



Children'sSM
Healthcare of Atlanta
Foundation

COMMUNITY FUNDRAISING

EVENT GUIDELINES

Your support matters

At Children's, we are fortunate to have dedicated supporters who care passionately about the work we do to help improve the lives of Georgia's kids. Each year, many of our community members hold fundraisers—large and small—to raise money and help further our efforts to provide high-quality pediatric care. We are so grateful for this generous show of support, and we want to provide as much guidance and assistance as we can to make planning your community event easy and successful.

How Children's can help

A lot of energy and passion goes into planning community events to support Children's. We are happy to help you with your event when and where we are able.

We can:

- Offer ideas and planning advice for your fundraiser
- Provide approved use of the Children's benefiting logo
- Provide a letter of endorsement that officially sanctions your event as a Children's fundraiser and validates the authenticity of the event and its organizers
- Provide IRS-compliant tax receipts for donations made directly to Children's

- Provide Children's logoed banners and balloons
- Offer access to Click for Kids, our online fundraising page
- Promote your event on our Children's internal and external calendars as appropriate
- Take part in celebratory check presentations, depending on availability

We cannot:

- Provide mailing lists of donors, vendors, board members or employees for solicitation
- Solicit for sponsorship revenue or auction items on behalf of your event
- Assume responsibility for promoting, publicizing or selling tickets to your event
- Offer funding to your event
- Post your event on official Children's social media pages
- Guarantee attendance of Children's staff, doctors, volunteers or patient families
- Authorize use of the Children's name for outside bank accounts established to hold funds from a community fundraiser



Guidelines for community events

As you begin planning your event, we ask that you first complete the event application at choa.org/eventapplication. 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 sanctioned by Children's.

Here are some additional guidelines that will help you plan a successful fundraising event.

- Events should complement Children's mission to make kids better today and healthier tomorrow, and convey a positive image of Children's. Alcohol, tobacco, CBD products, firearms or other products deemed harmful or inappropriate for children may not be promoted in conjunction with the Children's brand.
- Children's reserves the right to decline approval of an event at any time.
- Children's recommends spending no more than 25 to 30 cents for every dollar raised. Exceptions may be made on a case-by-case basis.
- All event publicity in which the benefiting Children's logo is used should comply with our logo usage guidelines.
 - The Children's name and benefiting logo can only be used with written permission and approval for use in the event application and/or email correspondence. The Children's logo is a registered trademark and may not be altered in typeface, color, configuration and/or position.
- Children's should not be named in the title of your event but identified as a beneficiary of your event. For example, "XYZ event benefiting Children's," not "Children's XYZ event."
- Due to confidentiality, Children's cannot release mailing lists for promotion or solicitation of funds in support of community events.

- Lists of potential business sponsors must be submitted and approved by Children's before they're approached, as many have a long history of involvement with Children's.
- Children's will provide IRS-compliant tax receipts for donations made payable directly to Children's as long as we have contact information for the donor.
- If Children's is not the sole beneficiary of funds raised, organizers should clearly state on the event application the percentage of proceeds being directed to our organization.
- Children's is authorized to have access to all fundraising records and accounting of its community events. Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.
- We request that event proceeds be submitted within 45 days of the event date.

Send proceeds to:

Children's Healthcare of Atlanta Foundation
Attn: Melisa Morrow, Community Events
1575 Northeast Expressway
Atlanta, GA, 30329

Checks should be made payable to Children's Healthcare of Atlanta Foundation.

Call the Children's Foundation at **404-785-7338** or email melisa.morrow@choa.org with any questions you have during the planning process. We sincerely appreciate all you do to support Children's mission to make kids better today and healthier tomorrow.