



Community Partners

Thank you for choosing Baylor Scott & White McLane Children's as the beneficiary of your event.

Special events held by community partners like you are crucial to maintaining a level of healthcare worthy of our amazing children. It is because of people like you that we are able to provide innovative, compassionate care to children throughout Central Texas. We appreciate your support and generosity.

Independent fundraising events are activities designed and run by non-Baylor Scott & White Central Texas Foundation staff to raise money to benefit the McLane Children's. These activities play an important role in philanthropy at McLane Children's, and your efforts will help raise valuable funds that directly impact the children and families we serve.

Baylor Scott & White Health and the Baylor Scott & White Central Texas Foundation have built a strong positive reputation both locally and nationally over the last 110 years. In order to protect BSWH, McLane Children's, and the Foundation, and to be sure that we are being represented appropriately according to our standards, we require that all independent fundraising events be approved by the Foundation and abide by our guidelines. Your cooperation will help us generate consistency and quality in the events that ultimately help our patients. As the organizer of an independent fundraising event, the organization, promotion, liability, and execution of the event are your responsibility. Thank you again so very much for your efforts—**Let's get started!**



▶ **For more information, please contact:**
CTXFoundation@BSWHealth.org

Third-Party Fundraising Guidelines

The organization and execution of the event is the responsibility of the event organizer. Please note that Foundation staff cannot guarantee attendance for the event by Foundation staff, patients, physicians, or any other BSWH staff. Foundation staff are also not responsible for providing volunteer staffing, selling tickets, distributing promotional material, or providing any publicity for your event.

Funds collected should be distributed to the Baylor Scott & White Central Texas Foundation within 60 days. Please make checks payable to Baylor Scott & White Central Texas Foundation and send to: Baylor Scott & White Central Texas Foundation, MS-20-S103, 2401 S. 31st Street, Temple, TX 76504

All events must comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events. You, the event organizer, are responsible for obtaining appropriate insurance coverage and any necessary permits and clearances when applicable.

Baylor Scott & White Health does not determine the fair market value of items, services, or privileges associated with the event. This is the responsibility of the event organizer in all matters pertaining to the IRS.

Tips for Success

Baylor Scott & White Health endorses wholesome events that project a favorable community image. Events sponsored by tobacco, alcohol, or other products/services considered detrimental to health and wellness cannot be endorsed by our healthcare system. BSWH reserves the right to deny any event that may project an unfavorable image.

“Baylor Scott & White Health,” “Baylor Scott & White McLane Children’s,” “McLane Children’s,” or “Baylor Scott & White Central Texas Foundation” may not be used in the actual event name. However, the phrase “proceeds benefit Baylor Scott & White McLane Children’s” may be used in your promotional materials, invitations, or advertising copy.

Once your event is approved, we will allow use of our logo. We require that all materials using the BSWH name and/or logo be submitted for approval prior to your event. We will add our logo to any approved communications. Please note: Use of the BSWH or McLane Children’s brand without written authorization may result in BSWH’s withdrawal of endorsement for the event.

If you plan to solicit a business for in-kind or cash support, we ask that you let us review the list in advance to avoid duplication requests of our local businesses.

Here are some ways we can help you:

Provide use of the Baylor Scott & White McLane Children’s name and logo for approved materials

Provide a letter of authorization to validate the authenticity of the event and its organizers

Assist donors in directing contributions toward areas of special interest or areas of need within Baylor Scott & White McLane Children’s

Attend event and/or check presentation as schedule allows

Acknowledge contributions to Baylor Scott & White McLane Children’s in accordance with existing donor recognition guidelines

There are some things we cannot do:

Guarantee event attendance by employees, patients or volunteers

Organize, promote, publicize, or sell tickets for an event

Provide our tax exemption number

Provide funding or reimbursement for expenses

Provide mailing lists or contact information of any kind for donors, vendors, board members, medical staff members, employees, or any other affiliated Baylor Scott & White Health constituencies.

As the event organizer, I acknowledge that I have received, read, and agree to these guidelines. (Initial)

Baylor Scott & White Central Texas Foundation

Independent Fundraising Event Application - Benefiting McLane Children's

Please submit the following application for approval **at least 30 days prior to the date of your proposed event.** We truly appreciate your support and generosity.

Overview of Proposed Event

Name of event:

Date & time of event:

Location & address of event: (include street, city, state, zip)

Name of organization/individual organizing & hosting the event

Mailing address:

Contact person:

Email address:

Phone number:

Please provide a brief overview of your event. How will funds be raised? (i.e. 100% of proceeds, \$5 for each t-shirt sold, etc.)

Has this event taken place before?

