

GUIDELINES FOR FUNDRAISING EVENTS AND PROMOTIONS

KAPI'OLANI
HEALTH FOUNDATION



KAPI'OLANI
Children's Miracle Network®

Kapi`olani Health Foundation
55 Merchant Street, Suite 2600
Honolulu, HI 96813
(808) 535-7100

Updated Nov 1, 2008

Guidelines for Fundraising Events and Promotions

Thank you for selecting Kapi`olani Medical Center for Women & Children as the beneficiary of your event. As a non-profit hospital, Kapi`olani Medical Center relies on generous groups like yours in order to carry out its mission for Hawaii's women and children.

You may choose to brand your event as a benefit for Kapi`olani Medical Center for Women & Children or as a Kapi`olani Children's Miracle Network event. Either way, the funds raised will support Kapi`olani Medical Center. The Kapi`olani Health Foundation is the fundraising arm of the hospital. All charitable donations flow thru the Kapi`olani Health Foundation.

We hope you find the following guidelines helpful as you plan your event.

- All fundraising events/promotions for Kapi`olani Medical Center for Women & Children and/or Children's Miracle Network require written permission from Kapi`olani Health Foundation (KHF) in advance. Do not make public announcements or promote the event/promotion until you receive written permission from KHF.
- Event/Promotion should fit the mission and promote the appropriate image for Kapi`olani Medical Center for Women & Children and Children's Miracle Network.
- Event/Promotion must comply with all relevant laws, including the laws of the State of Hawaii.
- Kapi`olani Medical Center for Women & Children and/or Children's Miracle Network cannot sponsor or endorse fundraising events/promotions or products. Printed materials and other information should state the "Proceeds will benefit Kapi`olani Medical Center for Women & Children and/or the Kapi`olani Children's Miracle Network."
- KHF **must review all promotional materials** (including press releases, public service announcements, scripts, poster, invitations, etc.) before they are used.
- The Kapi`olani Medical Center for Women & Children and/or Children's Miracle Network logo is a registered trademark and cannot legally be reproduced without permission from the hospital.
- If circumstances warrant, Kapi`olani Medical Center for Women & Children, may at any time through any of its vice presidents, directors, officers, senior administrators, or Foundation, direct you to cancel the event/promotion. You hereby agree to cancel the event/promotion, if so directed, and further agree to release Kapi`olani Medical Center for Women & Children, Children's Miracle Network, KHF, and its officers, directors, and employees from any and all liability and connection to any such action.
- When approaching businesses and corporations for assistance with the event/promotion, please remember that many local organizations are already involved in supporting Kapi`olani Medical Center for Women & Children and/or Children's Miracle Network and may not wish to make additional donations. Please clear all contact with a particular business before an approach for support by calling KHF at (808) 535-7100.
- A hospital representative may be able to attend your fundraising event/promotion. Personal appearances by Foundation staff will be handled on a case-by-case basis. We will attempt to respond to your appearance request. Please recognize that the volume of requests may exceed our available staff. Indicate on the application form to request a representative, and please call KHF at (808) 535-7100 two (2) weeks prior the event/promotion to confirm.

WHAT YOU NEED TO DO:

- Submit a “Kapi`olani Health Foundation Fundraising Promotion Application Form” and a signed copy of the “Guidelines for Fundraising Events and Promotions” to KHF for review at least six (6) weeks before your proposed event/promotion. Please include any additional materials outlining the proposed event/promotion.
- The person representing the event/promotion must obtain any necessary permits, licenses or insurance. Please attach completed copies to your application.
- Any contracts required for the event/promotion must be reviewed and approved by Kapi`olani health Foundation in advance.
- The sponsors agree to indemnify and hold harmless Kapi`olani Medical Center for Women & Children, KHF, Children’s Miracle Network, and all its officers, directors and employees from any and all claims and liabilities in any way related to the event/promotion.
- The public should be fully informed regarding any net amounts that will actually be donated to the hospital. Potential donors must be informed whenever less than 100 percent (100%) of the net proceeds will be donated to the hospital.

(For example: “Ninety percent of the proceeds will benefit Kapi`olani Medical Center for Women & Children through the Kapi`olani Children’s Miracle Network.”)

- The I.R.S. requires that all tickets, invitations or entry forms state what portion of the contribution is tax deductible. If donors will receive a product or service in exchange for their donation, subtract the value (whether or not it is donated) of the product or service from the contribution. The remaining amount is tax deductible.

(For example, the written materials could state: “The portion of the payment for each ticket which is deductible for federal income tax purposes is limited under the federal tax laws to the excess of the payment over the value of the goods or services provided to a person attending this event/promotion. We estimate that the value of goods and services provided to each person attending will be \$_____. Accordingly, the amount of your payment which is deductible for federal tax purposes is \$_____ (\$_____ per ticket.)

- Please advise KHF of any changes in your event/promotion.

FINANCIAL GUIDELINES:

- Event/promotion expenses must be less than fifty percent (50%) of the total raised.
- If event/promotion expenses are greater than the total collected, the group holding the event/promotion is responsible for payment of these additional expenses.
- Within 45 days after the last day of the fundraising event/promotion, please send a final accounting of income and expenses to KHF. **A check made payable to Kapi`olani Health Foundation should be sent at this time to: 55 Merchant Street, 26th Floor, Honolulu, HI 96813.**
- If the budget for your fundraising event/promotion is greater than \$10,000, you should establish a separate bank account. The title of the account should say "...to benefit Kapi`olani Medical Center." Only event/promotion expenses may be deducted from this account and all donations are to be held in trust for Kapi`olani Medical Center for Women & Children.

Until written permission is received, the name "Kapi`olani Medical Center for Women & Children" or "Kapi`olani Children's Miracle Network" should not be used for any purpose and contributions should not be solicited.

I have read and agree to follow the above guidelines;

Signature/Sponsoring Organization

Date

Please keep one copy of these Guidelines for your reference and return the original copy with your completed "Application for KHF Fundraising Event/Promotion." For additional information, call the Kapi`olani Health Foundation at (808) 535-7100.