



COMMUNITY FUNDRAISING

THE POWER OF EVERY ONE

 Tampa
General
Hospital
FOUNDATION

WELCOME

WE ARE GRATEFUL FOR YOUR SUPPORT!

We truly appreciate the energy and passion that goes into the planning of community fundraisers that support Tampa General Hospital. TGH Community Fundraisers play a significant role in raising awareness and support for TGH's shared purpose to care for everyone, every day. We are so thankful for your support and are happy to assist you when and where we are able.

As a TGH Community Fundraiser, whether you are new to fundraising or a seasoned expert, thorough planning and logistics are vital to the success of your event or campaign. The information in this toolkit will help you organize and host an effective event to benefit Tampa General Hospital.

Questions? Contact:
Christina Stevens- Director of Annual Giving
christinastevens@tgh.org
813-844-8676

Tampa General Hospital Foundation
P.O. Box 1289
Tampa, FL 33601
foundation@tgh.org



HOW WE CAN HELP

WE CAN:

- Offer advice and ideas on fundraisers and event planning
- Provide a letter of endorsement to validate the authenticity of the event and its organizers
- Provide approved use of the TGH Foundation name and logo
- Provide IRS-compliant tax receipts for donations made directly to TGH
- Take part in celebratory gift presentations based on availability and campus visitation guidelines

Because the TGH Foundation resources (staff, marketing, etc.) are subject to budgetary constraints, we are unable to provide unlimited support for all the fundraising efforts that benefit Tampa General Hospital.



YOUR RESPONSIBILITIES

COMMUNITY FUNDRAISERS ARE RESPONSIBLE FOR:

- Submitting the TGH Foundation Community Fundraiser Application.
- All expenses related to the fundraiser.
- Managing any sales and/or distribution of items related to the fundraiser.
- Advertising and marketing for the fundraiser, including designing and producing communication materials. Please note that creative materials may not suggest that the event is being sponsored, co-sponsored or produced by TGH. See more information on page 6.
- Creating mailing lists for invitations.
- Recruiting and managing volunteers.
- Obtaining any necessary permits for the event.

GETTING STARTED

STEP 1

CHOOSE THE BEST FUNDRAISING EVENT FOR YOUR TEAM

Choose an event that aligns well with your interests and goals. Your event should fit the scope, talents, and time availability of you and your planning committee.

Some Fundraising Event Ideas:

- Art Sale
- Bake Sale
- Birthday or Anniversary Party
- Car Wash
- Dance Party
- Game Night
- Garage Sale
- Ice Cream Social
- Promotional Item Sale
- Restaurant Give Back
- Sports Tournament
- Talent Show



STEP 2

RECRUIT YOUR TEAM!

Recruit family and friends to help with the planning, organization, and promotion of your event. The more people you can recruit to help, the more successful your event will be!

STEP 3

PICK A DATE & LOCATION

Choose a time of the year that will best fit your event. Remember to factor in weather conditions, major holidays, and location availability.

STEP 4

SUBMIT YOUR COMMUNITY FUNDRAISING APPLICATION

All Community Fundraiser Champions must complete the Tampa General Hospital Foundation Fundraising Application in advance of the event and before using TGH's name and logo. Your application will be reviewed within 5-8 business days by the TGH Foundation team to ensure the event follows TGH guidelines and is consistent with our mission and values. Once approved, we will send an email and can provide a letter of endorsement that can be used to assist in solicitation efforts, if desired.

GETTING STARTED

STEP 5 CREATE A TIMELINE & PLAN

Create a timeline with specific tasks and projects that need to be completed before the date of your event. This will ensure that every detail is taken care of before your event. Examples of tasks to consider:

- If needed, book a venue, catering, audio/visual, entertainment, etc.
- Identify your audience and create a guest list of who you want to invite
- Design and print materials such as invitations, sponsorship packets and posters
- Develop a plan to promote your event using media releases, events calendars, and social media

STEP 6 ESTABLISH A BUDGET

Determine your budget before getting started. By establishing your financial goals early on, you will be able to set realistic revenue and expense projections. We recommend keeping fundraising expenses below 25% of the total revenue to help you raise the most money possible, but we recognize that some events are more costly to host and might still be a good fit for your fundraising goals. Please note that the TGH Foundation is unable to reimburse for expenses. We recommend you recoup expenses from the funds raised if you are unable to underwrite the costs yourself.

