



Third Party Standards | 2017

Welcome

Thank you for your interest in supporting Hospice of Southern Illinois in our mission to enhance the quality of life for individuals and their loved ones touched by a terminal illness.

Hospice of Southern Illinois is not a fundraising organization; however, we do raise funds in order to support our programs, services and supplement our operations budget. Our fundraising activities should focus on maximizing events which have the most potential for raising funds while being cognizant of the number of employee and volunteer hours needed to bring about a successful event.

In addition, we fundraise for the benefit of mission awareness. Occasionally, an individual or organization is interested in holding a fundraiser with the primary objective to honor, recognize or promote the mission of Hospice of Southern Illinois. The secondary objective is to raise money to be donated to our mission. These ***Third Party Events*** occur with little or no staff and/or volunteer involvement and where Hospice of Southern Illinois has no fiduciary responsibility. ***Third Party Events*** are perfect for businesses, schools, families and other local groups looking for a way to give back to their community and gain recognition at the same time.

When it comes to fundraising, Hospice of Southern Illinois is accountable to our Board of Directors, patients, their loved ones, our donors, the public and the Internal Revenue Service. We, therefore, have developed the following information to assist you in your fundraising endeavors and also ensure the Hospice of Southern Illinois image is being properly used. If you should have questions while reviewing the ***Third Party Event*** information, please feel free to contact our Development Department at 1.800.233.1708.

We appreciate your interest in Hospice of Southern Illinois.



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- Events and promotions should be consistent with the mission of Hospice of Southern Illinois.
- Third Party applications should be submitted to the Development Department at least 8 weeks prior to the scheduled event.
- Upon review, the applicant will be notified by a representative of the Development Department whether the application has been approved or denied within a week of receipt of the application.
- Each event must be compliant with all federal and state laws and regulations.
- All contracts or permits required by local ordinances will be the responsibility of the third party.
- Hospice of Southern Illinois will not be liable for any costs incurred with the event such as printing, postage, rentals, permits, etc.
- Hospice of Southern Illinois' tax exempt status cannot be used for the purchase of goods or services for third party events.
- If expenses incurred from the event are to be deducted prior to submitting the donation, it must be promoted as a "Portion of the proceeds will benefit Hospice of Southern Illinois".
- Third Party organizers are not permitted to set up a bank account using the name Hospice of Southern Illinois.
- Hospice of Southern Illinois can only issue charitable tax receipts if the donation is clearly written to Hospice of Southern Illinois and include the full name and address of each individual donor.
- Upon approval, the event will receive authorization to use the Hospice of Southern Illinois name and logo.

Vision Statement

Be the leader and partner for our communities who will orchestrate better end-of-life experiences because we arrange for you to make the right decisions with the right people in the right place at the right time.



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How Hospice of Southern Illinois Can Assist

We appreciate your interest in planning a third party event to benefit Hospice of Southern Illinois. There are specific aspects that we can do to assist in your process. Once the third party event application has been approved by our Development Department, Hospice of Southern Illinois can:

- Make suggestions and provide guidance in regards to your event based upon our fundraising experience.
- Provide access to the Hospice of Southern Illinois name and logo; as well as, provide instructions for using our logo for marketing purposes of the third party event.
- Provide a letter of authorization to validate the event's authenticity if requested.
- Depending upon the appropriateness, use our organization's social media and website to promote the event.
- Invite employee and/or volunteers to attend the event.
- If available and requested, schedule volunteers to assist in the implementation aspect of the event.
- Provide tax receipts or acknowledgement letters for contributions made out directly to Hospice of Southern Illinois for all names and addresses received of individuals participating in the event if requested.

