



## Community Fundraising Events Guidelines

Howard County General Hospital: A Member of Johns Hopkins Medicine is grateful to all who wish to organize special events in support of our mission.

However, only those events which meet the following guidelines, and legitimately and genuinely benefit the hospital may be conducted.

Prior to beginning fundraising efforts, please contact the Howard County General Hospital Foundation "Howard Hospital Foundation" at 410-740-7840 or [HCGH-Foundation@jhmi.edu](mailto:HCGH-Foundation@jhmi.edu).

Completion of the [community fundraising event application](#) is required for all events. Once the Howard Hospital Foundation has approved your event, the following guidelines must be followed:

### I. Use of Howard County General Hospital logo and / or name

1. The name Howard County General Hospital and / or Johns Hopkins Medicine may only be reproduced on signs, banners, publications, literature, or other printed materials after consultation with the Howard Hospital Foundation.
2. The Howard Hospital Foundation must review and approve all promotional materials, including but not limited to, use of the logo, advertising, letters, brochures, flyers and press releases prior to production and distribution.
3. Howard County General Hospital may only be identified as the beneficiary of the event. For example, event organizers should not call an event, "Howard County General Hospital Walk-a-thon." The event should be promoted as the "Walk-a-thon to benefit Howard County General Hospital."
4. All required contracts and permits including liquor licenses are the responsibility of the community fundraising event organizer.
5. To identify Howard County General Hospital as the beneficiary of an event, a minimum of 20% of net proceeds must be donated at the conclusion of the event.

**A community fundraising event** constitutes any fundraiser produced to benefit Howard County General Hospital and any or all of its corporate entities in which a non-hospital individual or organization is coordinating and/or managing the fundraiser.

## **II. Liability**

1. Howard County General Hospital is not financially or otherwise liable for the promotion or staging of special events.
2. Special event organizers must provide insurance certificates. Howard County General Hospital cannot be held responsible in any way for casualties and/or situations that occur at your special event.

## **III. Receipting and Tax-Deductibility of Charitable Donations to 501 (c) (3) Organizations**

1. All donations should be made by check payable to Howard Hospital Foundation.
2. If goods and/or services are received in return for charitable donations (i.e. auction purchases, tokens of appreciation, giveaways, meals, beverages, etc.) the fair market value of those goods and/or services should be determined and communicated to individuals prior to their making a donation. The value of goods and/or services will be deducted from the total donation amount to determine the tax-deductible portion of the donation.
3. All donations made payable to and received by Howard Hospital Foundation will receive an official receipt for tax purposes outlining the tax-deductible portion of their donation. The name appearing on the check received by Howard Hospital Foundation will be used for receipting purposes and that individual, corporation, foundation, etc. will be the eligible party for tax benefits received as a result of the donation.
4. If donations are deposited to a separate account outside Johns Hopkins and subsequently donated in a single sum to Howard Hospital Foundation, only the individual, organization, etc. whose name appears on the check will receive tax benefits for the donation. Donors contributing in this circumstance should be made aware that their gift will not be acknowledged as a tax-deductible donation by Howard Hospital Foundation.

## **IV. How Howard Hospital Foundation can help\***

1. Offer event planning advice.
2. Provide brochures and/or publications for distribution at the event.
3. Provide staff speaker or video message.

## **V. What Howard Hospital Foundation cannot do**

1. Provide insurance and/or liability coverage.
2. Provide funding for expenses and / or sponsorship.
3. Provide staff support.

*\*dependent upon availability*