



Raising Funds for OHSU Doernbecher Children's Hospital



Thank you for your interest in making OHSU Doernbecher Children's Hospital the beneficiary of your fundraising efforts. We are very grateful for the volunteers and organizations whose committed efforts raise support and awareness for advancing pediatric care and research in our region.

Doernbecher has been providing hope and healing to children and their families since it was established in 1926. Doernbecher is a Level 1 trauma center with a 151-bed hospital that includes the largest pediatric intensive care unit in Oregon. In addition to our facility on Marquam Hill, Doernbecher offers primary care and specialty services in locations throughout the Portland metro area and in outreach clinics across the state, serving more children in more places than any other hospital in Oregon or Southwest Washington. Doernbecher scientists in the Papé Family Pediatric Research Institute are making

breakthroughs in dozens of areas, offering new hope to children contending with hard-to-treat illnesses. As part of OHSU, Doernbecher also has the only pediatric residency program in Oregon and has trained more than half of the state's pediatricians working today. You can designate proceeds from your community fundraiser to any of these areas at Doernbecher that you feel most passionate about supporting.

This guide outlines our promotional, financial and gift processing policies. To help ensure that community events and promotions are successful, make best use of limited staff resources, and are coordinated with our other activities, please carefully review our fundraising guidelines and submit a proposal well in advance of the proposed event or initiative for required approval by the OHSU Foundation.

For more information, contact:

OHSU Foundation Community Programs

supportdch@ohsu.edu
ohsufoundation.org



Hyundai Hope on Wheels

General Guidelines and Policies

- The OHSU Foundation must approve all community fundraising events and cause marketing campaigns and reserves the right to deny any request for a fundraising initiative that fails to comply with any municipal, county, state and/or federal law. Additionally, the OHSU Foundation reserves the right to deny any event or initiative that does not appropriately reflect the mission and values of OHSU and the OHSU Foundation.
- The OHSU Foundation is unable to produce, manage or staff approved fundraising initiatives.
- The OHSU Foundation must be notified in advance if another organization(s) will also benefit from your initiative or participate in raising funds.
- The OHSU Foundation fundraising policy prohibits the use of telephone solicitations by a third party for contributions from the public.
- For confidentiality reasons, the OHSU Foundation cannot release donor or volunteer lists to an individual, company, group or organization. Also, Doernbecher Children's Hospital does not sell goods or services from outside organizations.
- If alcohol is being served at your event, you are responsible for ensuring all necessary licenses and permits are obtained. The OHSU Foundation will not take out liquor licenses for third-party events.

Financial Policies

- The OHSU Foundation will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising from or in any manner related to your event. The OHSU Foundation and all related entities are not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.
- In accordance with IRS regulations, the individual or organization conducting the fundraiser is responsible for disclosing to donors the exact dollar amount or percentage of their gift which will benefit Doernbecher Children's Hospital.
- If applicable, you will be responsible for obtaining your own liability insurance to cover the event. The OHSU Foundation and OHSU will not insure your event and require that you obtain all insurance, including premise liability and worker's compensation. You agree to indemnify and hold the OHSU Foundation and OHSU and its employees, agents and representatives harmless from and against any and all claims, demands, liabilities, expenses, losses, damage, and attorneys' fees arising from or in connection with the event.
- You are responsible for obtaining all permits and licenses — especially those for raffles or games of chance. Oregon law requires special licensing to conduct a raffle. If you or your organization would like to conduct a raffle, individuals and/or organizations must obtain a raffle license from the Oregon Department of Justice: http://www.doj.state.or.us/charigroup/gaming_oregon.shtml
- You agree that you will not use the OHSU Foundation's tax exemption in any manner or as part of the promotion of your event, nor will you represent to the public that you enjoy any tax-exempt rights or privileges as a result of your role in the event (unless you have separate tax-exempt status), nor will you state that any portion of the purchase price for any goods or services at the event is tax deductible for charitable purposes.
- Silent auction items should each be valued at the fair market value. This value must be listed on the bid sheet at the auction table or included in any printed list of auction items, including live auction item descriptions.
 - Items valued at \$5,000 or more require an appraisal by a qualified appraiser, per IRS guidelines.
 - If an item is not valued, or valued as priceless, the final auction bid establishes the item's fair market value, therefore no portion is tax deductible. Autographed items are deemed priceless.
 - Fair market value of the item must be disclosed in order to provide gift credit. The charitable portion is that above the fair market value.



A local family collects blankets every year to donate to patients at Doernbecher.



A local family collects toys in their community to donate to Doernbecher during the holiday season.

Promotional Policy

- Publicity may not suggest that the event/initiative is being sponsored, co-sponsored or produced by Doernbecher Children's Hospital, and must clearly state that the OHSU Foundation is the beneficiary.
- All publicity involving the Doernbecher name must be approved by the OHSU Foundation and OHSU prior to production, distribution and/or release. We request lead time of two working days to review and approve references to Doernbecher Children's Hospital in general printed materials, and lead time of five working days to review and approve proposed references to Doernbecher Children's Hospital in press releases.
- Press releases, public service announcements, advertisements, printed materials (posters, brochures, invitations, etc.) are the responsibility of the individual/organization coordinating the initiative. The OHSU Foundation cannot commit to promoting third-party fundraising initiatives through social media channels or other means.
- The Doernbecher Children's Hospital logo may not be used in third-party news releases regarding fundraising campaigns in which the OHSU Foundation is the beneficiary. Limited exceptions may be considered on a case-by-case basis upon completion of fundraising campaigns.
- The OHSU Foundation, in partnership with OHSU, may allow limited use of the logo by third-party fundraisers. Requests must be submitted at least two weeks in advance for consideration.