How Hospice of Southern Illinois Cannot Assist

As a not-for-profit organization there are many policies, laws and good business practices that Hospice of Southern Illinois must adhere to. Therefore, certain areas of practice we will not assist in regards to planning and the implementation of third party events. In full disclosure, Hospice of Southern Illinois will not:

- Provide a third party access to Hospice of Southern Illinois donor or patient information including mailing lists.
- Provide assistance with solicitations, printings or mailings.
- Secure permits, insurance or any additional waivers required for the third party event.
- Provide our tax exempt number for purchasing goods or services for the event.
- Reimburse for expenses or pay upfront any expenses related to the event.
- Guarantee volunteer or employee attendance at the event.



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Tips For A Successful Event

Create A Timeline

The type of event you choose will determine the amount of time needed for planning and implementation. Some events only require a few weeks of preparation while other more detailed events can take up to a year to plan, organize and implement. Also, the number of people helping plan the event will determine the amount of time needed. One of the first items to confirm is the venue for the event as some locations can book months to a year in advance. Early in planning it is important to list out all the tasks needed for your event then to break them down into which committee is responsible for each task and the timeframe they need to be completed. Whether you have developed a committee structure or something less formal, it is imperative to check-in with the others helping to plan to ensure they are on track with planning.

Goal Setting

Have you thought about how much money you would like to raise? What about setting a budget and estimating the amount of money it will take for the event? General fundraising recommendations suggest that events should incur no more than 50% expenses. Because all expenses are the responsibility of the individual(s) planning the event, it is a good idea to request donations and in-kind gifts to help keep expenses low. Once a general plan is in place, think about the number of participants/teams/sponsors it will take in order to get to the amount you would like to raise.

Sponsors & In-Kind Donations

The best way to limit expenses is to ask others to donate or discount event related expenses such as the venue rental, entertainment fees, decorations, food and items used in during the event to help raise funds. The letter of authorization you receive once your event application has been approved will help validate your event when you are asking for donations.

It is also suggested especially for larger events that you create a sponsorship form outlining the benefits of becoming a sponsor for your event. Don't forget to recognize and thank your sponsors.

Publicity

You've worked very hard planning your event – let people know about it! Local events benefitting a charity usually can be publicized for free in the local print and broadcast media. Social media outlets are extremely beneficial as well. For specific publicity ideas, call one of our event coordinators at 1.800.233.1708.



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Recruit Help

Make a list of people you need to help plan and implement your event. Then, ask them to get involved. It is always helpful when asking to tell them specifically what you want them to do. If they say no, don't take it personal and ask someone else. Having others involved with planning will assist in thinking creatively. Delegating tasks to others will also help in tapping into a variety of networks and cast a wider net in pulling people into your event.

Post Event

It is important to thank those who helped, sponsored and donated to your event. Any contributor that made their contribution to Hospice of Southern Illinois and provided an address will receive a tax donation letter. Others who donated directly to the event can receive an acknowledgement letter upon request (without tax information) as long as their name and address is provided to Hospice of Southern Illinois.

Resources

www.fundraiserinsight.org

www.pinterest.com

www.classy.org



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Third Party Event Application

Please complete the following information and return to the address below at a minimum of 8 weeks prior to your event. After review, you will receive confirmation of approval and will be contacted by an event coordinator to discuss in more detail your event.

CONTACT INFORMATION

Name of Contact: _____ Date Submitted: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Email: _____

Organization Name: (if applicable) _____

PROPOSED EVENT INFORMATION

Event Name: _____ Event Date: _____

Type of Event: _____

Event Description: _____

Event Location: _____ Event Time: _____

Requested attendance at event (subject to availability): None Staff Volunteers

Responsibility of individuals requested: _____

Are there other beneficiaries of the event: No Yes _____

Is there a budget and timeline prepared for the event: No Yes

Thank you for considering Hospice of Southern Illinois as the beneficiary of your event. If you have any questions regarding this form, or need assistance, please contact the Development Department at 1.800.233.1708 or by email at jlee@hospice.org.

Hospice of Southern Illinois
305 S Illinois Street
Belleville, IL 62220

or

Hospice of Southern Illinois
204 Halfway Road
Marion, IL 62959