

Guidelines and Procedures for Fundraising Events **Closer to Free – administered by Yale-New Haven Hospital (YNHH)**

Thank you for your interest in raising funds for the **Closer to Free Fund**, benefiting Smilow Cancer Hospital at Yale-New Haven. We appreciate the time and energy it takes to organize and implement a fundraising event. We are happy to offer these guidelines to assist you in making your efforts as successful as possible.

Overview

These guidelines and procedures apply to situations in which an individual or organization wishes to conduct a fundraising or promotional event to benefit **Closer to Free**, Smilow Cancer Hospital (SCH) and related programs. These events include (but are not limited to) golf tournaments, receptions, dinners, parties, walks/runs, arts or entertainment events, and auctions.

Organizers may not hold any fundraising activity involving an element of chance, such as bingo, raffles and casino nights unless they are exempt from tax as a (501(c)(3) organization, follow pertinent state regulations and YNHH approves in advance. Visit www.ctgov.org for more information.

What YNHH can provide to support your event:

- A letter on **Closer to Free** letterhead to use in your fundraising efforts, which will include tax-exempt information.
- Use of **Closer to Free**, and SCH logos in promotional materials and other camera-ready materials as appropriate
- A small number of printed materials about current Yale Cancer Center research update, SCH patient care, etc.
- Event posting on the *Give* **Closer to Free** website.
- Advice on fundraising tactics, public relations, marketing etc. on a limited basis

YNHH cannot provide the following functions for events sponsored by volunteers:

- Extend Yale-New Haven Hospitals tax-exempt status
- Issue receipts for donations not made directly to **Closer to Free Fund**
- Provide insurance coverage or secure permits
- Provide mailing lists of donors, physicians, employees or volunteers
- Provide **Closer to Free** letterhead for your use
- Provide banking, funding or reimbursement of expenses
- Solicit event sponsorship
- Guarantee event attendance of YNHH staff, faculty, physicians or patients
- Provide auction services or systems

YNHH is not able to contribute promotional gifts, funds or substantial staff resources to volunteer fundraising events. Event organizers should let YNHH staff know well in advance if a representative from YNHH is expected to attend in an official capacity (speaker, check presentation, etc.)

YNHH development staff must review and approve in writing any fundraising event or promotion on its behalf prior to the event. Event organizers must agree in writing to abide by all guidelines and procedures set forth.

Guidelines and Procedures

Anyone considering a fundraising event to benefit **Closer to Free** must first contact YNHH development staff to discuss the idea. If the initial proposal meets with approval, the event organizer should complete and submit the Fundraising Proposal Form detailing the particulars of the event.

YNHH development staff will review the proposal. If the event is approved, a **Letter of Approval** will be sent to the organizers.

Upon approval, the procedures below will be followed.

- **Proper use of Closer to Free and SCH and related programs titles**

As an independent organizer in a fundraising effort, and with YNHH's role being solely that of beneficiary, all telephone or personal solicitations, publicity, printed matter, including advertising posters and tickets, must identify your organization as the sponsor of the event, benefitting **Closer to Free**.

Events titles should use a second line identifying the relationship with YNHH and related programs, such as "Brown School Walk-a-thon, to support the Closer to Free Fund benefiting Smilow Cancer Hospital at Yale-New Haven Hospital".

All advertising and promotional material, including invitations, flyers, posters, press releases must include the exact wording mentioning **Closer to Free** and related programs as indicated in the **Letter of Approval**. YNHH reserves the right to request approval of printed material prior to distribution. If the Closer to Free and SCH logos are to be used in publicity, please consult YNHH development staff for specific logo guidelines. We will provide logo files for your use.

- **Solicitation of Corporate Donations and Sponsorships**

YNHH development staff must approve all solicitations of corporate donations and sponsorships before the company is approached. This will avoid duplication efforts and excessive requests to any one potential donor.

- **Indemnity Clause**

The event sponsors agree to indemnify and hold harmless YNHH and its affiliates from all claims and liabilities that may arise from any acts or omissions of its agents, volunteers, or employees, or from any claim by it or anyone else relating to the quality, performance, or failure to perform during the specified time period of the event.

- **Financial reconciliations**

All event donations should be made payable to the event to support **Closer to Free**. YNHH cannot process individual checks. Event organizers should plan on thanking individual participants and supporters.

After event expenses have been resolved, the event organizer will write one check to **Closer to Free** (noting any specific program designated by the fundraiser) on behalf of the fundraising event.

Funds collected on behalf of **Closer to Free** should be submitted within 30 days following the event

Contact: **Closer to Free**
Office of Development
P.O. Box 1849
New Haven, CT 06508
Tel 203.688.9644 Fax 203.789.3898
Email: closer2ofree@ynhh.org

Fundraising Event Proposal Form
Closer to Free

Name of Event _____ Location _____

Primary Contact Name _____ Contact Email _____

Address of Contact _____ City/State/Zip _____

Telephone (w) _____ (h) _____ (c) _____

Event Date/s _____ Indoor ___ Outdoor ___ Public ___ Non-public ___

Event Hours _____ Projected attendance _____ Admission Fee \$ _____

Estimated Income \$ _____ Estimated Expenses \$ _____ Estimated Donation to CTF \$ _____

Description of Event (in detail) _____

Do you intend to seek sponsorship for this event? If so, from whom? _____

To avoid conflict with YNHH's corporate and foundation relations, please do not approach sponsors prior to YNHH review.

How will this event be publicized/promoted? _____

What assistance, if any, will you require from YNHH?

___ Speaker

___ Printed Brochures

___ SCH Representative

___ YNHH/SCH/Closer to Free Logos

Will other charitable organizations benefit from this event? If yes, please list their names and describe their involvement and or/benefits _____

Event Organizer Signature _____ Date _____

Please return to:
Closer to Free
Office of Development
P.O. Box 1849
New Haven, CT 06508
Attn: Special Events

Tel: 203.688.9644 Fax 203.789.3898
Email: clostotofree@ynhh.org