



### THIRD-PARTY EVENT GUIDELINES

Thank you for your interest in holding an activity to benefit patients of a Department or Program of Cone Health. Third-party events are a wonderful way to show your support. In consultation with the Cone Health Philanthropy Office, funds you raise can be designated by you and/or your group to the department or program of your choice.

To help you, our partner in philanthropy, we have established the following guidelines. These are designed to provide you with helpful information for planning a successful fundraising event. These will also help us define with you the extent to which we can provide support, if any, for your event.

1. The third-party event organizer should contact the philanthropy office in advance of the proposed event date to ensure your project fits our guidelines and discuss any additional information or assistance you need.
2. Cone Health wants to ensure that your event runs as smoothly and safely as possible. To this end, we ask that you obtain all the necessary permits and insurance for your event and for the specific event location.
3. Cone Health is not able to contribute to, or reimburse expenses for, a third-party event. Event organizers should plan to cover all expenses.
4. In order to properly account for all donations, we ask that event organizers send only one check made out to Cone Health. If you have an interest in donations coming directly to our office, please note this on the Event & Project Interest Form so we might discuss this with you.
5. Event organizers are responsible for ticket sales and the administrative aspects of event. Organizers should have the means to sell tickets, send invitations and/or publicize the event, if necessary. You may want to consider using a volunteer committee to sell tickets or to assist in putting on the event.
6. The Cone Health communications staff must review all event-related materials prior to production and release. Third Party Fundraising Events should be designated: **proceeds to benefit a Cone Health Program** (Ex: Cardiovascular Research Fund, Cone Health Cancer Center, Alamance Regional Medical Center, Pink Ribbon Fund, Cone Health Annie Penn Hospital, Alight Patient Assistance Program, MedCenter for Women Fund, etc.) and **not branded as a Cone Health event**.
7. A designated philanthropy office staff member can meet with third-party event organizers to discuss potential sponsors and donors to the event. The Cone Health Philanthropy Office is donor-centered in its approach to fundraising and takes the coordination, solicitation and stewardship of donors and sponsors very seriously.
8. Organizers of an event are responsible for complying with all State and Federal fundraising guidelines, including, but not limited to, the registration of auctions and raffles, the payment of sales tax on auction items, timely and thorough documentation of in-kind gifts and appropriate gift/donor acknowledgement. The Cone Health Philanthropy Office is happy to provide guidance on navigating any of the regulations.
9. In addition to event planning expertise, guidance and assistance, the Philanthropy Office is also able to provide a letter of support to event organizers in order to assist in validating the authenticity of the event, its organizers and the chosen program to be supported.
10. The Philanthropy Office appreciates the opportunity to have a representative on-hand the day of your event in order to share with your event attendees more about Cone Health and the specific program being funded.



What we are **able** to do . . .

- Provide a letter of authorization to validate the authenticity of the event.
- Provide written acknowledgement to donors who make checks payable to “Cone Health” in the amount of \$25 or more. Tax receipts can only be issued when detailed benefit information is provided and only to the straight donation portion of the contribution.

What we are **unable** to do . . .

- Solicit sponsors for your fundraising event.
- Provide any donor or patient family contact information.
- Provide images of any patients.
- Share mailing lists of donors, physicians, vendors, hospital employees, or patients.
- Share mailing lists of prospective donors.
- Provide staff or volunteer support to plan your event or to attend your event.
- Provide public liability insurance to cover your event.
- Provide publicity for your event.

What **you need to do** . . .

- Submit a signed “Third-Party Event Interest Form” at least ten (10) weeks before your proposed event.
- Provide any additional materials outlining the proposed event and materials for review/approval.
- Submit proof of your liability insurance.

**YOU HELP CREATE EXCEPTIONAL CARE**