

Special events



Thank you for considering Cook Children's as the beneficiary of your special event or fundraising project. Special events that are conducted by outside individuals/organizations play a vital role in maintaining the quality of care provided to the children we serve.

Cook Children's has been part of the community since 1918, and embraces an inspiring promise – to improve the health of every child in our region through the prevention and treatment of illness, disease and injury. To fulfill this promise, Cook Children's combines the art of caring with the use of leading technology and extraordinary collaboration to provide exceptional care for every child, every day.



CookChildren's SM



Special event policies and guidelines

Below are some guidelines for you to follow as you are preparing your special event proposal.

- The request for a proposed fundraising activity that will benefit Cook Children's must be submitted for approval, including the use of Cook Children's name and/or logo prior to the event. Please be advised that the use of Cook Children's name and/or logo in any fashion without written authorization may result in Cook Children's withdrawing all support or endorsement of the event.
- Cook Children's endorses wholesome, family or child-oriented events that provide a favorable community image and are financially solvent. Events sponsored by tobacco, alcohol or other products/services deemed harmful to children are not acceptable. Events that exploit or demean a particular group or individual will not be supported by Cook Children's. All determinations of appropriateness under these guidelines will be made by Cook Children's Health Foundation.
- The Cook Children's name may not be used in the actual title or event name, or in any way that may imply Cook Children's liability or sponsorship of the event. "Proceeds benefiting Cook Children's" may be used in promotional materials, invitations or advertising copy, if approved in advance by Cook Children's Health Foundation.
- The proper name of the event beneficiary is Cook Children's. All checks should be made payable to Cook Children's.
- All proposed advertising, copy and promotional materials that contain the Cook Children's name and/or logo must be submitted for approval to Cook Children's Health Foundation prior to production. Please note that this requirement includes invitations, press releases, public service announcements, posters, banners, fliers, vehicles/ boat wraps and specialty items (i.e., T-shirts, mugs, caps, etc.).
- To avoid duplicating efforts and to protect the use of the Cook Children's name and/or logo, a written list of businesses, corporations or individuals to be solicited must be submitted to and approved by Cook Children's Health Foundation prior to any solicitation. Please note that Cook Children's mailing lists are confidential and will not be released for use.
- Cook Children's cannot be responsible for ticket sales to the event, sponsorships or assisting with sales of a product for any fundraising activity or event. Event organizers must be able to sell tickets to the proposed event.



- Cook Children's cannot sponsor raffles conducted by external groups and/or organizations.
- Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. The event organizer is responsible for obtaining any necessary permits and clearances required by the government. The event organizer must also obtain appropriate insurance coverage.
- The event organizer must determine the fair market value of all items, services or privileges associated with the event in advance and inform donors of the amount in all manners required by the IRS. Event organizers must provide Cook Children's Health Foundation with evidence of compliance with IRS requirements.
- Cook Children's requests that it receives at least 50 percent of the net revenues of any third-party fundraising event. Requests for exceptions to this policy may be submitted to Cook Children's Health Foundation. All funds must be distributed to Cook Children's within 60 days following the conclusion of the event.
- The event organizer must obtain and maintain insurance coverage for the event. Please be advised that Cook Children's Health Care System and its affiliates, including Cook Children's Health Foundation, MUST be named as additional insureds on all policies covering the event. The event organizer will be required to produce Cook Children's Health Foundation with evidence of such upon request.
- Please be advised that if the Cook Children's name is associated with the event in any way, if the circumstances warrant, Cook Children's may at any time, through Cook Children's Health Foundation, direct you to cancel the event. You hereby agree to cancel the event, if so directed, and further agree to release all Cook Children's Health Care System and its affiliates, including Cook Children's Health Foundation, their officers, directors and employees from any and all liability from the event.
- An event application form and approval is required annually for each special event.

What Cook Children's can do to assist you with your event, in accordance to policy:

- Attend events or check presentations, as schedule allows.
- Acknowledge direct contributions to Cook Children's in accordance with its policies.
- Provide and approve the use of Cook Children's name and logo as appropriate.
- Assist donors in directing contributions toward areas of special interest or areas of need within Cook Children's.
- Provide a letter of authorization to validate the authenticity of the event and its organizers.