Stronger Together 5K Walk, Run, and Roll with Team Tiny Feet

Event Staffing and Support

The OHSU Foundation is unable to provide marketing or support staff (e.g. gift-processing, event organizing, recruitment of event sponsor/participants).

The OHSU Foundation staff may help by providing:

- Information for distribution regarding research and care programs specific to the area your fundraiser is benefiting.
- Logoed give-away items when available.
- A letter of thanks (not a gift receipt unless the gift is directly made payable to the OHSU Foundation) to event donors.
- Recognition of funds raised in OHSU Foundation internal and external publications deemed appropriate by our staff.
- An OHSU campus or lab tour for event participants or committee organizers and a chance to meet with faculty leader(s) prior to or after the event.
- An OHSU Foundation representative to participate in a check presentation at the event. Requests must be made four weeks in advance.
- An OHSU Foundation representative to set up a booth/table at the event to answer basic questions. Requests must be made 12 weeks in advance and fulfillment of request is subject to event size, focus and anticipated proceeds.



Spirit of Halloween

Gift Processing Policy

- Event organizers should submit proceeds from their event within 30 days from its conclusion.
- If the third party is a 501(c)3 organization, all checks shall be made payable to, mailed to, processed by and receipted by the third party.
- If the third party is not a 501(c)3 organization and needs event revenue to pay for event expenses, all checks shall be made payable to, mailed to, and deposited into an event bank account by the third party. It shall be stated on all event materials that gifts to the event are not tax-deductible.
- Only individual checks payable to the OHSU Foundation and cash donations (equal to or greater than \$5.00) clearly labeled with the donor's information will be provided with a tax deductible receipt in accordance with IRS and state tax regulations.
- In-kind donations to community events and initiatives are not tax deductible. The OHSU Foundation can only provide receipts for a donation directly made payable to the OHSU Foundation.
- Send donations to: OHSU Foundation, P.O. Box 29017, Portland, OR 97296.

Levels of Support — Event Benefits

Levels indicate assistance the OHSU Foundation may provide based on the expected proceeds from your event or initiative.

	\$1 to \$999	\$1,000 to \$4,999	\$5,000 to \$9,999	\$10,000 to \$49,000	\$50,000 +
Placement on OHSU or DCH event calendar					
Information for distribution regarding research and care programs specific to the area your fundraiser is benefiting.					
Use of our web-based online fundraising tool.					
Logoed give-away items when available					
Use of OHSU or DCH name as beneficiary organization, outlined in guidelines and subject to approval.					
Publication of event information and recognition of funds raised in OHSU internal and external publications deemed appropriate by our staff.					
An additional letter of thanks (not a gift receipt unless the gift is given directly to the OHSU Foundation for DCH) to event donors.					
An OHSU Foundation representative to participate in a check presentation at the event. Requests must be made four weeks in advance.					
An OHSU Campus tour for event participants or committee organizers and a chance to meet with a faculty leader prior to or after the event.					
Faculty speaker to attend event					



Oregon Health
& Science University
FOUNDATION

Please return your completed proposal to:

OHSU Foundation
Community Programs
Mail: 2020 SW 4th Avenue
Suite 900
Portland, OR 97201
Email: supportdch@ohsu.edu

FUNDRAISING PROPOSAL

Contact Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____ Contact Email: _____

Please briefly describe your fundraiser, including your fundraising goal:

Please state what percentage of gross income will be donated to Doernbecher Children's Hospital _____%

Projected Revenue: _____

Projected Expense: _____ Anticipated Net Revenue: _____

** Ideally, expenses should represent 25% or less of the gross income for a fundraiser.*

If your fundraiser will have sponsors, please list any already committed sponsors or sponsors that you plan to approach for support (because the OHSU Foundation works with many businesses, OHSU may ask you to not approach certain companies for support): _____

How and when will your fundraiser be publicized? (social media, print, TV, other) _____

What support will you need from the OHSU Foundation for this fundraiser? (Please see page 7 for details regarding levels of support.)

If your fundraiser is an event please fill out the questions below. If your fundraiser is not an event, please skip to the acknowledgment and signature line at the bottom.

Date and time of event: _____

Facility and/or location where event will be held: _____

Ticket price: \$ _____

Will insurance coverage be necessary for your event? No ☐ Yes ☐ (If yes, please attach proof of insurance.)

Are permits required? No ☐ Yes ☐

If yes, please explain _____

I acknowledge and agree to all the terms and conditions contained in the "OHSU Foundation Community Fundraising Guidelines and Policies" attached to and made a part of this application. I understand that my event is not considered an approved event until written approval of my application is received from the OHSU Foundation. No amendment, modification, or waiver of any of the terms and conditions contained in this document shall be valid unless in writing.

Signature: _____ Date: _____

Your support makes a difference

Your gifts will help advance vital research, outreach and care initiatives to bring new hope to patients.

For more information, contact:

OHSU Foundation Community Programs

supportdch@ohsu.edu

ohsufoundation.org



*Oregon Health
& Science University*
FOUNDATION