



## Fundraising Activity Request Form and Guidelines

Thank you for your interest in organizing a fundraising activity or promotion to benefit American Family Children's Hospital. So that we may help coordinate all activities and prevent competition that may limit the success of your activity, please complete this form and return it to American Family Children's Hospital. Due to the sensitive nature of our mission of caring for children, we do require that all activities be approved by American Family Children's Hospital / University of Wisconsin Hospital & Clinics.

Once your activity has been approved, you will receive an official approval letter from American Family Children's Hospital and written permission to use the American Family Children's Hospital name and logo in your fundraising.

If you have any questions about this form or to discuss your plans to organize a fundraising activity benefiting American Family Children's Hospital, please contact: Tom Young, 608-263-8178; [tyoung@uwhealth.org](mailto:tyoung@uwhealth.org).

Name of activity: \_\_\_\_\_

Sponsoring organization/business: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Daytime phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email address: \_\_\_\_\_

Activity date(s) and time(s): \_\_\_\_\_

Activity description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How will you raise money through this activity? \_\_\_\_\_

\_\_\_\_\_

How do you plan to publicize this activity? (Any promotional material including American Family Children's Hospital must be approved in advance.) \_\_\_\_\_

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If you plan to seek gifts or donations from local businesses, please list them here:

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Projected proceeds: \$ \_\_\_\_\_

Projected expenses: \$ \_\_\_\_\_

Estimated gift to American Family Children's Hospital: \$ \_\_\_\_\_

This contribution will support (please select one):

- Area of Greatest Need
- Patient & Family Fund
- Beat Childhood Cancer Fund
- Child Life Fund

## Fundraising Guidelines

1. All fundraising activities for American Family Children's Hospital require written permission from American Family Children's Hospital / University of Wisconsin Hospital & Clinics in advance. To receive permission, please submit a Fundraising Activity Form and a signed copy of the Fundraising Guidelines at least six weeks before your proposed activity.
2. American Family Children's Hospital reserves the right to reject any promotion or organization that does not compliment the goals and mission of American Family Children's Hospital.
3. Contributions may not be solicited and public announcements or promotions of the activity may not be made until you receive written permission.
4. Please advise American Family Children's Hospital if your activity plans change.
5. An important element of a successful fundraising activity is adequate and effective promotion. We will work with you to gain as much exposure for your activity as possible. All publicity (plans and content) must be approved in advance by American Family Children's Hospital.
6. "American Family Children's Hospital" may not be used when naming your activity. Instead, a phrase such as "to benefit American Family Children's Hospital" should be used. For example, the name "American Family Children's Hospital Penny Drive" may not be used, but "Penny Drive to benefit American Family Children's Hospital" may.
7. American Family Children's Hospital cannot sponsor or endorse fund-raising activities or products. Materials should state, "Proceeds will benefit American Family Children's Hospital."

8. The public should be informed regarding amounts that will actually be donated to the hospital, especially if that amount is less than 100 percent of the net proceeds. (For example, "Ninety percent of the proceeds will benefit American Family Children's Hospital" or "\$10 will be donated to American Family Children's Hospital.")
9. The logo of American Family Children's Hospital is a registered trademark and may not be reproduced without written permission from the hospital.
10. Any item offered for sale that displays the American Family Children's Hospital logo or any UW Hospital and Clinics logo is subject to a royalty payment of 8 % of the sale price to University of Wisconsin–Madison.
11. You must obtain all necessary permits, licenses and insurance. If you enter into any contracts for the activity, please send copies to American Family Children's Hospital. You may not enter into any contracts on behalf of American Family Children's Hospital.
12. Please limit expenses to less than 50 percent of the total amount raised.
13. If expenses exceed donations, the group organizing the activity is responsible for payment.
14. Within 60 days after the last day of the fund-raising activity, please send a statement accounting for the income and expenses to American Family Children's Hospital and a check or money order made payable to "American Family Children's Hospital".
15. Because many businesses support American Family Children's Hospital, please contact us for approval before asking any business for a donation. We will be glad to work with you to coordinate efforts.
16. Please be aware that the IRS has issued regulations regarding the deductibility of charitable donations. For example, if you are providing your donors with something of value as part of their contribution, not all of their donation may be tax deductible. It may be necessary to deduct the value of the service, gift or meal they receive before the deductible portion of the contribution is realized.

## Certification

I understand that I may not use the name "American Family Children's Hospital" or its logo for any purpose *or proceed with the proposed fundraising activity* until I receive written approval from the Vice President of American Family Children's Hospital or designee.

The information provided on this form is correct and accurately describes the proposed fundraising activity.

I have read and agree to follow the above guidelines.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please keep a copy of this Fundraising Activity Form and Guidelines and return the original.

# Thank You!