

Penn State Milton S. Hershey Medical Center Third-Party Fundraising Guidelines

DEFINITION

A Third-Party Fundraiser (“Fundraiser”) is defined as an organization, group or individual raising money on behalf of Penn State Milton S. Hershey Medical Center, Penn State College of Medicine or any of its related entities through a fundraising event or initiative.

HOW WE CAN HELP

Penn State Milton S. Hershey Medical Center is grateful to those interested in supporting our endeavors in education, patient care, research, and community outreach. We recognize the great amount of hard work you will assume on our behalf and want your event to be a success.

Please carefully review the following guidelines, which have been designed for the protection of the Fundraiser and Penn State Milton S. Hershey Medical Center, Penn State College of Medicine, and its related entities.

The Medical Center/College can:

- ✓ Acknowledge event organizer for direct contributions to the hospital.
- ✓ Confirm the relationship between the event and the hospital for tax-exemption status.
- ✓ Coordinate event representation or check presentation, if appropriate.
- ✓ Review all printed materials to ensure proper use of Penn State Milton S. Hershey Medical Center-approved nomenclature and logos.

GUIDELINES FOR THE FUNDRAISER

Approval

- The Associate Director, Cause Marketing and Community Fundraising must approve the fundraiser sixty (60) days in advance of the event and will ensure the event follows Penn State Milton S. Hershey Medical Center guidelines and is consistent with its mission and values. Attached please find an application, along with contact information. Please note:
 - The Associate Director, Cause Marketing and Community Fundraising will respond to your application within ten (10) business days.

- Penn State Milton S. Hershey Medical Center will not be involved in an event that promotes a political party, candidate or appears to endorse political issue(s).
- Due to limited resources, Penn State Milton S. Hershey Medical Center staff, physicians, and faculty members are unable to help plan, manage, and execute Fundraisers.
- Penn State Milton S. Hershey Medical Center is not able to provide its tax ID number to the Fundraiser, and the Fundraiser cannot use Penn State Milton S. Hershey Medical Center 's 501(c)(3) status to apply for funding. However, if a business makes a donation to the event and would like the tax-exempt number for tax purposes or to verify the tax status of Penn State Milton S. Hershey Medical Center, we will provide the information to the business upon request.
- Speaker or event staff representation must be requested at the time of application. Due to the large number of requests, we cannot guarantee that a Penn State Milton S. Hershey Medical Center staff person (including medical staff) will be able to attend/participate.
- Penn State Milton S. Hershey Medical Center will not provide mailing lists for donors, patients, staff and/or employees for fundraising purposes and is unable to mail information on behalf of the event.
- Each application will be considered individually. Generally, events that will not be authorized are events that:
 - Do not support the mission and values of Penn State Milton S. Hershey Medical Center.
 - Would potentially conflict with a marketing or public relations campaign.
 - Would require Penn State Milton S. Hershey Medical Center to sell tickets, coupons, etc. or involve telemarketing or door-to-door solicitation.
- All requests for sponsorships or contributions must be submitted in writing to: Office of Marketing and Communications, Penn State Milton S. Hershey Medical Center, 600 Centerview Drive, A140, Hershey, PA 17033.

Permits/Expenses/Liabilities

- The Fundraiser is responsible for covering all expenses for the event. Penn State Milton S. Hershey Medical Center will not incur costs for an event, and will not be able to reimburse the Fundraiser. Event costs should be deducted from the funds raised prior to sending the donation to Penn State Milton S. Hershey Medical Center.
- The Fundraiser is responsible for obtaining all permits, especially those for raffles and/or games of chance. Penn State Milton S. Hershey Medical Center will not be involved, in any manner, with obtaining liquor permits.
- Public bulletin boards throughout Penn State Milton S. Hershey Medical Center and Penn State College of Medicine property are reserved for posting informational material pertaining only to Medical Center and College of Medicine approved events and activities. Informational material is deemed to be any flier, poster, or other printed item used to promote an event, activity, or opinion, or to encourage action, such as the purchase of goods or services. The Fundraiser is responsible for printing and posting of appropriate informational materials.
- Penn State Milton S. Hershey Medical Center is not liable for any injuries sustained by event coordinators, volunteers, participants, or any other individuals related to an event benefiting Penn State Milton S. Hershey Medical Center or an affiliate.

Contributions and Funds Raised

- Funds raised can be used to provide unrestricted support or can be designated to support a particular institute (i.e. Children's Hospital) or a particular program or area (i.e., cancer, heart, etc).
- If the Fundraiser is:
 - A 501(c)(3) organization, all checks shall be made payable to, mailed to, processed by and receipted by the Fundraiser. Event proceeds should be mailed within 30 days (in one check payable to Penn State University) to Penn State Milton S. Hershey Medical Center, Attn: Associate Director, Cause Marketing and Community Fundraising, 600 Centerview Drive, A120, Hershey, PA 17033.
 - Please note the institute or program designation (i.e., cancer, heart, etc) in the memo line.
 - **Not** a 501(c)(3) organization, the proceeds shall be mailed within 30

days (in one check) from the Fundraiser (payable to Penn State University) to the Penn State Milton S. Hershey Medical Center address noted above. It shall be stated on all event materials that gifts to the event are not tax-deductible.

