



**GUIDELINES FOR PLANNING  
A FUNDRAISING EVENT TO BENEFIT  
STURDY MEMORIAL HOSPITAL**

- 1) Please complete a Fundraising Event Proposal Form and submit for approval to the Development Office, Sturdy Memorial Foundation, Inc., 211 Park Street, P.O. Box 2963, Attleboro, MA 02703-0963, Attn: William Florentino, no later than two weeks prior to your tentative event date.
- 2) The Sturdy Memorial Foundation, Inc. Development Office must approve this application before you hold an event. Your request will be reviewed and a written response provided within 5 business days of receipt. Sturdy Memorial Foundation, Inc. reserves the right to request additional information prior to approving a planned event activity. Sturdy also reserves the right to decline any event request that does not meet the institutional mission or standards.
- 3) The Sturdy Memorial Foundation, Inc. Development Office – prior to use by the event organizer – must approve any use of the Sturdy Memorial Hospital name, affiliated physician and/or program. In addition, Sturdy Memorial Hospital, an affiliated physician and/or program must be identified as the beneficiary of the event, not the sponsor. For example, organizers should not characterize an event as the “Sturdy Memorial Hospital Community Walkathon.” Instead, it should be promoted as a “Community Walkathon to benefit Sturdy Memorial Hospital.” This rule applies to all invitation copy as well as advertising and promotional activities.
- 4) The Sturdy Memorial Foundation, Inc. Development Office must approve – prior to printing or distributing – all invitation copy, advertisements, or other activities related to the event. Use of the Sturdy Memorial Hospital logo is prohibited but we can create an event identity icon for use on printed materials.
- 5) Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events.
- 6) Sturdy Memorial Hospital or Sturdy Memorial Foundation, Inc. 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 Sturdy Memorial Hospital or Sturdy Memorial Foundation, Inc.

- 7) Third-party fundraising organizations/individuals must provide insurance certificates as required by local, state and federal laws. Sturdy Memorial Hospital or Sturdy Memorial Foundation, Inc. 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. Applications must be filed at least thirty (30) days prior to the event, and are accepted only from organizations legally recognized as not-for-profit that have been actively functioning in the state for at least two years. Event organizers may obtain more information on the rules governing the conduct of raffles and other “games of chance” in Massachusetts by contacting the Department of the Attorney General, Division of Public Charities, One Ashburton Place, Boston, Massachusetts 02108 or telephone at (617) 727-2200.
- 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 Sturdy Memorial Foundation, Inc. Development Office before being approached in any way.
- 10) If Sturdy Memorial Foundation, Inc. will not be receiving all of the net proceeds from the event or promotion, then the exact percentage of the proceeds to benefit Sturdy Memorial Foundation, Inc. must be stated clearly on all advertising, promotional and print collateral.
- 11) The sponsoring organization/individual must submit event net proceeds, made payable to Sturdy Memorial Foundation, Inc., within sixty (30) days following the event. Net proceeds should be mailed or delivered to the attention of William Florentino, Chief Marketing and Development Officer, Sturdy Memorial Foundation, Inc., 211 Park Street, P.O. Box 2963, Attleboro, MA 02703-0963.
- 12) Under no circumstances may an individual or organization keep any portion of the net proceeds as profit or compensation for organizing the event.
- 13) The sponsoring individual/organization must seek approval from the Sturdy Memorial Foundation, Inc. Development Office to repeat the event in each succeeding year.
- 14) All invitation lists for events must be cleared through the Sturdy Memorial Foundation, Inc. Development Office.

Note: The Better Business Bureau (BBB) states that events should cost no more than 35% of the income raised at an event. Keeping in mind that there are exceptions volunteers should budget to meet the BBB standard.

### **How the Sturdy Memorial Foundation, Inc. Development Office can help you:**

- Offer advice and expertise on event planning
- Provide and approve the use of the Sturdy Memorial Foundation, Inc. name
- Provide a letter of authorization to be used to validate the authenticity of the event and its organizers
- Acknowledge and provide tax receipt for contributions made payable to Sturdy Memorial Foundation, Inc., sent to the Development Office at 211 Park Street, P.O. Box 2963, Attleboro, MA 02703-0963.
- When appropriate, assist in promoting an event by mailing collateral material to Sturdy Memorial Foundation, Inc. held mailing lists
- Enroll participants in an on-line fundraising system (FirstGiving.com) to accept gifts sponsoring an event participant. **\* Only available if Sturdy Memorial will receive 100% of the proceeds of your event.**

### **What the Sturdy Memorial Foundation, Inc. Development Office cannot do:**

- Provide staff or volunteer support for your event or promotion
- Provide the Sturdy Memorial Foundation, Inc. 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 Sturdy Memorial Foundation, Inc. stationary
- Guarantee attendance of patients, physicians or staff at the event or promotion
- Guarantee corporate sponsorship or in-kind contributions

