

# Proud Supporter Program

## Fundraising Guidelines



**Shriners Hospitals**  
for Children®

**Proud Supporter**

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. These guidelines are provided to ensure that you are aware of Shriners Hospitals for Children's requirements regarding events that use our name and branding and to assist you in your fundraising efforts.

Prior to any Proud Supporter event approval or use of the Proud Supporter logo to signify support of Shriners Hospitals for Children®, the event coordinator must check the box on the online submission form that they understand these guidelines.

### Organizational Guidance:

<ul style="list-style-type: none"><li>▪ The use of Shriners Hospitals for Children name, Proud Supporter logo or mission may not be used in any way without written approval from the Proud Supporter Program.</li></ul>
<ul style="list-style-type: none"><li>▪ Shriners Hospitals for Children assumes no legal or financial liability associated with third-party events.</li></ul>
<ul style="list-style-type: none"><li>▪ Shriners Hospitals for Children only approves Proud Supporter events where 100% of net proceeds are donated to Shriners Hospitals for Children. At our discretion, we will approve events that dedicate 50% of net proceeds to Shriners Hospitals for Children and another IRS-documented 501(c)(3) nonprofit organization.</li></ul>
<ul style="list-style-type: none"><li>▪ All fund raising events must be approved in advance. The online event request form at <a href="https://lovetotherescue.org/how-you-can-help/fundraise-for-us/host-your-own-event">https://lovetotherescue.org/how-you-can-help/fundraise-for-us/host-your-own-event</a> must be completed and submitted to the Events Team no less than 21 days prior to the proposed promotion or event start date</li></ul>
<ul style="list-style-type: none"><li>▪ Shriners Hospitals for Children reserves the right to deny approval or remove existing approval of Proud Supporter event at any time, for any reason. Shriners Hospitals for Children will incur no liability for any such disapproval or the removal of existing approval.</li></ul>
<ul style="list-style-type: none"><li>▪ Fundraisers which benefit Shriners Hospitals for Children must reflect positively on our mission. Events where the sole sponsor/coordinator is an alcohol, tobacco or marijuana company; or a gun-manufacturing company will be declined. Events that are related to a political party or political position will be declined.</li></ul>
<ul style="list-style-type: none"><li>▪ Event organizers are responsible for obtaining all permits, licenses and insurance certificates. 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, be aware that such an activity requires special permits and the event organizer should allow extra time for these to be obtained.</li></ul>
<ul style="list-style-type: none"><li>▪ Events must fully and truthfully state that 100% of net proceeds will be donated to Shriners Hospitals for Children in all advertising, promotions and in all contact with donors, sponsors and participants.</li></ul>
<ul style="list-style-type: none"><li>▪ Commercial Co-Ventures are not implemented through the Proud Supporter Program. All commercial co-ventures are reviewed and implemented through the Corporate Partners program, which can be reached at <a href="mailto:corporatepartners@shrinenet.org">corporatepartners@shrinenet.org</a>.</li></ul>

### Communication Guidance:

<ul style="list-style-type: none"><li>▪ 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 Proud Supporter Program.</li></ul>
<ul style="list-style-type: none"><li>▪ Shriners Hospitals for Children cannot be used in the event title, but may be identified as the beneficiary of the event. 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."</li></ul>
<ul style="list-style-type: none"><li>▪ Shriners Hospitals for Children does not purchase advertising to promote third-party events.</li></ul>
<ul style="list-style-type: none"><li>▪ The Proud Supporter event coordinator is responsible for all marketing, including writing and distributing press releases, Facebook posting, ads, etc. Shriners Hospitals for Children does not communicate Proud Supporter events through our social media channels.</li></ul>
<ul style="list-style-type: none"><li>▪ Shriners Hospitals for Children does not solicit participation from our supporters for Proud Supporter events and will not approve use of Shriners Hospitals for Children donor, staff, vendor, volunteer mailing lists or other Shriners Hospitals for Children databases or contact information.</li></ul>

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## Financial Guidance:

<ul style="list-style-type: none"><li>▪ Shriners Hospitals for Children will not incur third-party expenses or provide any funds for third-party events or promotions.</li></ul>
<ul style="list-style-type: none"><li>▪ No bank accounts or holding accounts may be established under the name Shriners Hospitals for Children.</li></ul>
<ul style="list-style-type: none"><li>▪ 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.</li></ul>
<ul style="list-style-type: none"><li>▪ 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.</li></ul>
<ul style="list-style-type: none"><li>▪ 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 Shriners Hospitals for Children within 30 days of the event's conclusion.</li></ul>

## Charitable Giving Guidance:

<ul style="list-style-type: none"><li>▪ Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.</li></ul>
<ul style="list-style-type: none"><li>▪ Donations made directly to a third-party event can be used to cover the event's expenses, but are not tax-deductible.</li></ul>
<ul style="list-style-type: none"><li>▪ 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</li></ul>
<ul style="list-style-type: none"><li>▪ 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.</li></ul>
<ul style="list-style-type: none"><li>▪ 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.</li></ul>

## Event Request Submission and Approval Process:

<ul style="list-style-type: none"><li>▪ 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.</li></ul>
<ul style="list-style-type: none"><li>▪ The request form is completed <a href="#">online</a> using our secure form for official review. The average processing time for review and approval is 2-5 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.</li></ul>

## Approved Event Examples:

<ul style="list-style-type: none"><li>▪ Dance-a-thon; Vehicle Rally/Car Show; Toy Drive</li></ul>
<ul style="list-style-type: none"><li>▪ Collegiate, sorority and fraternity fundraising; or school, rotary and community group fundraising that aligns with our mission</li></ul>
<ul style="list-style-type: none"><li>▪ Receptions or parties where a donation is given in lieu of a gift</li></ul>
<ul style="list-style-type: none"><li>▪ Walks/Runs/Bikes Rides</li></ul>
<ul style="list-style-type: none"><li>▪ Lemonade stands</li></ul>
<ul style="list-style-type: none"><li>▪ Office fundraising challenge; or company or community golf tournament</li></ul>

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## Declined Event Examples:

▪ Selling of product with the Shriners Hospitals for Children logo (a project like this is a commercial co-venture and must be reviewed and implemented through our Corporate Partners program).
▪ Events where our logo is used to attract consumers to purchase a product. Even if the product is donated in-kind back to Shriners Hospitals for Children.
▪ Events where Shriners Hospitals for Children is asked to promote items.
▪ Events held where firearms are sold.
▪ Using PayPal or other web donation/money accepting platforms, outside of Shriners Hospitals for Children own peer-to-peer platform, as a donation collection portal in any context.

If you have any questions, please contact the Proud Supporter Program at [events@shrinenet.org](mailto:events@shrinenet.org) or 813-367-2022.