



## **Charitable Partner Guidelines**

### **Definition:**

Charitable Partner Program – an organization, group or individual raising money on behalf of CentraCare Foundation through a fundraising event or initiative, where CentraCare Foundation has no fiduciary responsibilities and little staff involvement.

The CentraCare Foundation is the charitable, tax-exempt organization benefiting CentraCare. The State of Minnesota regulates all fund-raising activities, and the CentraCare Foundation follows all IRS laws for charitable giving and acknowledgements while tracking any changes that might affect fund-raising events.

### **Charitable Partner Guidelines:**

After reading the Charitable Partner Guidelines, please complete and submit for approval the Charitable Partner Registration online form at least 30 days before your event. The CentraCare Foundation must approve the fundraiser in advance of the event to ensure the event follows CentraCare Foundation guidelines and is consistent with our mission and values.

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.
2. The event organizer must obtain any necessary permits, licenses, or insurance.
3. Complete the Charitable Partner Event Registration Form. Create a budget which ensures that no more than 50% of the total income goes toward expenses. CentraCare Foundation strives to maintain fund-raising costs at 25% of the total income and strongly urges event organizers to meet this standard. The Council of Better Business Bureau states that, "reasonable use of funds requires that at least 50% of total income from all sources be spent on programs and activities directly related to the organization's purposes." The System reserves the right to require a minimum guaranteed donation on a case-by-case basis.
4. CentraCare Foundation **must approve**, in advance, any copies of the events invitations, advertisements, media releases (including general social media posts), posters or other promotional information related to your project. 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 proceeds from the event, then the exact percentage of the proceeds that benefit the System 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) of the product or service

from the contribution. The remaining amount may be tax-deductible. The Foundation office can send a letter of acknowledgement to the donor if payment is made directly to CentraCare Foundation. A tax receipt cannot be given from the Foundation Office. It's strongly encouraged that the event planner manages the budget and cut 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 the System 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. It is strongly encouraged that the event planner cuts a single check from the event net proceeds directly to CentraCare Foundation. Checks should be made out to **CentraCare Foundation** and can be mailed to the Foundation Office. If you have cash, please contact the Foundation for hand delivery.

**CentraCare Foundation**  
**1406 Sixth Avenue North**  
**St. Cloud, MN 56303**  
**(320) 240-2810**

10. The sponsoring organization or individual must seek approval from CentraCare Foundation to repeat an event in each succeeding year.
11. The CentraCare Foundation must be notified if there are any significant changes planned for the event. If circumstances warrant, the Foundation or the System 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.
12. Charitable Partner Event organizers (including employees) cannot solicit our employees, patients, volunteers, families, residents (with brochures, email links, websites, business cards, etc.) This includes setting out brochures or other advertisements at any CentraCare property (Hospital/Clinic/Plaza/Long Term Care/etc.)

#### **How CentraCare Foundation can help with your event:**

1. Offer advice on event planning.
2. Provide a letter of authorization to be used to validate the authenticity of the event and its organizers.
3. Provide and approve the use of the Foundation's/CentraCare's logo.
4. Assist you in designating your contribution to a specific area of interest that has special meaning for you and/or your group.
5. Provide a written acknowledgement to donors who make their checks payable to CentraCare Foundation.
6. Provide a check presentation & photo opportunity for your event.
7. Following the event, our CentraCare Foundation Facebook page is a great way for us to showcase your event success.

**CentraCare Foundation is unable to provide the following:**

1. On-site staff or volunteer support at your event.
2. CentraCare Foundation's tax exemption number for making purchases related to your event.
3. Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to expenses, purchases, publicity, insurance or liability coverage.
4. Assistance in soliciting sponsorship revenue for your fund-raising activities; including mailing lists of donors, physicians, employees, volunteers or vendors.
5. Facilities to hold the event.
6. Tax receipts to your attendees.

Based on the volume of requests we may not have staff available to attend events. Please call the CentraCare Foundation at 320-240-2810 two weeks prior to your event or check presentation to discuss Foundation/CentraCare representation.

Thank you for considering supporting CentraCare Foundation's mission through our Charitable Partner Program. We will respond to your application within ten (10) business days. If you have any questions, please contact the CentraCare Foundation at [foundation@centracare.com](mailto:foundation@centracare.com) or (320) 240-2810.

