

Community Fundraising EVENT GUIDELINES





A COMMUNITY FUNDRAISING EVENT

constitutes any fundraiser produced to benefit Johns Hopkins All Children's Hospital and any or all of its corporate entities in which a non-hospital individual or organization is coordinating and/or managing the fundraiser. These events must be for the benefit of Johns Hopkins All Children's—not a named patient or family.

COMMUNITY FUNDRAISING EVENT PROCESS

- 1.** The first step to help us gather information about your event is to submit the online form: [Community Fundraising Event form](#)
- 2.** Next, we have a committee that reviews your information bi-weekly so we can gain a better understanding of what you are interested in accomplishing, how we can best support you and ensure that fundraising policies are being met.
- 3.** A representative of the Foundation will notify the requesting individual or organization of the committee's outcome and if any further information is needed to approve the event.
- 4.** Once approved, Foundation Event Staff will provide ongoing support and tool kits to enhance your event. As a Community Fundraising Event you receive benefits listed further in this document.
- 5.** Prior to event day, Foundation staff will work with you to determine the on-site hospital representation and support. At the event or soon after, you can opt to have a photo opportunity with a Foundation staff member and a large check.

COMMUNITY FUNDRAISING Event Benefits

| OPPORTUNITIES | All Approved Community Fundraisers | \$2,500–\$4,999 | \$5,000–\$9,999 | \$10,000–\$24,999 | Over \$25,000 |
|---|------------------------------------|-----------------|-----------------|-------------------|---------------|
| Official Johns Hopkins All Children's Online Tool Kit | ■ | ■ | ■ | ■ | ■ |
| Event Calendar Listing | ■ | ■ | ■ | ■ | ■ |
| Check Presentation at Hospital with Large Check | ■ | ■ | ■ | ■ | ■ |
| Access to Personal Fundraising Website | ■ | ■ | ■ | ■ | ■ |
| Media Alert Inclusion | | ■ | ■ | ■ | ■ |
| Johns Hopkins All Children's Tool Kit—including signage | | ■ | ■ | ■ | ■ |
| Johns Hopkins All Children's Swag Item (100 pieces) | | | ■ | ■ | ■ |
| Thank You Email Sent to Your Donors | | | ■ | ■ | ■ |
| Hospital Representative Appearance (based on availability; limit to 1 hr) | | | | ■ | ■ |
| Social Media Mention | | | | ■ | ■ |
| Johns Hopkins All Children's Premium Swag Item (150 pc) | | | | ■ | ■ |
| Staff Volunteer Time at Event (based on availability) | | | | ■ | ■ |
| Custom Table Tent Card or Yard Sign | | | | | ■ |
| Attendance from Johns Hopkins All Children's Staffer at 2 Off-Site Committee Meetings (based on availability) | | | | | ■ |



Event Benefits Description

Official Johns Hopkins All Children's Online Tool Kit:

Online, you'll find digital access to benefiting text logo, letter of intent, Johns Hopkins All Children's Hospital boiler plate, Johns Hopkins All Children's Hospital video links, web page usage & instructions and infographic.

Event Calendar Listing: The Johns Hopkins All Children's Foundation staff will post your event date and details on the Johns Hopkins All Children's Hospital internal events calendar, as well as the public facing events calendar found at HopkinsAllChildrens.org/events.

Check Presentation at Hospital with Large Check: You and your committee are invited and encouraged to get your photo taken at Johns Hopkins All Children's Hospital, or in the Research & Education Building with a big check to celebrate a successful event.

Thank You Email Sent to your Donors: The Johns Hopkins All Children's Foundation staff will gladly email a thank you message to your event's donors within 60 days of your event. Please provide an excel file with first name, last name and email addresses. We'll take care of the rest!

Hospital Representative Appearance: A Johns Hopkins All Children's Foundation staff member, or a representative from the hospital, will attend your event to thank attendees, for up to one hour. This is based on staff availability.

Johns Hopkins All Children's Community Fundraising Tool Kit: Enclosed in this tool kit will be a Johns Hopkins All Children's Hospital banner, table tent cards, the Johns Hopkins All Children's Hospital infographic, welcome signs and more.

Johns Hopkins All Children's Swag Item: Examples of this swag item level include sunglasses, stickers, golf tees, plastic bags, etc. These are traditionally ordered in bulk, and can be mailed or picked up by your event staff.