STEP 7 PROCESSING DONATIONS

There are various ways that the TGH Foundation can assist you with collecting direct donations from your fundraiser. We can provide you with an online giving link specific to your event/fundraiser to collect any direct donations. This allows your supporters to make contributions directly to the TGH Foundation and receive proper tax receipting and stewardship. *Please note, we are unable to disclose individual's donation amounts, so please do not use this as a "ticketing" or "sales" function. *Also note, we are unable to provide tax receipts to individuals who purchase items or tickets through your fundraiser. If you are collecting check donations, we encourage you to send them to us within 30 days after receiving them, or to have donors send directly to us. Many donors appreciate seeing their donation deposited in a timely manner, and some checks are void after 90 days. If you plan to collect cash and would like your donors to receive a thank you, we recommend you capture their contact information along with the gift. It is best to hand deliver cash gifts after your fundraiser.



STEP 8 THANK DONORS & VOLUNTEERS

Be sure to personally thank your donors for helping you reach your goal and volunteers for helping to host a great event. A hand written thank you will mean a lot to those who supported you.

LOGO USAGE

Tampa General Hospital's name and logo can only be used with written permission and approval of use in the event application and or email correspondence. The TGH logo is a registered trademark and may not be altered in typeface, color, configuration and/or position. We will provide a "benefiting Tampa General Hospital" logo and logo standard to the fundraiser organizer upon approval of the fundraiser. Make sure any collateral has been reviewed and approved by the TGH Foundation prior to promotion.

When listing an event on your materials, choose from the following options:

- An event benefiting Tampa General Hospital
- (Event name), benefiting Tampa General Hospital

Correct Logo Usage



- Always use the "Benefiting" text with logo.
- On dark backgrounds, please use the reversed logo.

Incorrect Logo Usage



- Please do not break up logo. The logo must be used as a whole.
- On dark backgrounds, please use the reversed logo, not a white background box.

THE APPLICATION

All Community Fundraiser Champions must complete the Tampa General Hospital Foundation Fundraising Application in advance of the event and before using TGH's name and logo. Your application will be reviewed within 5-8 business days by the TGH Foundation team to ensure the event follows TGH guidelines and is consistent with our mission and values. Once approved, we will send a letter of endorsement that can be used to assist in solicitation efforts.

Each application will be considered individually. We reserve the right to deny any application for a fundraising activity that does not complement the mission or values, or project a positive image of Tampa General Hospital or the TGH Foundation. Generally, events that will not be authorized are events that:

- Do not support the shared purpose and values of Tampa General Hospital
- Promote a political party/candidate or appear to endorse political issue(s)
- Potentially conflict with marketing or public relations standards
- Require TGH endorsement of a product, service or TGH's participation in the direct sale of a product or service
- Involve a professional fundraiser, telemarketer and/or involve an agreement to raise funds on a commission, bonus, or percentage basis
- Compete or conflict with an already established or scheduled event to benefit the TGH Foundation
- Fail to comply with any municipal, county, state and/or federal law

COMMUNITY FUNDRAISING GUIDELINES

As you begin planning your event, we ask that you complete the application following this page. By registering your event with us, you will receive support, advice and approved use of our benefiting logo. We can also provide a letter of endorsement so that people know your event is officially endorsed by the Tampa General Hospital Foundation.

When considering an event to benefit TGH Foundation, please adhere to the following guidelines:

