

Community Fundraising EVENT GUIDELINES



COMMUNITY FUNDRAISING Event Guidelines



A community fundraising event constitutes any fundraiser produced to benefit Johns Hopkins All Children's Hospital and any or all of its corporate entities in which a non-hospital individual or organization is coordinating and/or managing the fundraiser. These events must be for the benefit of Johns Hopkins All Children's—not a named patient or family.

The following guidelines pertain to all community fundraising events benefiting Johns Hopkins All Children's Hospital:

1. Fundraisers to benefit the hospital must be approved by the Johns Hopkins All Children's Foundation. Completion of the [Johns Hopkins All Children's community fundraising event form](#) is required for all new fundraisers not previously approved by the Foundation.
2. If use of the Johns Hopkins All Children's Hospital benefiting logo is requested and approved, branding guidelines will be provided by the Foundation to the community fundraising event organizer. The organizer will follow the branding guidelines in ALL forms of use of the logo. All materials containing the hospital name and/or logo must be approved by Johns Hopkins All Children's Foundation and the Johns Hopkins All Children's marketing department before being released. Promotional materials must use approved language stated in the branding guidelines document.
3. Johns Hopkins All Children's Foundation and Johns Hopkins All Children's Hospital cannot ensure staff, volunteers, speakers or patient ambassador representation at a community fundraising event. Attendance is determined on date and availability.
4. Johns Hopkins All Children's Foundation respects the confidential nature of our donor lists and, therefore, does not provide donor names and/or contact information for solicitation.
5. Johns Hopkins All Children's Foundation is unable to sell tickets on behalf of individuals or organizations for community fundraising events. In addition, Johns Hopkins All Children's Foundation cannot commit to securing silent auction donations.
6. All contracts and permits, including liquor licenses, required by City Ordinance or otherwise are the responsibility of the community fundraising event organizer.
7. As noted on the [Johns Hopkins All Children's community fundraising event form](#), funds raised and post-event report must be provided to Johns Hopkins All Children's Foundation within 60 calendar days of the fundraiser date.
8. The community fundraising event must be approved by Johns Hopkins All Children's Foundation prior to any reference of Johns Hopkins All Children's involvement with the event. This includes but is not limited to all means of publication and promotion, solicitations and word of mouth.
9. A minimum of 20 percent of the net proceeds must be donated to Johns Hopkins All Children's Foundation for all approved community fundraising events.
10. Johns Hopkins All Children's Foundation cannot assist in setting up a checking account or supporting with any funding/banking assistance.

COMMUNITY FUNDRAISING Event Benefits

OPPORTUNITIES	All Approved Community Fundraisers	\$2,500–\$4,999	\$5,000–\$9,999	\$10,000–\$24,999	Over \$25,000
Official Johns Hopkins All Children’s Online Tool Kit*	■	■	■	■	■
Event Calendar Listing	■	■	■	■	■
Check Presentation at Hospital with Large Check	■	■	■	■	■
Thank You Cards Sent to your Donors	■	■	■	■	■
Hospital Representative Appearance (based on availability; limit to 1 hr)		■	■	■	■
Johns Hopkins All Children’s Tool Kit—including signage		■	■	■	■
Johns Hopkins All Children’s Swag Item			■	■	■
Hospital Table (based on availability)				■	■
Johns Hopkins All Children’s Premium Swag Item				■	■
Social Media Mention				■	■
Media Alert Inclusion				■	■
Invitations to Exclusive Hospital Donor Events				■	■
Staff Volunteer Time at Event (based on availability)					■
Host 1 Committee Meeting at Hospital					■
Attendance from Johns Hopkins All Children’s Staffer at Off-Site Committee Meetings (based on availability)					■



Event Benefits Description

Official Johns Hopkins All Children's Online Tool Kit:

Online, you'll find digital access to benefiting logo or text, letter of intent, Johns Hopkins All Children's Hospital boiler plate, Johns Hopkins All Children's Hospital video links, web page usage & instructions and infographic.

Event Calendar Listing: The Johns Hopkins All Children's Foundation staff will post your event date and details on the Johns Hopkins All Children's Hospital internal events calendar, as well as the public facing events calendar found at HopkinsAllChildrens.org/events.

Check Presentation at Hospital with Large Check: You and your committee are invited and encouraged to get your photo taken at Johns Hopkins All Children's Hospital, or in the Research & Education Building with a big check to celebrate a successful event.

Thank You Cards Sent to your Donors: The Johns Hopkins All Children's Foundation staff will gladly mail thank you notes to your event's donors within 60 days of your event. Please provide an excel file with first name, last name and full addresses. We'll take care of the rest!

Hospital Representative Appearance: A Johns Hopkins All Children's Foundation staff member, or a representative from the hospital, will attend your event to thank attendees, for up to one hour. This is based on staff availability.