Johns Hopkins All Children's Premium Swag Item: In addition to receiving a level one swag item, as described above, you'll receive an item at a higher price point. Examples include golf balls, golf towel, Tervis tumbler, water bottle, etc.

Social Media Mention: A social media promotion for your event will be posted from the Johns Hopkins All Children's Foundation Facebook page. If you have specific content you'd like posted, please submit that, along with a photo, to achfoundationevents@jhmi.edu. Sponsor promotion is not included.

Media Alert Inclusion: The Johns Hopkins All Children's Hospital public relations team will include your event on a monthly media alert to reporters, including national news outlets. A 200-word event draft describing the who, what, where, when, why of your event is required at least 2 weeks ahead of the month of your scheduled event.

Invitations to Exclusive Johns Hopkins All Children's Foundation Donor Events: Join the Johns Hopkins All Children's Foundation staff at exclusive donor events, which include 1:1 time with clinicians and hospital leadership.

Staff Volunteer Time at Event: Johns Hopkins All Children's Foundation will request staff participation to volunteer at your event, as needed. Community fundraising events are requested to have specific job responsibilities and event details (shift times, attire, parking) to the Johns Hopkins All Children's Foundation staff four weeks in advance of the event. Volunteers will be provided based on availability.

Custom Table Tent or Sign: Table tent cards or yard signs can be customized with the name of your organization and a message of gratitude. Ex. Johns Hopkins All Children's Hospital is grateful for the support of Bill's Fishing Tournament.

Attendance from Johns Hopkins All Children's Staffer at Off-Site Committee Meetings: Johns Hopkins All Children's Foundation will send a representative to your committee meetings. Please communicate all meeting details two weeks in advance, including if the staff member has an agenda item (e.g. giving a hospital update).

Community Fundraising Event benefit levels are determined on the previous year's event. First time events will be determined by the CFE committee.

COMMUNITY FUNDRAISING Event Guidelines

The following guidelines pertain to all community fundraising events benefiting Johns Hopkins All Children's Hospital.



1. Fundraisers to benefit the hospital must be approved by the Johns Hopkins All Children's Foundation. Completion of the [Johns Hopkins All Children's community fundraising event form](#) is required for all new fundraisers not previously approved by the Foundation.
2. If use of the Johns Hopkins All Children's Hospital benefiting text logo is requested and approved, branding guidelines will be provided by the Foundation to the community fundraising event organizer. The organizer will follow the branding guidelines in ALL forms of use of the logo. All materials containing the hospital name and/or logo must be approved by Johns Hopkins All Children's Foundation and the Johns Hopkins All Children's Hospital marketing department before being released.
3. Johns Hopkins All Children's Hospital cannot ensure staff, volunteers, speakers or patient ambassador representation at a community fundraising event.
4. Attendance is determined on level of support, date and availability.
5. Johns Hopkins All Children's Foundation respects the confidential nature of our donor lists and, therefore, does not provide donor names and/or contact information for solicitation.
5. Johns Hopkins All Children's Foundation is unable to sell tickets on behalf of individuals or organizations for community fundraising events. In addition, Johns Hopkins All Children's Foundation cannot commit to securing silent auction donations.
6. All contracts and permits, including liquor licenses, required by City Ordinance or otherwise are the responsibility of the community fundraising event organizer.
7. Funds raised and post-event report must be provided to Johns Hopkins All Children's Foundation within 60 calendar days of the fundraiser date.
8. The community fundraising event must be approved by Johns Hopkins All Children's Foundation prior to any reference of Johns Hopkins All Children's involvement with the event. This includes but is not limited to all means of publication and promotion, solicitations and word of mouth.
9. A minimum of 20 percent of the net proceeds must be donated to Johns Hopkins All Children's Foundation for all approved community fundraising events.
10. Johns Hopkins All Children's Foundation cannot assist in setting up a checking account or supporting with any funding/banking assistance.
11. To protect the Johns Hopkins All Children's Hospital brand and reputation, the Foundation cannot allow outside fundraising groups to use "Johns Hopkins All Children's Hospital" within the actual name of the community fundraising event.

Effective July 1, 2019, all new community fundraising events with restricted gifts of \$10,000 or incurred as of this date will be assessed a gift rate of 5%. This small percentage allows the Foundation to deliver the intent of the community fundraising partner's gift more.

JOHNS HOPKINS ALL CHILDREN'S
FOUNDATION



HopkinsAllChildrens.org/Giving/Events/Host-an-Event
achfoundationevents@jhmi.edu
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