What Cook Children's cannot do:

- Guarantee event attendance by employees, patients, physicians or volunteers.
- Sell tickets for your event.
- Provide Cook Children's tax exemption number, unless it is agreed upon beforehand.
- Provide funding or reimbursement for expenses, unless it is agreed upon before the expense is incurred.
- Provide mailing lists of donors, vendors, board members, medical staff members, employees or any other affiliated Cook Children's constituencies.
- Provide Cook Children's stationery.



Cook Children's Health Foundation
801 7th Avenue
Fort Worth, TX 76104

cookchildrenspromise.org

Please complete and submit the following application for approval prior to conducting your event to benefit Cook Children's.

Today's date: _____

Name of organization/company planning the event:

Contact person: _____

Mailing address: _____

City: _____ State: _____ ZIP: _____

Email address: _____

Home phone: _____

Business phone: _____

Fax: _____

Name of proposed event or promotion:

Date and time of event: _____

Event location: _____

Address: _____

City: _____ State: _____ ZIP: _____

Is event: ☐ Open to the public ☐ By invitation only

Ticket price (if applicable): \$ _____

Has this event taken place before? ☐ Yes ☐ No

If yes, when: _____

Are there other beneficiaries besides Cook Children's?

☐ Yes ☐ No If yes, which organization(s)?

Briefly describe the event and how funds will be raised (e.g., pledges, sponsorships, ticket sales, auction or raffle; attach a separate sheet or materials if necessary): _____

How will the event be publicized (e.g., social media, press releases, fliers, radio/TV, posters, print ads)?

Please list your group's Web site and social media accounts.

Web site: _____

Facebook: _____

Twitter: _____

Other: _____

Will your group want to promote your event on Cook Children's Health Foundation's social media accounts*?

☐ Yes ☐ No

Will your group want to use the Cook Children's name/logo in your printed materials or for publicity?

☐ Yes ☐ No

Please list anticipated revenue and costs.

Revenue

Total revenue expected \$ _____

Expenses

Total expenses \$ _____

Net revenue

(To Cook Children's) \$ _____

*Subject to approval by Cook Children's

Are costs to come out of:

☐ Proceeds or ☐ To be paid by event organizer?

For promotion or cause-related marketing project, please list the percentage of sales to be donated to

Cook Children's: _____ percent.

All businesses that you plan to solicit for cash or in-kind support (products or services) MUST be submitted to the Cook Children's Health Foundation's special event coordinator for approval. Attach a separate sheet if necessary.

Will the funds raised from your event be designated for a specific purpose at Cook Children's, i.e. cancer, Neonatal Intensive Care Unit, Rehab, etc*?

☐ Yes, designate my funds to: _____

☐ Please give it to the greatest need.

**If designating funds to multiple purposes, please specify the percentage each is to receive*

Funds must be given to Cook Children's no later than 60 days after the event. Please indicate the approximate date that funds will be received by Cook Children's:

Would you like to schedule a check presentation?

☐ Yes ☐ No

Insurance

If your event is approved, please contact Cook Children's Health Foundation for information regarding required insurance policies.

Cook Children's reserves the right to review and approve all events and materials that include its name and/or logo. **Cook Children's 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, defend, and hold harmless Cook Children's Health Foundation, its affiliates, officers, directors, employees, and agents 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 Cook Children's Health Foundation, its affiliates, directors, and assign from and against any and all claims, damages, liabilities, costs, and expenses, including reasonable attorney's fees, arising out of or which may occur in connection with the event, including without limitation, any personal injuries or damages to property that may occur in conjunction with the event.

I, _____, as the contact for named event listed above, have read and agree on behalf of the organization I represent, to all special event policies and guidelines provided to me with this application.

Date: _____

Organization: _____

Signature: _____

Printed name: _____

Please return completed form to:

Emilie Woerner, special events fundraising coordinator
Cook Children's Health Foundation
801 Seventh Avenue
Fort Worth, TX 76104

If you have any questions, please contact 682-885-7662 or emilie.woerner@cookchildrens.org.

This form is also available at cookchildrenspromise.org

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facebook.com/cchealthfoundation