

Newton-Wellesley Hospital

Community Fundraising Event Guidelines & Agreement

Thank you for your interest in raising funds for Newton-Wellesley Hospital. The Development Office is responsible for fundraising activities using the Newton-Wellesley Hospital brand. The following guidelines have been developed to serve as standards for those who organize events or promotions to raise money for the benefit of the Hospital.

After reviewing these guidelines, please sign this document to signify your understanding and acceptance and return it along with your completed Fundraising Event Proposal Form to the Newton-Wellesley Hospital Development Office, Attn: Events, 2014 Washington Street, Boston, MA 02462, or simply email it to nwhevents@partners.org.

- 1) Please complete a Community Fundraising Event Proposal Form, which can be found at the bottom of this document, and submit for approval to the Newton-Wellesley Hospital Development Office at least four weeks prior to your event date.
- 2) The Newton-Wellesley Hospital Development Office must approve your event proposal before you hold an event. Your request will be reviewed and a written response provided within 14 days of receipt. Newton-Wellesley Hospital reserves the right to request additional information prior to approving a planned event activity. Newton-Wellesley Hospital also reserves the right to decline any event request that does not meet the institutional mission or standards.
- 3) The Newton-Wellesley Hospital Development Office – prior to use by the event organizer – must approve any use of the Newton-Wellesley Hospital name and/or program. In addition, the Newton-Wellesley Hospital name and/or program must be identified as the beneficiary of the event, not the sponsor. A special event or promotion to raise money for the benefit of the Hospital cannot be for a specific patient or family. For example, organizers should not characterize an event as the “Newton-Wellesley Hospital Community Walkathon.” Instead, it should be promoted as a “Community Walkathon to benefit Newton-Wellesley Hospital.” This rule applies to all invitation copy as well as advertising and promotional activities.
- 4) The Newton-Wellesley Hospital Development Office must approve – prior to printing or distributing – all invitation copy, advertisements, or other activities related to the event. Any use of the Newton-Wellesley Hospital logo must be reviewed and approved by the Development Office as outlined in the Mass General Brigham brand guidelines.
- 5) Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events.
- 6) Newton-Wellesley Hospital is not financially or otherwise liable for the promotion and/or staging of fundraising events by any third-party organization or individual. The sponsoring organization/individual may not incur any financial or other obligations on behalf of Newton-Wellesley Hospital.



- 7) Third-party fundraising organizations/individuals must provide insurance certificates as required by local, state and federal laws. Newton-Wellesley Hospital cannot be held responsible in any way for casualties and/or situations that occur at your fundraising event/promotion.
- 8) Massachusetts has strict regulations governing raffles and gaming events carried out for charitable purposes. To legally conduct any gambling activity or “game of chance” in Massachusetts, including raffles, bazaars, and “Las Vegas Night” events, an organization/individual must obtain a permit from the clerk of the city or town in which the event will take place. All proposed projects, subsequent agreements, contracts and necessary permits required by City Ordinance or otherwise will be the responsibility of the third-party fundraising group.
- 9) If the sponsoring organization/individual plans to solicit contributions, sponsorship or in-kind gifts from area businesses, the list of potential business sponsors must be reviewed and approved by the Newton-Wellesley Hospital Development Office before being approached in any way.
- 10) If Newton-Wellesley Hospital will not be receiving all of the net proceeds from the event or promotion, then the exact percentage of the proceeds to benefit Newton-Wellesley Hospital must be stated clearly on all advertising, promotional and print collateral.
- 11) The sponsoring organization/individual must submit event net proceeds, made payable to Newton-Wellesley Hospital, within sixty (60) days following the event. Under no circumstances may an individual or organization keep any portion of the net proceeds as profit or compensation for organizing the event.
- 12) The sponsoring individual/organization must seek approval from the Newton-Wellesley Hospital Development Office to repeat the event in each succeeding year.
- 13) All invitation lists for events, including hospital staff, must be cleared through the Newton-Wellesley Hospital Development Office.

How the Newton-Wellesley Hospital Development Office can help you:

- Provide and approve the use of the Newton-Wellesley Hospital name and logo.
- Provide a letter of authorization to be used to validate the authenticity of the event and its organizers.
- Help promote your event, where appropriate, through Newton-Wellesley Hospital publications and communications.
- Acknowledge and provide tax receipt for contributions made payable directly to Newton-Wellesley Hospital, sent to the Development Office.
- Enroll participants in an on-line fundraising system to accept gifts sponsoring an event participant. *** Only available if Newton-Wellesley Hospital will receive 100% of the proceeds of your event.**



What the Newton-Wellesley Hospital Development Office cannot do:

- Provide staff or volunteer support for your event or promotion.
- Provide the Newton-Wellesley Hospital tax exemption number for making any purchases related to your event.
- Provide funding or reimbursement for any expenses incurred.
- Provide insurance or liability coverage.
- Provide mailing lists of donors, physician, staff or vendors.
- Provide Newton-Wellesley Hospital stationery.
- Guarantee attendance of patients, physicians or staff at the event or promotion.
- Guarantee corporate sponsorship or in-kind contributions.

Event Agreement

I agree to abide by the Newton-Wellesley Hospital Community Fundraising Event Guidelines.

Signature

Date

Print Name



Newton-Wellesley Hospital Community Fundraising Event Proposal Form

Please complete the information below and send to the Newton-Wellesley Hospital Development Office (address shown below).

Name of Contact Person Organizing Event _____

Name of Organization/Company (if applicable) _____

Contact Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Name and Description and Basic Objective of Event (i.e. golf tournament, auction, dinner)

Date of Event _____ Location of Event _____

Cost/fee for donor to participate in event _____

Number of people expected to attend event _____

NWH Program/Department the event will benefit _____

Please list any other charitable organizations that will benefit from this event. Include whether businesses will be contacted for donations (in-kind/monetary) as well as any details you believe the Hospital should know about the event.

If you have any questions about completing this form or planning your event, please contact The Development Office for assistance at nwhevents@partners.org.

Newton-Wellesley Hospital Development Office
2014 Washington Street
Newton, MA 02462
(617) 243-6243
nwhevents@partners.org
www.nwh.org/giving

