



### **THIRD-PARTY EVENT GUIDELINES:**

Thank you for your interest in holding an event to benefit Sequoia Hospital and the Sequoia Hospital Foundation. Third-party events are a wonderful way to show your support. Funds raised can be designated by your group to the department or program of your choice in consultation with the Foundation. Although run independently from the Sequoia Hospital Foundation, we encourage and appreciate the development of third-party events.

To help our partners in philanthropy, we have established the following event guidelines. These guidelines are designed to provide helpful information for planning a successful fundraising event and will help us define, together with you, the extent to which the Sequoia Hospital Foundation can provide services for your event.

Below are the guidelines to be utilized for any third party event to be held for the benefit of Sequoia Hospital and the Sequoia Hospital Foundation:

1. The third-party event organizer should contact the Sequoia Hospital Foundation well in advance of the proposed event date to seek guidance and request resources. At that time, an Event Interest Form can be completed and submitted for acceptance.
2. The Sequoia Hospital Foundation wants to ensure that your event runs as smoothly and safely as possible. To this end, we ask that you obtain all the necessary permits and insurance for your event and for the specific event location.
3. The Sequoia Hospital Foundation is not able to contribute to, or reimburse expenses for, a third-party event. Event organizers should plan to cover all expenses.
4. In order to properly account for all donations, we ask that event organizers send only one check made out to the Sequoia Hospital Foundation. If you have an interest in donations coming directly to the Sequoia Hospital Foundation, please note this on the Event Information Form so we might discuss this with you
5. Event organizers are responsible for ticket sales and the administrative aspects of third-party events. Organizers should have the means to sell tickets, send invitations and/or publicize the event, if necessary. You may want to consider using a volunteer committee to sell tickets or to assist in putting on the event.
6. The Sequoia Hospital Foundation's communications staff is pleased to provide a review of all event related materials prior to production and release. In addition, we ask that any use of either Sequoia Hospital or the Sequoia Hospital Foundation's name or logo be pre-approved.
7. It is helpful for the Sequoia Hospital Foundation staff to meet with third-party event organizers to discuss potential sponsors and donors to the event. The Sequoia Hospital Foundation is donor-centered in its approach to fundraising and takes the coordination, solicitation and stewardship of donors and sponsors very seriously.
8. Organizers of an event are responsible for complying with all State and Federal fundraising guidelines, including, but not limited to, the registration of auctions and raffles, the payment of sales tax on auction items, timely and thorough documentation of in-kind gifts and appropriate gift/donor acknowledgement. The Sequoia Hospital Foundation is happy to provide guidance on navigating any of the regulations.

9. In addition to event planning expertise, guidance and assistance, The Sequoia Hospital Foundation is also able to provide a letter of support to event organizers in order to assist in validating the authenticity of the event, its organizers and the chosen ministry.
10. The Sequoia Hospital Foundation appreciates the opportunity to be on-hand the day of your event in order to share with your event attendees more about the Foundation and our ministries.