra time for these to be obtained.
- ♥ Fundraisers must fully and truthfully state the portion of the proceeds which will be donated to 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 Shriners Hospitals for Children website without the express written consent of Shriners Hospitals for Children's executive office.
- ♥ All promotional materials should clearly state the event is sponsored by you or your organization with net proceeds going to Shriners Hospitals for Children. If a specific percentage of event proceeds are coming to Shriners Hospitals for Children, 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."
- ♥ Shriners Hospitals for Children does not purchase advertising to promote third-party events.

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Financial Guidelines:

- ♥ Shriners Hospitals for Children 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 name Shriners Hospitals for Children.
- ♥ The not-for-profit tax exempt status of Shriners Hospitals for Children may not be used by you or your host organization to purchase items and materials with which to conduct the event or promotion.
- ♥ 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 you, your organization or its members.
- ♥ The organizer agrees to minimize expenses related to the event and to provide Shriners Hospitals for Children 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 30 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 Shriners Hospitals for Children. Shriners Hospitals for Children is the only agent 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 for a donation, Shriners Hospitals for Children must be provided with the donor's name, address and phone number.
- ♥ Any checks made payable to Shriners Hospitals for Children must be forwarded to Shriners Hospitals for Children 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 Shriners Hospitals for Children.

Event Request Submission & Approval Process

- ♥ If the event is approved, you are solely responsible for complying with any and all applicable laws and regulations, including, but not limited to, those related to gaming, raffles, sweepstakes and fundraisers. By approving this event, Shriners Hospitals for Children is in no way liable for the foregoing obligations or the promotion, conduct or staging of the function.
- ♥ The request form is completed [online](#) using our secure form for official review. The average processing time for review and approval is 10-14 business days. Please note that if your form is incomplete or requires further review, additional time will be needed to properly access the request. Once approved, a copy of the approval letter will be sent to you via email.

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