

## **Guidelines & Policies for Community Driven Events or Fundraising Campaigns**

**A Community Driven Event (CDE) or project is a fundraising event which is managed and funded by a committee/ individual to philanthropically support the hospital.**

**A Fundraising Campaign (FC) is a fundraising initiative intended to drive commerce back to the business (i.e. point of purchase sales, percentage of sales, collection drive, etc.) while providing a philanthropic contribution to the hospital. Can be ongoing or with a set date.**

All events must align with Orlando Health Foundation's Mission, Vision and Values. No event or project should include any aspect that would potentially detract from the community goodwill of the Orlando Health brand.

- 1) CDE/FC events must be approved and sanctioned by Orlando Health Foundation and must be approved every year thereafter to repeat in a succeeding year.
- 2) CDE/FC events must be financially self-sustaining without financial risk or contribution from Orlando Health Foundation.
- 3) All corporate sponsors must be preapproved by Orlando Health Foundation to ensure there are no conflicts with other key event sponsors or donors currently supporting the mission of our organization.
- 4) If circumstances warrant, Orlando Health Foundation may opt out as a beneficiary of the event/promotion at any time with no obligation.
- 5) CDE/FC events must comply with the following:
  - a. Companies with public images which would have the potential to compromise the goodwill of Orlando Health or conflict with Orlando Health's Mission, Vision or Values may not be major or presenting sponsors and may not promote their products through advertising or other event exposure at the discretion of the foundation.
  - b. All community driven /promotional/fundraising campaign events which require promotional visibility (e.g., invitations, ads, fliers, brochures) must have approval by Orlando Health Foundation before using Orlando Health brands and/or marks.
  - c. An estimate of the projected donation amount should be provided to Orlando Health Foundation prior to hosting the event or project. All promotional materials produced in conjunction with the event/project must clearly define the charitable commitment (e.g. -100% of net proceeds will benefit, or 25% of sales will support, \$10 from every purchase, etc.)

**To support your event or initiative, Orlando Health Foundation may be able to provide:**

- Advice on event planning
- Acknowledgement of event organizer for direct contributions
- The use of brand or marks upon approval. Please refer to '5b' above
- A letter of support to validate the authenticity of the event and its organizers
- Patient stories through printed and electronic resources
- Tour of Orlando Health hospital for organizer, their committee or major sponsors

**Orlando Health Foundation cannot guarantee:**

- Release of donor, volunteer, employee, physician or other mailing lists for the purpose of additional solicitation of funds by outside groups
- Funding or reimbursement for expenses
- Promotion of your event through Orlando Health Foundation's publications and media outlets
- The responsibility of selling tickets to your event
- Staff, volunteer or patient family attendance at the event

For additional details, please refer to the Community Fundraising Event FAQ's flyer.