



## The MetroHealth Foundation Guidelines for Community Fundraising Events

Community Fundraising Events are a great way to get involved and have fun while also making a real difference in the lives of MetroHealth's patients and our community. MetroHealth is truly grateful to those interested in supporting our mission of leading the way to a healthier community. Thank you in advance for your support!

As a Community Fundraiser, you will *host your own event* to support MetroHealth. You can plan your event for your school or work, in your neighborhood or community or even through social media. Your only limitation is your imagination.

In order to get started, please review the following guidelines and complete the [online form](#) to register your event. Once your event has been registered, we will be in touch to talk about the ways in which we at MetroHealth can support you in your efforts.

### General Event Guidelines

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The MetroHealth Foundation has a fiduciary duty to ensure the MetroHealth name is being used properly, funds are being handled and accounted for responsibly and fundraising is being conducted in a manner that is consistent with our mission and public image.

All fundraising events require written permission from The MetroHealth Foundation in advance and each Community Fundraising Event application will be considered individually. Please do not make public announcements or promote the event until you receive written approval of your event application.

Events should:

- Support the mission and values of MetroHealth
- Be submitted for approval at least sixty (60) days in advance of the event
- Comply with all relevant state and federal laws

Events should not:

- Conflict with an existing or planned MetroHealth marketing or public relations campaign
- Promote a political party/candidate or appear to endorse a political issue
- Revolve around firearms or tobacco use
- Require MetroHealth to sell tickets, coupons, etc
- Involve telemarketing or door-to-door solicitation

## **Language, Logo & Photo Usage**

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- The MetroHealth Foundation must review all promotional materials (including, but not limited to, press releases, public service announcements, scripts, posters, and brochures) before they are used and distributed.
- The logo of The MetroHealth System cannot legally be reproduced without written permission.
- The logo of The MetroHealth System cannot be altered in any way (including changing the colors).
- Photos on MetroHealth websites are the property of MetroHealth and reproduction of photos is not permitted without approval from MetroHealth.

## **Acceptable Language for Promoting Event**

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- Publicity may not suggest the event is being sponsored, co-sponsored or produced by MetroHealth, but should instead designate The MetroHealth System, The MetroHealth Foundation or a particular program or department as the beneficiary of the proceeds.

The language on all event materials should state:

- *“Proceeds benefit The MetroHealth System”*  
OR
- *“Proceeds benefit The MetroHealth Foundation”*  
OR
- *“Proceeds benefit [name of specific program or area] at The MetroHealth System”*

## **Event Sponsorships & Invite Lists**

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- MetroHealth cannot solicit sponsors for your event.
- MetroHealth cannot solicit in-kind sponsors for your event (in-kind sponsorship is defined as a donation of a product or service such as food, beverage, printing or auction items).
- MetroHealth cannot provide any donor or patient family contact information for event promotion or other purposes.

## **Insurance and Liability Guidelines**

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- The event organizer is responsible for all liability and property insurance and/or permits that may be required to execute the event. These must be obtained and enforced through the conclusion of the event.
- The event organizer agrees to indemnify and hold harmless The MetroHealth System, The MetroHealth Foundation and all its officers, directors, and employees from any and all claims and liabilities of any kind or nature whatsoever arising out of, or in any way related to, the event.

## **Cancellation & Changes to Event**

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- You must immediately advise The MetroHealth Foundation of any changes in your event that would impact/significantly change the information on the Community Fundraising Event Application Form.
- There may be times when, if circumstances warrant, a fundraising event must be canceled. MetroHealth, through any of its directors, officers, or senior administrators, retains the right to cancel the fundraising event. You hereby agree to cancel the event, if so directed, and further agree to release The MetroHealth System, The MetroHealth Foundation and its officers, directors, and employees from any and all liability in connection with such action.

## Financial Guidelines

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- All planning and other related event expenses incurred are the responsibility of the event organizer.
- The MetroHealth Foundation is not able to provide its sales tax exemption (tax ID#) to anyone for purchases relating to community fundraising events or related activities.
- The MetroHealth Foundation will not accept funds from individuals or organizations that fail to comply with any municipal, county, state and/or federal laws.
- The value of in-kind donations from sponsors should not be included in your total event revenue.
- Within thirty (30) days after the last day of the event, please send a check with the proceeds from the event made payable to: The MetroHealth Foundation. Please note the name of the event in the memo section of the check. Mail to:

The MetroHealth Foundation, Inc.  
2500 MetroHealth Drive  
Cleveland, OH 44109

*Individuals who make their checks out The MetroHealth Foundation will receive a thank-you letter and tax receipt from the MetroHealth Foundation. We cannot provide acknowledgement letters for gifts not made out to MetroHealth.*

## ***How We Can Help***

The MetroHealth Foundation's staff may be able to **provide some or all of the following** to assist with your event:

- Provide and approve the use of MetroHealth's logo
- Approve the use of medical center name, as appropriate
- Provide a letter of support on MetroHealth's letterhead to validate the authenticity of the event and its organizers
- Assist you in designating your contribution to a specific area of interest such as research, equipment or a medical program that has special meaning for you
- Provide limited promotion on MetroHealth's social media platforms by way of sharing and reposting items that originate from the event organizers' social media accounts
- Promote the event on The MetroHealth Foundation's [website](#)
- Provide a written tax receipt to donors who make their checks payable to The MetroHealth Foundation
- Provide limited existing materials for your event, including brochures
- Offer guidance for your event (timeline, review of materials)
- Offer a check presentation at the hospital for you to make your gift (as appropriate)
- Offer a MetroHealth gift basket for your silent auction or raffle

MetroHealth's Foundation Staff is **unable to**:

- Extend our tax exemption to your organization or event
- Provide event insurance
- Sign vendor contracts
- Provide MetroHealth's letterhead or envelopes
- Provide funding or reimbursement for expenses
- Solicit sponsorship revenue or in-kind donations for your event
- Share mailing lists of donors, sponsors, patients, employees or vendors
- Distribute or place event flyers, posters or other promotional materials throughout MetroHealth
- Guarantee media coverage or send press releases to promote the event on your behalf
- Guarantee staff or volunteers at the event

**Thank you for your support of MetroHealth!**

Please register your event by following this link: [MetroHealth Foundation Community Fundraising Event Application](#)

After receiving your application, a member of our team will be in touch with you to introduce themselves and provide more details on how The MetroHealth Foundation can support you in your efforts. In the meantime, you can reach Laurie at (440) 592-1397 or [lwisemaher@metrohealth.org](mailto:lwisemaher@metrohealth.org).