- Complete and submit a community fundraising application no less than 4 weeks prior to the proposed fundraising activity.
- Please allow 5-8 business days for your application to be reviewed by TGH Fundraising staff. Approval will be granted on a per event/promotion basis. Applicants must reapply annually for approval.
- The TGH Foundation reserves the right to decline approval of an event at any time.
- All marketing and publicity must be approved by the TGH Foundation prior to distribution or posting. Copies of marketing materials may be submitted to foundation@tgh.org
- Publicity may not imply that the event is sponsored or co-sponsored by TGH, TGH Foundation or that the Hospital and/or the Foundation is involved as anything but the beneficiary. Please list the event name followed by "...Benefiting Tampa General Hospital".
- The public should be informed how the TGH Foundation will benefit from the event or promotion. If the TGH Foundation will not receive all of the proceeds, then the exact percentage that benefits the Foundation must be stated clearly on all related marketing materials.
- The preference is that the TGH Foundation receive at least 50% of the proceeds from the events benefitting our charity. Exceptions may be made on a case by case basis if the other beneficiaries have similar missions. Percentage of raised funds must be agreed upon before marketing begins for the event.
- Proceeds must be received by the TGH Foundation within 30 days of the fundraising event or campaign.
- Proceeds and Direct Gifts may be sent to:
Tampa General Hospital Foundation
P.O. Box 1289
Tampa, FL 33601-1289
- Checks should be made payable to Tampa General Hospital Foundation.
- The TGH Foundation is unable to provide tax write-offs/receipts to individuals who purchase items or tickets through your fundraiser. We will only provide tax receipts to donations made on our website or sent directly to our offices.
- Solicitation of businesses involving the direct or implied use of the TGH Foundation name or logo must be approved in advance by the Foundation. Please understand that many companies are already supporting the Foundation and may not wish to make additional donations.
- The TGH or TGH Foundation's legal counsel reserves the right to review all related contacts and service agreements. No contracts or service agreements that mention TGH or TGH Foundation should be signed before this review is complete.
- The TGH Foundation will not be involved in any manner with liquor permits including the use of our name.
- The TGH Foundation and all related entities are not liable for any injuries sustained by event volunteers or participants related to an event benefiting the Foundation, and cannot assume any type of liability for your event.

COMMUNITY FUNDRAISER APPLICATION

Thank you for your interest in hosting a fundraising event for Tampa General Hospital. We appreciate your support and ask that you fill out the Community Fundraiser Application below and submit prior to the proposed fundraising activity. Please allow 5-8 business days for your application to be reviewed by Tampa General Hospital Foundation staff.

Please complete parts 1, 2, and 3.

PART 1

Contact Information

Contact Name		Title	
Company/Organization Name			
Street Address			
City	State	Zip	
Contact Phone		Contact Email	
Company Website, if applicable			
I have read, understand and agree to abide by the Tampa General Hospital Foundation Third Party Fundraiser Guidelines for special events and promotions to benefit Tampa General Hospital.			
Signature _____		Date _____	

Please continue to part 2.

COMMUNITY FUNDRAISER APPLICATION

PART 2

Event/Promotion Information

Name of Event			
Type of Event	ONE-TIME EVENT	ANNUAL EVENT	ONGOING EVENT
Date(s) of Proposed Event		Time of Event(s)	
Location of Event		Estimated Attendance	
Description of Event How will funds be raised? (Sponsorship, raffle tickets, ticket sales, auction, etc.)			
Does this event require a permit?		YES	NO
Are there any other beneficiaries of this event?		YES	NO
If YES, name of other organization(s) and percentage of benefits that each organization will receive:			
Who is your target audience? (coworkers, family, friends, etc)			
List other businesses (other than your own) that you plan to solicit for cash or donations			

Publicity and Promotion Information

(All materials must be reviewed and approved by the TGH Foundation prior to event.)

Press Releases sent to:	Flyers distributed to:
Public Service Announcements sent to:	Other:

Please continue to part 3.

COMMUNITY FUNDRAISER APPLICATION

PART 3

Financial Information

(This is an estimate of expenses designed to help you plan a successful event. TGHF will not require receipts or final numbers after completion of fundraiser.)

Expense Estimate		Revenue Estimate	
FOOD & BEVERAGE:	\$_____	GROSS PROCEEDS:	\$_____
PRINTING:	\$_____	- EXPENSES: (SEE LEFT)	\$_____
SECURITY:	\$_____	= ESTIMATED DONATION:	\$_____
ADVERTISING:	\$_____		
PERMIT FEE:	\$_____		
SUPPLIES:	\$_____		
PRIZES:	\$_____		
OTHER:	\$_____		
TOTAL:	\$_____		

Remember to limit expenses to no more than 25% of gross proceeds.

Does your company plan to match the amount you raise?		YES	NO
Donation to the TGH Foundation to be transmitted via:		CHECK	CASH
			OTHER
Expected date of donation			
I agree that until written permission has been granted, contributions may not be solicited in the name of TGH or TGH Foundation and these names may not be used for any other purpose.			
Printed Name: _____		Signature: _____	
		Date: _____	
Once final approval has been granted, I agree to adhere to the TGHF Third Party Guidelines provided by the TGH Foundation.			
Printed Name: _____		Signature: _____	
		Date: _____	

**Please Return
Application To:**

Tampa General Hospital Foundation
ATTN: Christina Stevens
P.O. Box 1289
Tampa, FL 33601

OR christinastevens@tgh.org