



Third Party Special Event Policy

Thank you for your interest in hosting an event or promotion to benefit Hospice of Rockingham County.

We are deeply grateful for the ongoing generous support of our friends in the community that share our vision of compassionate, end-of-life care for those dealing with life-limiting illnesses, regardless of their insurance coverage or ability to pay for care.

Any fundraising activity benefiting Hospice of Rockingham County must be approved in advance with the Development Department. The attached **Third Party Special Event Proposal Application** must be completed and filed with the Development Department no less than 30 days prior to the proposed event date before approval can be granted.

After reviewing these guidelines, please complete and sign the attached agreement and return it to:

Hospice of Rockingham County
Attention: Development Department
PO Box 281
Wentworth, NC 27375

Please allow five business days for delivery via US Postal Service. You will be contacted within 30 days of the date your application is received.

We look forward to learning more about your proposed event. In the meantime, if you have any questions, please call 336-427-9022. On behalf of the patients and families we serve, thank you for your support.

Third Party Special Event Policy

Hospice of Rockingham County, referred to as HRC, is pleased to be the beneficiary of financial support as a result of outside events or projects by generous individuals, groups, and organizations.

How we can help:

HRC's ability to offer services for third party fundraising events is limited by staff size and internal obligations. HRC is able to provide the following:

1. A letter of authorization to validate the authenticity of the event
2. Informational brochures about HRC's programs and services
3. Attendance at the event to accept proceeds by a member of HRC's staff, based on availability and scheduled in advance
4. Use of HRC's logo and name upon review and approval of event and materials
5. Written tax receipts to donors
6. When tax receipts are requested for cash donations, the third party event organizer is responsible for collecting names, addresses, and contact information of the donors

General Policies

- The Development Department must approve of any fundraising event before the contributions can be solicited in the name of HRC. HRC's name or logo should not be used for any reason without approval
- Recurring annual events or one-time events require application approval on a pre-event basis
- Development Department reserves the right to deny any application for a special event or fundraising program
- For events that occur annually, all proceeds from the previous year's event must be received by HRC before approval is given for future events
- HRC does not release donor, volunteer, employee, physician, patient, trustee or other mailing lists to outside groups for any reason
- HRC does not provide financial support to third-party fundraising

HRC will not approve:

- Events that require financing from HRC
- Events involving a professional fundraiser, telemarketer, and/or involves an agreement to raise funds on a commission, bonus, or percentage basis or consist of door-to-door solicitation of any kind
- Events requiring HRC's endorsement of marketing of a product or service or HRC's participation in the direct sale of a product or service
- Events that compete or conflict with an already established or scheduled event to benefit HRC

Legal Policies:

- HRC is not liable for any injuries sustained by event volunteers or participants related to a third-party fundraising event benefitting HRC and cannot assume any type of liability at said event
- The event planners are responsible for obtaining necessary permits, license, and insurance required. Furthermore, alcohol permits may not be obtained in the name of Hospice of Rockingham County
- No contracts or service agreements should be signed before event approval is granted. HRC reserves the right to review all related contracts and agreements

Publicity Guidelines:

- Event publicity is the responsibility of the event organizers; however, event publicity such as flyers, press releases, public service announcements, etc., must be reviewed by the HRC Development Department
- Previously established annual events may warrant press releases directly from HRC
- Publicity will not suggest that the event is being sponsored or co-sponsored by HRC or that HRC is involved in any way except as the beneficiary of proceeds
- The suggested way to describe HRC's involvement is to list the event name followed by "benefiting Hospice of Rockingham County" or "to benefit Hospice of Rockingham County" and clearly stating how HRC is to benefit, i.e., "net proceeds"

Guidelines for uses of HRC's logo:

- The sponsoring organization's name/logo must appear in a prominent location in all advertising and promotional materials
- HRC's logo may be used only in conjunction with HRC's name
- HRC's logo may only be reproduced in its original colors or black & white
- Any promotional materials bearing HRC's logo must be reviewed by the Development Department before going public with them

Financial Guidelines:

- Event organizers are responsible for payment of all event expenses
- If the event expenses are greater than the total collected, the event organizer is responsible for the payment of additional expenses
- If HRC is designated/portrayed as sole beneficiary, HRC receives 100% of the net proceeds
- If another organization/charity in addition to HRC is a beneficiary, this information must be clearly stated in all materials
- Bank accounts in the name of Hospice of Rockingham County are not permitted
- Internal Revenue Service codes must be followed
- When requested, a summary of income and expenses must be maintained and presented to HRC's Development Department by the third party organizer at the close of the event. In the case of income donations coming directly to HRC (i.e. event tickets), the Development Department will provide a listing of income/donations to event organizers
- Net proceeds should be received by HRC within 60 days of conclusion of event and all checks should be made payable to **Hospice of Rockingham County**. HRC encourages event organizers to present proceeds in person so we may take photographs and share on social media. If it is the preference of the event organizer, checks may be mailed to PO Box. 281, Wentworth, NC 27375

THE ABOVE THIRD PARTY SPECIAL EVENT POLICY HAS BEEN READ AND AGREED TO BY:

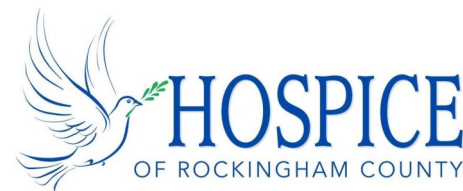
Contact Name: _____ Date: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Please return completed application and signed Third Party Police Agreement at least 30 days prior to the proposed event to:

Hospice of Rockingham County
Attention: Development Department
PO Box 281
Wentworth, NC 27375
Fax: 336-427-9030
email: fchospice@triadbiz.rr.com



THIRD PARTY SPECIAL EVENT APPLICATION

Name of group/organization planning event: _____

Name(s) of individual(s) in charge of event: _____

Mailing Address: _____

City/State/Zip: _____

E-Mail Address: _____ Phone Number: _____

Name of Event: _____ Date/Time of Event: _____

Location of Event: _____ City/State/Zip: _____

Event is: Open to the Public Invitation only **(circle one)** Ticket Price: _____ Table Price: _____

Has this event taken place before? Yes No **(circle one)** If so, when? _____

Estimated revenue from event: _____ Estimated expenses: _____

Estimated contribution to Hospice of Rockingham County: _____

Briefly describe the event and the fundraising components (ticket sales, table sales, raffle, auction, sponsors, etc.) Please use the back of this form if you need additional space.

Do you have comprehensive liability insurance? Yes No* **(circle one)**

***Hospice of Rockingham County accepts no legal or financial responsibilities for events held on our behalf**

Would you like to have an HRC representative present at your event? Yes No **(circle one)**

Do you plan to use HRC's logo in any of your promotional materials? Yes No **(circle one)**

If yes, please provide your brochure/materials designer's email address: _____

Will you need HRC brochures? Yes No **(circle one)** If yes, how many? _____

Will all net proceeds go to HRC? Yes No* **(circle one)**

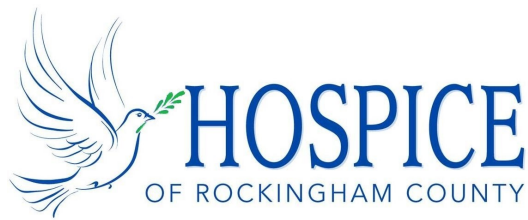
***If no, please list all additional beneficiaries and describe the extent to which they will support and benefit from the event:**

Signature: _____ **Today's Date** _____

Please fill out and fax to the attention of Flavel Collins: 336-427-9030 or email to fchospice@triadbiz.rr.com

APPROVED: _____

Development Department



(This form is only for an estimate. Sponsors may be asked for a final report following the event.)

Estimated Gross Income: \$ _____

Estimated Expenses:
(Please include all anticipated expenses. [ex. rental costs, decorations, advertising, printing, etc.]) \$ _____

Projected amount raised for HRC: \$ _____
(sponsor not responsible for estimate listed)

Date Proceeds to be Distributed: _____

Signature

Date

Name (please print)

Title

Please return this form with your completed application and signed Third Party Police Agreement at least 30 days prior to the proposed event to:

HRC Development Department, PO BOX 281, Wentworth, NC 27375

Fax: 336-427-9030

Email: fchospice@triadbiz.rr.com