



Charitable Partner Guidelines

Please read these guidelines before planning your event.

CentraCare Foundation is the charitable, tax-exempt organization benefiting CentraCare. Our policies and procedures are designed to guide you in planning fund-raising events and activities to benefit CentraCare. The State of Minnesota regulates all fundraising activities, and we follow all IRS laws for charitable giving and acknowledgments while tracking any changes that may affect our fund-raising events.

Any individual or organization who wishes to conduct an event or promotion involving the use of the name CentraCare or its entities; St. Cloud Hospital, St. Benedict's Community, CentraCare Clinic, CentraCare Heart & Vascular Center, Coborn Cancer Center, Melrose, Long Prairie, Monticello, Paynesville, Sauk Centre or one of its departments for fundraising and/or publicity purposes must receive written approval from the Foundation (form attached).

Please allow up to two weeks for the review process to take place.

1. Events should complement the mission and image of CentraCare or its departments and entities. Companies that conflict with CentraCare's mission or values may not be sponsors. We discourage sponsorship via tobacco and firearms companies or other companies with products that do not support the health and well-being of our community.
2. The event organizer must obtain any necessary permits, licenses or insurance.
3. Please submit a budget with the attached form that estimates expenses and revenues for your event, as well as the size of the contribution you intend to donate to the Foundation. CentraCare reserves the right to require a minimum guaranteed donation on a case-by-case basis. The Council of Better Business Bureau states 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 purpose." The Foundation will not approve an event in which fundraising costs exceed 50 percent of total income. CentraCare Foundation strives to maintain fundraising costs at 25 percent of the total income and strongly urges event organizers to meet this standard.
4. CentraCare Foundation **must approve**, in advance, any copies of the events invitations, advertisements, media 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 Foundation. CentraCare Foundation may only be identified as the beneficiary of the event. For example, event organizers should not call an event "Coborn Cancer Center Walk-a-Thon." Your event should be promoted as the "Walk-a-thon to benefit Coborn Cancer Center."
5. The public should be informed regarding any net amounts that will be donated to the Foundation. If CentraCare will not receive all the event proceeds, then the exact percentage of the proceeds that benefit CentraCare must be stated clearly on all invitation copy, advertising and promotional materials.

6. 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 it is donated or not) of the product or service from the contribution. The remaining amount maybe tax-deductible. The Foundation can send an acknowledgement letter to the donor if payment is made directly to CentraCare Foundation. A tax receipt cannot be given from the Foundation. **It is strongly encouraged that the event planner manages the budget and cuts a single check from the event net proceeds directly to CentraCare Foundation.**
7. Please notify the Foundation if you plan to contact businesses, individuals or organizations for sponsorship or underwriting proposals. Please remember that many individuals and businesses already support CentraCare and may not wish to make additional donations.
8. Event planners may not keep any portion of the proceeds as profit or compensation for organizing the event. If event expenses are greater than the money raised, the event planner is responsible for paying those expenses.
9. The sponsoring organization or individual must seek approval from CentraCare Foundation if they wish to repeat an event.
10. CentraCare Foundation must be notified if there are any significant changes planned for the event. If circumstances warrant, the Foundation or CentraCare may at any time, through members of its Board of Directors or senior administrators, direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release CentraCare, the Foundation and its officers and employees from all liability and connection to any such action.

For Direct Marketing/Vendor Fundraising Events (i.e. Thirty-One, KEEP, Pampered Chef, etc.), please note the following:

1. Vendors cannot solicit our employees, patients, volunteers, families, residents (with brochures, email links, websites, business cards, etc.)
2. Vendors cannot set out brochures, business cards, catalogs or anything of that nature at any CentraCare Property (Hospital/Clinic/Plaza/SBSC/etc.)
3. Vendors and employees cannot use any email communication regarding the fundraiser to our employees, patients, residents and families.
4. Vendors cannot include their business card or brochure or anything of that nature when they donate items or when presenting a check due to our solicitation policy.
5. Vendors must work with the Service or Program Director to gain approval on items being donated before the fundraiser begins. Foundation staff will connect you with the Director after the form is completed.
6. Vendors can work with the Service or Program Director on a mutually agreed upon date to deliver items and obtain a photo, if desired.
7. All Vendors must complete and sign the registration form attached.

What We Can Do to Help You

- offer advice on event planning
- provide a letter of authorization to be used to validate the authenticity of the event and its organizers
- provide and approve the use of the Foundation or CentraCare logo
- 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 a written acknowledgement to donors who make their checks payable to CentraCare Foundation

What We Cannot Do to Help You

- provide on-site staff or volunteer support at your event
- extend our tax exemption to you
- provide insurance coverage
- provide funding or reimbursement for expenses
- solicit sponsorship revenue for your fundraising activities
- provide facilities to hold the event
- provide celebrities or professional athletes for your event
- provide publicity: newspaper, radio, TV coverage, etc.
- provide mailing lists of donors, physicians, employees, volunteers or vendors
- provide CentraCare or Foundation letterhead, place event fliers, posters or distribute other promotional material throughout CentraCare sites to guarantee attendance of staff, physicians or patients at the event or check presentations
- provide tax receipts to your attendees

Please also understand the volume of requests exceeds our number of staff available to attend events. Please call CentraCare Foundation at 320-240-2810 two weeks prior to your event or check presentation to discuss Foundation/CentraCare representation.

Thank you for reading our guidelines. Please complete the form attached and return to the Foundation Office via email at foundation@centracare.com or to:

CentraCare Foundation
Attn: Director of Development Operations
1406 Sixth Avenue North
St. Cloud, MN 56303



Charitable Partner Event Registration Form

Contact Name: _____ Business Name: _____

Address: _____

City: _____ State _____ Zip _____

Contact Phone: _____ Email: _____

Event Name: _____ Event Date: _____

Event Description: _____

List where you would like donations to go to (i.e. Cancer Center, Heart, etc.): _____

Will tickets be sold? Yes No If yes, how much is a ticket? _____

What is included with the ticket (i.e. dinner, green fees, shirt, etc): _____

*Please attach a budget of estimated expenses and estimated revenue (if available).

(We strive to have expenses set at less than 25% of revenue and encourage them to be less than 50% to qualify as a charitable partner event and fit IRS regulations. Please see guidelines for more details.)

Will checks be made to the Foundation? Yes No

**If yes, please note per the guidelines that the foundation will provide acknowledgement of a gift but cannot provide a tax receipt for your guests.*

I hereby verify that all information attached is accurate to the best of my knowledge. I am aware that the Foundation is not responsible for any expenses and I agree to all terms listed in the guidelines. **CentraCare Foundation must approve, in advance, any copies of the event invitations, advertisements, media releases, posters or other promotional information related to our project.**

Signature of Event Planner

Date

Please submit this form for foundation approval below. You will be notified within the next 2 weeks of approval or further questions. Thank you and best of luck.

Signature of Foundation Director

Date

Please return completed form along with the attached release form for use of any photos for Foundation marketing and social media to CentraCare Foundation via email at **foundation@centracare.com** or mail to:

**CentraCare Foundation
Attn: Director of Development Operations
1406 Sixth Avenue North
St. Cloud, MN 56303**