If yes, when:

Yes

No

Is this event open to the public?

Open to the public

By invitation only

Ticket price (if applicable): \$

Marketing

Request for permission to use the following names and marks (check all that apply). Subject to approval by Baylor Scott & White Central Texas Foundation and Baylor Scott & White Health as applicable.

Baylor Scott & White Central Texas Foundation name

Baylor Scott & White Central Texas Foundation logo

Baylor Scott & White McLane Children's name

Baylor Scott & White McLane Children's logo

Other:

How will the event be publicized and promoted? Please briefly outline your plan and attach any existing promotional materials if available, including drafts or mock-ups.

Website:

Facebook:

Twitter:

Newspapers:

Television Channels:

Other:

Insurance

If your event is approved, you agree to obtain all insurance necessary for the safe and lawful conduct of the event. No later than 30 days prior to the event, you shall provide to Baylor Scott & White Central Texas Foundation a certificate of insurance evidencing coverage of the event.

Budget

Attach additional sheets if necessary.

Revenue	
Category (i.e., sponsorships, ticket sales, donated giveaways, on-site donations, silent auction, etc.)	Amount
	\$
	\$
	\$
Total Estimated Revenue	\$

Expenses	
Category (i.e., venue rental, food, advertising, printing, etc.)	Amount
	\$
	\$
	\$
Total Estimated Expenses	\$

Proposed expenses will be covered by:

Proceeds To be paid by event organizer

Total projected donation to the Foundation:

\$

Fundraising

From which corporations, foundations, civic groups, and individuals do you plan to solicit donations? Please attach a separate sheet listing names if necessary. If approved, you agree to submit the names of all corporations, foundations, civic groups, and individuals that you plan to ask for cash or in-kind support (products, giveaways, services) to Baylor Scott & White Central Texas Foundation for approval **PRIOR to solicitation**.

Will any person or organization other than Baylor Scott & White McLane Children's benefit from the event? If yes, please list the names of these people or organizations and describe the extent to which they will benefit.

Fund Designation

Will the funds raised from your event be designated to support a specific project, program, or department at McLane Children's? If not specified, funds will be applied to the area of greatest need.

Yes, please designate funds to:

No, please designate the funds to the area of greatest need.

If approved, you agree to send the funds raised from your event to Baylor Scott & White Central Texas Foundation within **60 days following the event. Please indicate the estimated date for delivery of funds to the Foundation:**

Would you like to schedule a check presentation?

Yes No

Please return completed and signed form to:

Baylor Scott & White Central Texas Foundation
Attn: Community Partners
MS-Fo2-202, 2401 S. 31st Street
Temple, TX 76508

Email: CTXFoundation@BSWHealth.org

Phone: 254-724-2768

Fax: 254-899-3764

Baylor Scott & White Central Texas Foundation

Independent Fundraising Event Guidelines & Agreement

Baylor Scott & White Health (BSWH), including the Baylor Scott & White Central Texas Foundation and Baylor Scott & White McLane Children's, reserves the right to review and approve all events and materials that include its name and/or logo. BSWH is not liable to any party or vendor for any fees, costs, or payments of any kind, and the organization sponsoring the event agrees to indemnify and hold harmless Baylor Scott & White Health, Baylor Scott & White McLane Children's, and the Baylor Scott & White Central Texas Foundation against any claims by third parties or vendors for such fees, costs, or payments incurred pursuant to this agreement.

The event organizer assumes all risks and liabilities associated with the event and hereby releases and holds harmless Baylor Scott & White Health entities, its directors, officers, employees, agents, successors and assign from and against any and all claims damages, liabilities, costs, and expenses, including reasonable attorney's fees, arising out of or which occur in connection with the event, including without limitation, any personal injuries or damages to property that may occur in conjunction with this event.

The event organizer understands that he/she cannot use Baylor Scott & White Central Texas Foundation's tax exempt organization status in connection with the event or otherwise.

Baylor Scott & White Central Texas Foundation reserves the right to withdraw its approval of the event and terminate the event organizers license to use the brand, name, or logo at any time and for any reason.

This agreement supersedes any prior understandings or oral agreements between the event organizer and Baylor Scott & White Health.

By signing below, you represent that the information contained in this form is accurate to the best of your knowledge and that you have read and will follow all independent fundraising event guidelines as set forth by Baylor Scott & White Central Texas Foundation.

"Event Organizer" Representative

Printed Name:

Signature:

Title:

Date:

Please return completed and signed form to Baylor Scott & White Central Texas Foundation

Attn: Community Partners | MS-Fo2-202, 2401 S. 31st Street, Temple, TX 76508

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