



Fundraising Event Guidelines

**The Memorial Foundation mission:
To advance health improvement through philanthropy by
educating and involving our community.**

Thank you for your interest in hosting an event to benefit The Memorial Foundation and Yakima Valley Memorial Hospital programs. We are truly grateful for your support and ask that you follow these guidelines as you plan your event. Working with you, our goal is to ensure the best possible outcome for your event.

Because there are strict compliance and reporting laws in the State of Washington, the following guidelines are important as you begin planning your event designating and publicizing Yakima Valley Memorial Hospital programs or The Memorial Foundation as your charity of choice and recipient of event proceeds. Failure to comply with these guidelines will jeopardize our legal standing with state and federal regulatory agencies, and could result in a suspension of fundraising authority for The Memorial Foundation.

- ◆ Any individual, business, or organization that wishes to host an event on behalf of The Memorial Foundation and Memorial Hospital's programs must complete a Fundraising Event Application to be reviewed by the Foundation.
- ◆ Events must support the mission and values of The Memorial Foundation and Memorial Hospital.
- ◆ Applications must be submitted at least six (6) weeks in advance of the proposed event date (see our **Steps to a Successful Fundraising Event.**) Applicants must reapply annually for approval.
- ◆ Once your application has been submitted, it will be reviewed for approval. Please do not move forward with your plans (including any public announcements or promotion of your event) until you have been notified of the approval. If your event is not approved, you will be provided an explanation.
- ◆ As the event organizer, you will need to obtain any necessary permits, licenses, and insurance certificates needed for your event. The Memorial Foundation, 2701 Tieton Drive, Yakima, WA 98902, must be named as additional insured on the liability insurance for your event.
- ◆ All promotion and publicity materials for the event supporting Memorial Hospital, Children's Village, Hospice, 'Ohana, North Star Lodge, or other Memorial Family of Services as the designated charity must be reviewed and approved in advance by the Foundation. Materials include, but are not limited to: advertising, news releases, posters, flyers, and t-shirts.
- ◆ All advertising and promotional materials for your event must clearly disclose to the public the specific amount of money from the consumer's purchase that will be donated to The Memorial Foundation (e.g., "\$10 of each ticket purchase", "10% of the sales price of this product," etc.)
- ◆ If you are holding a raffle with your event, please be aware that such an activity needs a special license and extra time to organize. It is the responsibility of the person(s) organizing the event to obtain the necessary state license and approvals needed for such a raffle. Contact the Washington State Gambling Commission for current regulations on operating raffles and games of chance.

- ◆ Proceeds from your event should be delivered to The Memorial Foundation **within 30 days** after the completion of the fundraising event. The Memorial Foundation will acknowledge the organization, association, or corporation that has contributed the proceeds from an event to The Memorial Foundation for the full amount of the donation as allowed by law.

What The Memorial Foundation CAN do to support your event:

- ◆ Provide a Foundation contact that will provide guidance for your event.
- ◆ Provide a letter of authorization to be used to validate the authenticity of the event.
- ◆ Help obtain the necessary approvals for the use of the Hospital logo, as well as provide updated facts and information about the Hospital that may be helpful in publicizing your event.
- ◆ Promote the event on the Foundation's web site and other appropriate media. *(Such decisions are made on a case-by-case basis and must be received by the Foundation at least four (4) weeks or more prior to the event to post on the Foundation web site.)*

What The Memorial Foundation CANNOT do to support your event:

- ◆ In most cases, the Foundation is unable to provide administrative or logistical assistance for your event (e.g. distributing invitations, compiling RSVP's, selling tickets, sitting on committees, etc.) You should be prepared to provide all of the support necessary to organize and conduct the event, including committing all funds required for the event.
- ◆ Extend our tax exemption to you.
- ◆ Provide giveaways or prizes for silent auctions.
- ◆ Provide funding or reimbursement for event expenses.
- ◆ Solicit sponsorship revenue for the event.
- ◆ Allow event fees or sponsorships to be paid directly to the Foundation.
- ◆ Provide hospital and/or donor mailing lists.
- ◆ Provide insurance coverage.

If you have any questions or would like more information about organizing a fundraising activity to benefit The Memorial Foundation, North Star Lodge, 'Ohana, Hospice, Children's Village or any other hospital programs, please contact The Memorial Foundation at (509) 576-5794.