

THIRD PARTY EVENT PRACTICE AND PROCEDURE

Childrens Hospital Los Angeles (Childrens Hospital) defines a “Third Party Event” as any fund raising activity by a non-affiliated group or individual, where Childrens Hospital has no fiduciary responsibilities and little or no day-to-day staff involvement.

These events may include two types:

1. Non-affiliated - This type connects Childrens Hospital with an existing event, activity or program, and a portion or all of the proceeds are donated to the hospital.
2. Special Interest - This is the organization of an independent event specifically designed to raise funds for Childrens Hospital, with all net proceeds going to benefit the hospital.

Childrens Hospital is extremely grateful to the many outside persons who wish to organize events to support the important work being performed at our institution. However, only those “Third Party Events” which meet specific criteria, and legitimately and genuinely benefit Childrens Hospital, will be approved. Each event will be reviewed on a case-by-case basis.

THIRD PARTY EVENT GUIDELINES

The following are the Childrens Hospital approved guidelines for “Third Party Events.”

An event application must be submitted for review and approved before initiation of the event takes place. Please complete and submit signed guidelines and application form.

Please allow a minimum of 21 days after application submission for review and response.

PROMOTION

The event will be promoted and conducted in a manner to avoid statement or appearance of Childrens Hospital endorsing any product, firm, organization, individual or service.

Childrens Hospital reserves the right to decline any underwriting and/or sponsorship when it believes that the association may have a negative effect on the credibility of the hospital.

All “Third Party Events” should establish a timetable and action plan a minimum of three months before the event. A Childrens Hospital staff person is available to aid in the development of committee structure, marketing and deadlines.

The official name of the organization is Childrens Hospital Los Angeles. It may not be altered or abbreviated. Event names may not incorporate the name, as in “Childrens Hospital Los Angeles Swimathon”, but may use a second line identifying the relationship with Childrens Hospital, such as “Smith School Swimathon, benefiting Childrens Hospital Los Angeles”.

If the logo of Childrens Hospital Los Angeles is provided to you for use in conjunction with your event, it may not be altered in typeface, color, configuration and/or position. Any use of the Childrens Hospital Los Angeles logo must adhere to established graphic standards. Please only use logos that are provided. Do not appropriate the logo from other sources, such as letterhead, website or other printed materials.

Childrens Hospital must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers, press releases and website content prior to production or distribution.

Promotional materials and/or advertisements cannot be purchased with Childrens Hospital funds. Any such advertisement should be the result of underwriting or sponsorship related to the event.

Childrens Hospital reserves the right to participate in similar promotions and other “Third Party Events.”

Childrens Hospital reserves the right to decline participation in an event if other non-profit organizations are beneficiaries and/or involved in the event without mutual compliance.

LIABILITY

Childrens Hospital is not financially liable for any costs or expenses associated with the “Third Party Event.”

“Third Party Event” organizers and its donors and sponsors agree to indemnify and hold harmless Childrens Hospital and its directors, employees and volunteers from any and all claims and liabilities in any way related to the event.

“Third Party Event” organizers will have participants complete a waiver for release from liability when requested by Childrens Hospital.

“Third Party Event” organizers will provide insurance certificates.

REVENUE GENERATION

For Non-Affiliated Events, a minimum of 50% gross income should be remitted to Childrens Hospital. However, exceptions may be made depending on the magnitude of the event, or other factors determined to genuinely benefit Childrens Hospital.

For Special Interest Events, 100% net (minus event expenses) income must be remitted to Childrens Hospital.

All sponsorship solicitations are to be made by the event organizer. Childrens Hospital does not solicit sponsors for your event and does not provide any donor or volunteer contact information.

All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit Childrens Hospital.

Childrens Hospital must receive all net proceeds within 30 working days of the conclusion of the event and/or promotion.

Childrens Hospital cannot endorse or be affiliated with any events that are for the benefit of a specific patient.

RECORDS

Childrens Hospital should receive a list of targeted sponsors for the event, *before they are approached*, to minimize overlap with other fundraising campaigns underway by the hospital.

Childrens Hospital should receive a complete accounting of all funds collected and expenses related to the event.

Childrens Hospital reserves the right to inspect all event financial records.

Childrens Hospital will receive a list of all tangible non-cash (in-kind) contributions to the event.

Childrens Hospital will receive a list of all donors who contributed to the event.

“Third Party Event” organizers will collect names of participants, sponsors and volunteers, mailing appropriate materials as needed.

Organizers may coordinate with Childrens Hospital for assistance and guidance.

ACCESSIBILITY

All “Third Party Events” should be accessible to people with disabilities. The event should take place at a location that meets ADA regulations. “Third Party Event” organizers should promote and make arrangements for any special accommodation needs by participants, volunteers, and/or staff.

TAX ISSUES

According to Section 170 of the Internal Revenue Code, the general rule is, “There shall be allowed as a deduction any charitable contribution (as defined in subsection (c)) payment of which is made within the taxable year.” Subsection (c) goes on to define the term “charitable contribution” as meaning a gift to, or for the use of, qualified organizations. To become a qualified organization, most organizations must apply to, and be approved by, the IRS. If a payment is made to an organization that is a qualified organization, the payment is a charitable contribution.

ORGANIZATIONAL ISSUES

Childrens Hospital has applied to and been approved by the IRS as a charitable (qualified) organization as defined by Internal Revenue Code Section 501 (c)(3) meaning that contributions to the hospital qualify for the maximum charitable contribution deduction under the Internal Revenue Code.

PRACTICAL ISSUES

A difficulty arises when an independent, outside organization wishes to raise money for the Childrens Hospital. If the payments are made to this independent organization and it is not a qualified organization, tax deductible rules do not apply; if payments are payable to Childrens Hospital, then they qualify—to the extent allowed by law.

After you have read the above policy thoroughly, please fill out the “Third Party Event” Application, and sign and date this agreement below. Mark any mutually agreed upon changes to the above with initials.

THE ABOVE GUIDELINES HAVE BEEN READ AND AGREED TO BY:

Contact Name (please print) _____

Company/Organization/Affiliation: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____ Event website: _____

Signature: _____ Date: _____

Please send completed application and signed agreement to

Special Events Department

Childrens Hospital Los Angeles

4650 Sunset Boulevard, #29

Los Angeles, California 90027

Phone: 323.361.5972 Fax: 323.361.8655