- Penn State Milton S. Hershey Medical Center will not accept funds from individuals or organizations that fail to comply with any municipal, county, state and/or federal law.

Marketing/Promotion/Publicity:

- Publicity may not suggest that the event is being sponsored, co-sponsored, or produced by Penn State Milton S. Hershey Medical Center, but instead must state that Penn State Milton S. Hershey Medical Center is the beneficiary. All publicity must specifically state within the marketing materials that the event is ***“an independent fundraising event benefitting Penn State Milton S. Hershey Medical Center.”***
- The Fundraiser is responsible for marketing and promoting the event, including media, press releases, posters, flyers, and advertising. Penn State Milton S. Hershey Medical Center reserves the right to review and approve all such marketing materials in advance of publication.
- On-campus promotion of events cannot be guaranteed. To submit an article for possible publication in *Crescent*, Penn State Hershey’s weekly newsletter, articles (215 words or fewer) should be submitted electronically in a word document to the editor at crescent@psu.edu.
 - *Crescent* is published weekly on Wednesday. Articles are due one week prior to publication.
 - The editor reserves the right to edit, condense copy, or refuse an article due to the copy length, style, timeliness, or content.
- The Fundraiser is not permitted to use Penn State Milton S. Hershey Medical Center letterhead. If the event is approved, a letter of support will be provided to validate the event and support event solicitation activities.

Logos/Photos/Website:

- Logo use is not permitted without approval from Penn State Milton S. Hershey Medical Center. This includes downloading Penn State Milton S. Hershey Medical Center logos from the Internet.

- Printed materials in which the name and/or logo of the Medical Center/College must follow comply with Visual Communication Standards and Brand Guidelines (http://www.pennstatehershey.org/c/document_library/get_file?folderId=317939&name=DLFE-4915.pdf).
- All individuals, groups, and organizations (both on- and off-campus) that desire to use the Medical Center/College indicia (marks, names, and logos) on promotional merchandise (bag, t-shirt, sweatshirt, etc.) must receive written approval from the Office of Licensing Programs (<http://www.licensing.psu.edu/licensingguidelines/>) prior to the production of any products bearing these indicia. Furthermore, only manufacturers that are licensed (<http://www.licensing.psu.edu/licensee/>) by the University are authorized to produce Penn State merchandise.
- Photos on Penn State Milton S. Hershey Medical Center websites are the property of Penn State Milton S. Hershey Medical Center, and reproduction of photos is not permitted without approval from Penn State Milton S. Hershey Medical Center.
- If logo/photo use is permitted, all materials using the logo/photo must be submitted to the Associate Director, Cause Marketing and Community Fundraising at least three (3) weeks prior to the print deadline. The submission must be "proof" quality to represent the true nature of what is being produced.
- Event logos may be developed, but must remain separate and distinct from the Penn State Milton S. Hershey Medical Center logo(s). Penn State Milton S. Hershey Medical Center reserves the right to approve Fundraiser event logos prior to it being used in print or other media.

**Penn State Milton S. Hershey Medical Center
Third-Party Fundraising Application**

Please complete this form and submit to:

Penn State Milton S. Hershey Medical Center

Attn: Associate Director, Cause Marketing and Community Fundraising

600 Centerview Drive, A120

Hershey, PA 17033

Fax: 717.531.7939

Email: dsunday@hmc.psu.edu

Date Submitted: _____

CONTACT INFORMATION

Name of Individual/Organization/Group planning the event: _____

Purpose of Organization: _____

Relationship with the Medical Center and/or College: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Publicity Phone Number: _____

E-mail: _____ Fax: _____

EVENT INFORMATION

Event Name: _____

Event Date: _____ Time: _____
Month Day Year

Event Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Event Description: _____

Has this event taken place before? Yes No If yes, when? _____

Please list any corporate sponsors that will be involved: _____

This event is: By Invitation Only Open to the Public Projected Attendance: _____

FINANCIAL INFORMATION

Please list any beneficiaries other than the Medical Center and College: _____

Event Ticket Price: _____ Percentage of Gross Sales to be donated: _____

Estimated Gross Revenue from Event: _____

Values of Goods & Services received by each donor/attendee: _____

Expected date net proceeds will be given to the Medical Center and College: _____

I/we have read the attached Penn State Milton S. Hershey Medical Center and Penn State College of Medicine's event guidelines and application process in full; I/we agree to adhere to those guidelines in planning and executing our event/activity. I/we understand that the guidelines are not comprehensive and that all decisions for the event/activity, including safety precautions, remain the responsibility of the event/activity sponsor. The Medical Center and College and all of their respective affiliates do not accept or assume liability associated with the event/activity.

Signature

Date

Title/Name of Company or Organization