



NORTHERN MICHIGAN
FOUNDATION

Third Party Fundraiser Guidelines

Thank you for volunteering to help McLaren Northern Michigan Foundation (MNMF) raise awareness and funding for programs and services that benefit northern Michigan residents and visitors. All proceeds donated from your fundraiser **stay in our northern Michigan community** to benefit patients and their families. Please take a moment to read the guidelines below and fill out the Third Party Fundraiser Form so that we may better assist you.

If you have any questions not answered by these guidelines, please contact Erinn Hill, Development Officer, at ehill1@northernhealth.org or (231) 487-3507.

Definition

Third Party Fundraiser: an event, promotion, sale, or donation drive by an individual or organization on behalf of McLaren Northern Michigan Foundation.

Event Organizer: Person, group, organization, or business hosting a third party fundraising event to benefit McLaren Northern Michigan Foundation.

How can McLaren Northern Michigan Foundation help?

- Promote the third party fundraiser to the 2,000 colleagues who work for McLaren Northern Michigan (MNM) and on the MNMF Facebook page
- Assist in directing contributions towards areas of special interest or areas of need within MNM
- Provide materials such as flyers or brochures on the area you choose to support
- Provide tax receipts to donors who make gifts directly to MNMF (i.e. checks payable to McLaren Northern Michigan Foundation)
- MNMF and/or MNM staff presence at your fundraiser, if available and advance notice is given
- Provide and approve use of Foundation logo, as appropriate
- Coordinate check presentation

In order to enhance the success of third party fundraisers while protecting the MNMF brand, donors, and sponsors, the following policies must be observed.

General Guidelines

- All third party fundraisers for the benefit of the MNMF must be approved in advance. A minimum of 60 day advance notice is requested in order to ensure proper coordination with the MNMF staff.
- MNMF assumes no legal or financial liability associated with third party fundraisers. The event organizer is responsible for complying with all applicable local, state and federal regulations regarding a charitable event.
- The event organizer is responsible for obtaining all permits, licenses and insurance certificates. Please note that raffles, drawings and other games of chance are governed by a variety of state municipal and federal laws. If you are holding a raffle, drawing or other game of chance at your fundraiser, be aware that such an activity may need special permits and allow extra time for these to be obtained. MNMF will **not** obtain a raffle license on behalf of a third party fundraiser.
- All third party fundraiser requests will be considered individually. MNMF reserves the right to refuse involvement with or cancel an event affiliation for any reason.
- The event organizer must provide MNMF with a summary of results relevant to the third party fundraiser within 60 days of the end of the event.

Marketing/Publicity Guidelines

- Fundraisers must fully and truthfully state the portion of the proceeds which will be donated to the MNMF in all advertising, promotions and in all contact with donors, sponsors, and participants. If less than 100% of the net proceeds will be donated, the “portion of proceeds” may be stated as a percentage of net proceeds, a portion of a product price, or a fixed amount per sale/transaction that is to benefit the MNMF.
- Publicity may not suggest that the fundraiser is being sponsored or co-sponsored by MNMF or that the hospital/affiliates are involved in any way except as a beneficiary.
- MNMF will not approve a third party fundraiser that requires hospital endorsement, marketing, or direct sales of a product or services.
- Event publicity is the responsibility of the event organizer, however, the MNMF will aid with publicity at its discretion.
- Use of the MNMF and/or MNM logo or name in any/all fundraiser promotion must be approved by MNMF and MNM Marketing Department. In addition, ALL publicity and/or promotional materials referencing involvement by MNMF/ MNM must be approved by MNMF.
- Please notify MNMF at least 30 days in advance if your fundraiser requires official representation to welcome guests, thank participants, make remarks or join in ceremonies. Staff from MNMF and/or MNM will make every effort to attend.
- MNMF loves to include photos of events in our publications. In order for photos to be considered, MNMF must receive a signed photo release form from each person in the photo.

Charitable Giving Guidelines

- A donation solicited on behalf of the MNMF, whether a donation is an item or cash, is fully tax-deductible **only** when it is made directly and entirely to MNMF, as only MNMF can verify that such a gift was made and its nature, to the IRS.
- MNMF partners with many local businesses and individuals, therefore MNMF must approve all solicitation of gifts on behalf of MNMF/MNM and its Affiliates. This will avoid duplication of efforts and excessive requests to any one potential donor.
- MNMF does not release donor, volunteer, employee, physician, patient, board member or other mailing lists or information to outside groups for any reason. Event organizers should have their own lists of potential contributors and participants.

Financial Guidelines

- MNMF does not provide money in advance or provide financial support for any third party fundraiser.
- MNMF is not liable for the delivering of goods, services and/or refunds offered by third party fundraiser organizers should the event be cancelled or delayed. Charitable contributions made to the MNMF are **not** payments for services rendered. MNMF will not provide restitution to event participants seeking payment from the event organizer as a result of an event cancellation, delay or any other action on the part of the event organizer.
- The not-for-profit tax exempt status of MNM may not be used by event organizers to purchase items and materials for the fundraiser.

After reviewing these guidelines, please complete the Third Party Fundraiser Form and submit the application to MNMF. You will receive notification regarding approval or decline of your third party fundraiser application within 5 business days from receipt of your application.

Contact Information

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