Johns Hopkins All Children's Community Fundraising Tool Kit: Enclosed in this tool kit will be a Johns Hopkins All Children's Hospital banner, table tents with the Johns Hopkins All Children's Hospital text 2 give information, infographic, welcome signs and more.

Johns Hopkins All Children's Swag Item: Examples of this swag item level include sunglasses, stickers, golf tees, plastic bags, etc. These are traditionally ordered in bulk, and can be mailed or picked up by your event staff.

Hospital Table: Johns Hopkins All Children's Hospital staff, or a staff representative, will host a table with information about our organization at your event. Detailed information, such as set up time, load-in/out details are required 2 weeks in advance of the event.

Johns Hopkins All Children's Premium Swag Item: In addition to receiving a level one swag item, as described above, you'll receive an item at a higher price point. Examples include golf balls, golf towel, Tervis tumbler, water bottle, etc.

Social Media Mention: A social media promotion for your event will be posted from the Johns Hopkins All Children's Hospital Facebook page. If you have specific content you'd like posted, please submit that, along with a photo, to achfoundationevents@jhmi.edu. Sponsor promotion is not included.

Media Alert Inclusion: The Johns Hopkins All Children's Hospital public relations team will include your event on a monthly media alert to reporters, including national news outlets. A 200-word event draft describing the who, what, where, when, why of your event is required at least 2 weeks ahead of the month of your scheduled event.

Invitations to Exclusive Johns Hopkins All Children's Foundation Donor Events: Join the Johns Hopkins All Children's Foundation staff at exclusive donor events, which include 1:1 time with clinicians and hospital leadership.

Staff Volunteer Time at Event: Johns Hopkins All Children's Foundation will request staff participation to volunteer at your event, as needed. Community Fundraising Events are requested to have specific job responsibilities and event details (shift times, attire, parking) to the Johns Hopkins All Children's Foundation staff **four weeks in advance of the event**. Volunteers will be provided based on availability.

Host 1 Committee Meeting at Hospital: Johns Hopkins All Children's Hospital has many meeting rooms available on a first-come, first-served basis. Communicate your requested meeting date as far in advance as possible to book your desired meeting location.

Attendance from Johns Hopkins All Children's Staffer at Off-Site Committee Meetings: Johns Hopkins All Children's Foundation will send a representative to your committee meetings. Please communicate all meeting details two weeks in advance, including if the staff member has an agenda item (e.g. giving a hospital update).



COMMUNITY FUNDRAISING Event Policy

Johns Hopkins All Children's Hospital requires organizations and/or individuals who wish to use the hospital's (or one of its subsidiaries') name and/or logo in their event promotion to adhere to a formal application process. At such time, an agreed percentage of event proceeds being donated from the event to Johns Hopkins All Children's is established. Organizations must do the following when applying for their event:

1. The requesting individual or organization will be required to complete a [community fundraising event form](#). Upon completion of the application, please press submit to deliver to the Foundation office.
2. Completed forms are screened bi-weekly by an internal committee of the Foundation, including representatives from marketing and community relations, for approval. This team makes recommendations for approval/denial to the Foundation board's Fundraising and Events Committee, which reviews and votes on final approval/denial. A representative of the Foundation will then notify the requesting individual or organization of the committee's decision.
3. Brochures, ad copy, radio, internet (including all social media), photographs, TV spots, etc. with facts pertaining to Johns Hopkins All Children's or closely-related affiliated programs (e.g. Ronald McDonald House) are to be presented prior to publication and distribution for approval by the Marketing and Communications office. The access, use or disclosure of individually identifiable protected health information (PHI) or electronic PHI must adhere to guidelines and procedures for privacy protection as currently stated in Johns Hopkins All Children's policy and state/federal regulations.
4. All uses of the Johns Hopkins All Children's Hospital logo must adhere to the standards outlined by the Marketing, Branding and Communications office.
5. The event is monitored by the Foundation office and final proceeds from community fundraising events are submitted to or received by the Foundation staff either immediately following the event or as agreed between the community fundraising event planner(s) and the Foundation.
6. The Foundation has the right to require additional information at any time from the sponsoring organization or individual on the activity naming the hospital and/or Foundation as beneficiary.
7. Johns Hopkins All Children's and its related entities, agents, physicians and employees do not assume any responsibility or liability for the event being sponsored.
8. To protect the Johns Hopkins All Children's Hospital brand and reputation, the Foundation cannot allow outside fundraising groups to use "Johns Hopkins All Children's Hospital" within the actual name of the community fundraising event.
9. Effective July 1, 2019, all new community fundraising events with restricted gifts of \$10,000 or more incurred as of this date will be assessed a gift rate of 15%. This small percentage allows the Foundation to deliver the intent of the community fundraising partner's gift.

JOHNS HOPKINS ALL CHILDREN'S
FOUNDATION



HopkinsAllChildrens.org/Giving/Events/Host-an-Event
achfoundationevents@jhmi.edu

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