

# Third Party Fundraiser Guidelines

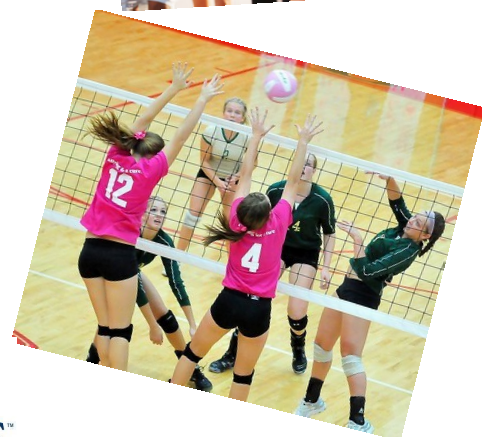
The Aspirus Health Foundation (AHF) is truly grateful for your support. A Third Party Event is an event or promotion organized, developed and executed by a non-affiliated individual, business or organization where Aspirus has no fiduciary responsibility and little or no staff involvement; the net proceeds of which shall be donated to support Aspirus.



The following guidelines must be met by groups or individuals wishing to conduct an event that benefits AHF. Fundraisers benefiting AHF must be for the benefit of the organization, not a named patient or family.



1. Fundraisers to benefit the AHF must be approved by the AHF office prior to any reference of Aspirus' involvement with the event. Completion of the AHF Third Party Event Agreement Form prior to organizing the event is required. AHF will notify the applicant of the approval status within 30 business days.
2. AHF will not incur any costs or liabilities associated with Third Party Events. The organizer must obtain all necessary permits, licenses, and insurance relating to the event as required by local, state and federal laws.
3. All staff and volunteers for the Third Party Event will be provided by the organizer.
4. Mailing lists of donors, patients, physicians, staff and vendors are confidential. AHF cannot solicit these groups for your event. AHF is unable to sell tickets on behalf of individuals or organizations for community fundraisers and events.
5. All advertisements and other event-related promotional materials which use the Aspirus name must be approved by AHF prior to use to ensure branding guidelines.
6. Promotional materials must clearly state that your event is raising funds for the AHF—that AHF is a beneficiary, and not conducting or sponsoring the event. For example, "Proceeds will support cancer patients at Aspirus".
7. Within 30 days after the last day of the event, the organizer should arrange for the presentation of a donation made payable to the Aspirus Health Foundation. Tax receipts will be issued when the funds have been received by AHF and the correct contact information provided.



**Thank you** for your interest in planning an event or program to help raise much needed dollars to benefit the healthcare needs of our community.

Please contact Kim Smerda at  
kim.smerda@aspirus.org or 715.847.2892

# Frequently asked questions

- 1. Why does Aspirus Health Foundation need to approve my event?** Aspirus Health Foundation approves events to make sure they fit the mission of Aspirus and preserve the integrity of Aspirus, the foundation and our commitment to donor. AHF will not accept funds from events which include activities that conflict with our mission or non-profit requirements. AHF will notify the applicant of the approval status within 30 business days.
- 2. How do I pay the expenses from my event?** AHF cannot fund or financially support community events. You are responsible for covering all expenses and will not be reimbursed by AHF.
- 3. Will Aspirus provide insurance for my event?** Aspirus and Aspirus Health Foundation cannot assume any liability for any event conducted on its behalf. You are responsible for obtaining the necessary license.
- 4. Will Aspirus Health Foundation find volunteers for my Event?** You are responsible for finding and coordinating volunteers for the event.
- 5. Can I have a raffle at my event?** We cannot provide or lend our raffle license to your event. You may hold a raffle if you have a license and the raffle is compliant with Wisconsin department of gambling regulations.
- 6. Will Aspirus sell tickets?** AHF is unable to sell tickets on behalf of individuals or organizations for community fundraisers and events.
- 7. Can I use Aspirus name and logo?** Promotional materials must clearly state that your event is raising funds for the AHF—that AHF is a beneficiary, and not conducting or sponsoring the event. For example, “Proceeds will support cancer patients at Aspirus”.

## Overview

### What We CAN Do to Help You

- Offer advice and expertise related to event planning and fundraising
- Assist you in designating your contribution to a specific area of interest that has special meaning for you
- Provide the verbiage to use on your marketing materials relating to donation proceeds
- Provide endorsement letter sign by AHF representative
- Post event flyer on AHF Facebook pages (social media outlets)
- Informational materials on area of support if available
- A gift recognition letter noting a charitable donation to the event organizer for total event proceeds

### What We Are NOT Able to Provide

(for legal and business reasons)

- On-site staff or volunteer support at your event
- Insurance or liability coverage
- Raffle license or liquor license
- Giveaway items
- Tax exemption for event related purchases
- Mailing lists of patients, donors, employees, volunteers or vendors
- Foundation letterhead, place event fliers or other promotional materials throughout Aspirus
- Logo or promotional design
- Publicity or press releases
- In-kind gift receipts or charitable tax receipts to sponsors or suppliers
- Aspirus does not provide financial sponsorship for events which in turn raise funds for Aspirus' entities or programs