



Hospice Foundation of Western New York Hospice Helpers Fundraising Policies and Guidelines

Thank you for your interest in fundraising on behalf of the Hospice Foundation of Western New York/The Center for Hospice & Palliative Care. We are sincerely grateful for the generous support of our friends in the community who support our mission to provide exceptional care and life-enhancing services for seriously ill patients and those who share their lives.

Any fundraising activity benefiting the Hospice Foundation of Western New York must be approved in advance by the Hospice Foundation. The enclosed **Hospice Helpers Application** must be completed and filed with the Hospice Foundation no less than 30 days prior to the proposed event date before approval can be granted.

After reviewing these guidelines, please complete and sign the attached application and return to:

Hospice Foundation
Attn: Hospice Helpers
225 Como Park Blvd.
Buffalo, NY 14227

Or fill your application out online: Hospicebuffalo.com/content/pages/hospicehelpers

Or fax to (716) 686-8181

You will be contacted within 10 days of the date your application is received.

All funds raised through the Hospice Helpers are unrestricted and support patient care, our greatest need.

Steps for Organizing a Successful Hospice Helpers Fundraising Event

1. Complete and return the Hospice Helpers Fundraising Application Form.

2. Receive approval from the Hospice Foundation of Western New York to proceed with your event.

3. Planning Committee.

Include friends and co-workers as part of your planning – the more hands helping will create a less stressful and more successful event.

4. Keep your Hospice Foundation staff contact informed.

Your Hospice Foundation staff contact is a great resource to brainstorm ideas with, approve your communications, provide resources such as logos and print material, and overall, help make your event a success.

5. Collect the Funds.

Have your donors and supporters make checks payable to the community group and the net proceeds are then donated to the Hospice Foundation. Be sure to send all funds to our office within 30 days of your fundraising event.

6. Thank You!

Following the above steps, along with our policies and guidelines will ensure a successful event. Thank you for your cooperation.

If you are ready to become a Hospice Helper, please read the Hospice Helpers Policies and Guidelines and submit a completed Hospice Helpers Fundraising Application Form with your signature agreeing to the policies. All forms may be submitted electronically, via email, fax or mail.

Questions? Please call Denise Miner, Special Events Associate, at (716) 686-8090 or e-mail dminer@palliativecare.org.

Hospice Helpers Fundraising Policies & Guidelines

The Hospice Foundation of Western New York encourages Hospice Helpers events to promote greater awareness for The Center for Hospice & Palliative Care in the community, as well as broaden the base of donors and partnerships.

How we can help:

The Hospice Foundation's ability to assist with Hospice Helpers fundraising events is limited by staff size and internal obligations. The Hospice Foundation is able to provide the following:

- A letter of authorization to validate the authenticity of your event.
- Printed material about the Hospice Foundation and The Center for Hospice & Palliative Care.
- Use of the Hospice Foundation's logo and name upon review and approval of event and materials.
- Hospice staff/volunteer representative to attend the event, if requested.
- *"I support Hospice"* stickers for organizer and attendees to wear, if requested.
- If your event raises \$250 or more, we will list it in the Hospice Buffalo quarterly newsletter, *Dateline*.
- Promotional consultation (i.e. help with press releases and media alerts if desired).

General Policies:

- You must be at least 18 years of age to submit and hold a Hospice Helpers fundraising event. If under 18, you must have a parent, guardian or school supervisor submit the form.
- The Hospice Foundation's name or logo should not be used for any reason without approval.
- The Hospice Helpers Fundraising application form must be submitted no less than 30 days prior to the start of your event date(s).
- Reoccurring annual events or one-time events require application approval on a pre-event basis.
- For annual events, all proceeds from the previous year's event must be received by the Hospice Foundation before approval is given for future events.
- The Hospice Foundation cannot provide financial support or start-up funds for Hospice Helpers events.
- The Hospice Foundation will not release donor, volunteer, employee, physician, board member or other mailing lists to outside groups for any reason.
- Organizers must agree to provide event updates to the Hospice Foundation of Western New York office ASAP regarding any changes in event details.
- Fundraising event(s) must comply with all relevant state and federal laws.
- The Hospice Foundation of Western New York cannot provide insurance coverage, reimbursement for expenses or our tax exempt certificate.
- All organizers must refrain from contacting any companies on the Hospice Foundation of Western New York "No Solicitation" list (enclosed).

Hospice Foundation will not approve:

- Events that request financing from the Hospice Foundation.
- Event proceeds, after expenses, of less than 50%.
- Events that involve a professional fundraiser, telemarketer and/or involves an agreement to raise funds on a commission, bonus or percentage basis.
- Events that require the Hospice Foundation's endorsement or marketing of a product, service or direct sale of a product or service. This includes vending machines of any kind.
- Events that conflict or compete with an already established event to benefit the Hospice Foundation of Western New York.
- Events that refer to tobacco or alcohol in the title. Furthermore, alcohol permits may not be obtained in the name of the Hospice Foundation.
- Events that fail to comply with municipal, county, state and/or federal law.
- Events deemed inappropriate use of the Hospice Foundation name/image.

Legal Policies:

- The Hospice Foundation of Western New York is not liable for any injuries sustained by event volunteers or participants related to a Hospice Helpers event benefiting the Hospice Foundation and cannot assume any type of liability for your event.
- The event planner(s) are responsible for obtaining any necessary permits, licenses or insurance required.
- No contracts or service agreements should be signed before an event has been approved by the Hospice Foundation. We reserve the right to review all related contracts and agreements.
- The Hospice Foundation of Western New York reserves the right to withdraw from the event at any time.

Publicity Guidelines:

- Event publicity is the responsibility of the event organizer(s); however, publicity such as press releases, flyers, public service announcements, etc. must be reviewed and approved by the Hospice Foundation before they are disseminated to the media/community.
- Publicity must not suggest that the event is being sponsored or co-sponsored by the Hospice Foundation or that the Hospice Foundation is in any way involved except as a beneficiary.
- The suggested way to describe the Hospice Foundation's involvement is to list the event name followed by "benefiting the Hospice Foundation of Western New York" and clearly stating how the Hospice Foundation is to benefit, i.e. "net proceeds."

Guidelines for uses of the Hospice Foundation logo:

- The Hospice Foundation logo may only be reproduced in its original colors or in black and white.
- The Hospice Foundation logo may only be used in conjunction with the Hospice Foundation name.
- Any promotional materials bearing the Hospice Foundation logo or the affiliates of The Center for Hospice & Palliative Care must be reviewed by the Hospice Foundation staff before being introduced to the public.
- Contact the Hospice Foundation directly for camera-ready logos/artwork. Please do not copy the logo off our website as it will not transfer well in print.

Financial Guidelines:

- Event organizer(s) are responsible for payment of all event expenses.
- If the Hospice Foundation is designated or portrayed to the public as sole beneficiary, the Hospice Foundation should receive 100% of the net proceeds.
- If another organization, in addition to the Hospice Foundation, is a beneficiary, this information must be clearly stated in all materials.
- No bank accounts in the name of the Hospice Foundation should be set up. Checks should be made payable to the community group, expenses should be paid by the group and net proceeds are then donated to the Hospice Foundation.
- All proceeds should be received by the Hospice Foundation within 30 days of the conclusion of the event and should be mailed to:

Hospice Foundation
Attn: Hospice Helpers
225 Como Park Blvd.
Buffalo, NY 14227