



## Event Planning Guidelines

1. Events should complement the mission, image and core values of ChristianaCare. Companies that conflict with ChristianaCare's mission or core values may not be sponsors. We discourage sponsorship via alcohol, tobacco and firearms companies or other companies with products that do not support the health and well-being of those we serve.
2. The event organizer must obtain any necessary permits, licenses or insurance. If the organizer has obtained Section 501(c)(3) tax-exempt status, they must clearly state this in all promotional materials.
3. The Council of Better Business Bureaus has stated that "reasonable use of funds requires that at least 50 percent of total income from all sources be spent on programs and activities directly related to the organization's purposes." The Office of Development will not approve an event in which fundraising costs exceed 50 percent of total income.
4. The ChristianaCare Office of Development must approve all event dates (approval make take up to four weeks). We retain the right to refuse an organization permission to hold an event to benefit ChristianaCare when a conflict of interest may develop.
5. The ChristianaCare Office of Development must approve, in advance, all copy for invitations, advertisements, press releases, posters or other promotional information related to your project. Do not make public announcements or promote the event until you receive written approval from the Office of Development.
6. You may identify ChristianaCare only as the beneficiary of the event. For example, event organizers should not call an event "ChristianaCare Walk-a-Thon." Instead, your event should be promoted as the "Walk-a-thon to benefit ChristianaCare."
7. We should be prepared to inform the public that any net amounts will be donated directly to ChristianaCare within 60 days after the event. If ChristianaCare will not receive all of the proceeds from the event, then the exact percentage of the proceeds that benefits ChristianaCare must be stated clearly on all invitation copy, advertising and promotional materials.



8. Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. The IRS requires that all tickets, invitations or entry forms state which portion of the contribution is tax-deductible. If a donor receives a product or service in exchange for their donation, subtract the value (whether or not it is donated) of the product or service from the contribution. The remaining amount is tax-deductible.

9. If your donors send their contributions directly to ChristianaCare, you must inform the Office of Development of the value of any goods or services donors receive in return for their contributions.

10. Please notify the Office of Development if you plan to contact businesses, individuals or organizations for sponsorship or underwriting proposals. If you plan to solicit contributions, sponsorship or in-kind gifts from local businesses, the list of potential business sponsors must be reviewed by the ChristianaCare Office of Development before being solicited. Please remember that many individuals and businesses already support ChristianaCare and may not wish to make additional donations.

11. ChristianaCare will not compensate event planners employed or retained by the sponsoring organization. It is the responsibility of the sponsoring organization to provide such compensation. ChristianaCare does not endorse the hiring or selection of any special-event planners, consultants or coordinators.

12. The sponsoring organization or individual must seek approval from the ChristianaCare Office of Development to repeat an event in each succeeding year.

13. The ChristianaCare Office of Development must be notified if there are any significant changes planned for the event. If circumstances warrant, the Office of Development or ChristianaCare may at any time, through members of its senior management team, direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release ChristianaCare and its officers and employees from any and all liability and connection to any such action

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