

PRISMAHEALTH®

MIDLANDS FOUNDATION



helpful tips, tools and resources for community partners

PrismaHealthMidlandsFoundation.org
803-434-7275

Prisma Health Midlands Foundation, a 501(c)(3) nonprofit organization, engages community partners to enhance health care for patients and families served by Prisma Health—Midlands. Philanthropic support is essential to maintain a level of excellence with new programs, services and equipment.

THANKS

Thank you for your interest in supporting Prisma Health—Midlands as a community partner of the Foundation. Because of you, Prisma Health—Midlands will continue to offer the most advanced health care tools and resources to patients and families right here at home.

IMPACT

There are many areas of Prisma Health—Midlands you may choose to support. Among the primary areas are—

- Prisma Health Children’s Hospital—Midlands
- CAMP KEMO Programs of Prisma Health Children’s Hospital—Midlands
- Children’s Miracle Network Hospitals, benefiting Prisma Health Children’s Hospital—Midlands
- Prisma Health Cancer Institute—Columbia
- Prisma Health Breast Center
- Prisma Health Trauma

If you have a passion for a certain area of Prisma Health—Midlands that is not listed above, let us know, and we will explore fundraising opportunities with you.

Many times, community partners would like their fundraising efforts to be attributed through a signature fundraising event such as Walk for Life and Famously Hot Pink Half Marathon.

IDEAS

There are endless creative ideas for how you can support Prisma Health—Midlands through the Foundation. Here are some tried and true partner events that may spark an idea for your event—

office jeans day | restaurant percent day/night | garage sale | school fundraiser toy drive with monetary donation | sports tournament | ticketed luncheon | church fundraising retail promotions | bake sales

Please refrain from dividing proceeds between Prisma Health Midlands Foundation and another charitable organization.

TIMING

Your partner event idea and proposed day/time should be sent to Prisma Health Midlands Foundation for approval 90 days prior to your proposed event date.

Once you submit the completed application, your proposal will be reviewed, and someone from Prisma Health Midlands Foundation will be in touch with you within 10 business days. Partner events must meet the approval of the Prisma Health Midlands Foundation board.

Because Prisma Health Midlands Foundation manages several campaigns and signature fundraising events, you may be asked to move your proposed partner event date to another time in order to avoid a conflict of interest.

Prisma Health Midlands Foundation reserves the right to not accept your community partner event proposal.

KEYS TO SUCCESS

The following information is provided so there are no misunderstandings or disappointments regarding Prisma Health Midlands Foundation's support of your event. Your partner event should align with the following guidelines.

- It is South Carolina state law, section 35-56-120, that community events benefiting a charity have express permission from the charity in order to be legal. Fines may be imposed on groups/individuals who conduct such activities without permission.
- Under the S.C. Secretary of State and South Carolina Legislature's Code of Laws (Title 33, Chapter 57, Section 33-57-140), raffles may not be conducted by third party partners.
- A partner event should complement the mission and brand of Prisma Health Midlands Foundation and Prisma Health—Midlands. Your partnering with specific companies or individuals may pose a conflict of interest; therefore, the Foundation must approve all potential sponsors in advance of your making contact for sponsorship requests. The Foundation must also approve your intentions to partner with celebrities, media personalities or athletes before you make contact. Please refrain from requesting sponsorship support from the Prisma Health Office of Community Engagement.
- The partner event organizer must obtain any necessary permits, licenses or insurance. If you wish to serve alcohol at your event, you are responsible for hiring a licensed service and securing a permit.
- Prisma Health Midlands Foundation asks for projected, acceptable proceeds. The Foundation reserves the right to require a minimum guaranteed donation. The Council of Better Business Bureau states, "Reasonable use of funds require that at least 60% of the total income from all sources be spent on programs and activities directly related to the organization's purpose." The Foundation will not approve an event in which costs are expected to exceed 40% of the total revenue generated.
- All printed/digital promotional materials and website/social media content should be approved by Prisma Health Midlands Foundation prior to use/distribution/posting. This includes photographs of any kind or nature. All promotional material should clearly state the Prisma Health—Midlands area proceeds will benefit (by name or approved use of logo). If you are planning to create a Facebook event, submit content for pre-approval before creating the Facebook event. Prisma Health Midlands Foundation will not create or co-host Facebook events for your partner event. The Foundation will cross-promote social media postings created by the partner organization by sharing them with Foundation followers.
- Members of Prisma Health and Prisma Health Midlands Foundation boards or teams will not solicit for ticket sales, event sponsorships or in-kind donations for a community partner.
- Prisma Health Midlands Foundation will not share donor information with community partners.
- Partners will not be allowed to use a Prisma Health Midlands Foundation or Prisma Health trademarked name or entity as the name of the partner event.
- Typically, a Prisma Health Midlands Foundation or event committee representative will attend partner events; however, there may be times when no one is available due to scheduling conflicts.
- Net proceeds must be submitted to Prisma Health Midlands Foundation within 30 days after the event date.
- Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting, raffles and special events. The IRS requires that all tickets, invitations or entry forms state which portion of the contribution is tax-deductible.
- All event expenses are the responsibility of the community event organizer. If event expenses are greater than the total collected, the individual or group holding the event is responsible for the additional expenses.

EVENT SUPPORT

Once your event and promotional plans are approved, here is how Prisma Health Midlands Foundation will provide support—

Cross-promotion of your event—(typically within three weeks of your event date)

- Prisma Health Midlands Foundation will share your pre-approved social media posts from the Foundation's social channels

If requested, Prisma Health Midlands Foundation will coordinate a check presentation at Prisma Health Midlands Foundation, 1600 Marion Street, Columbia, or another pre-approved location.

Prisma Health Midlands Foundation WILL NOT—

- Provide reimbursement for event expenses
- Secure an event sponsorship from Prisma Health—Midlands
- Provide contact information or mailing lists for sponsors, vendors, donors or supporters
- Sell tickets to your event
- Provide the Foundation's sales tax exemption number
- Solicit for sponsorships, cash or in-kind donations
- Co-host or create Facebook events for your fundraising event
- Create and place social media posts
- Provide giveaways or door prizes
- Sign vendor contracts
- Provide volunteers to be at your event
- Provide images of patients or families
- Provide event insurance coverage
- Process event reservations or ticket sales
- Provide letterhead/envelopes
- Provide media contact information
- Provide patients or families to be present at or speak at your event
- Coordinate media interviews or provide patients/families/staff for media interviews
- Provide celebrities or notable athletes for your event
- Coordinate paid or in-kind promotion (newspaper, radio, television, etc.)
- Guarantee attendance of Foundation or Prisma Health staff at your event

MEDIA POLICY

Media requests may not be made by community partners or donors for events/check presentations/donations to take place on any Prisma Health campus.

Please refrain from contacting anyone in the media about the partner event until it is officially approved and your media relations plan is submitted to and approved by Prisma Health Midlands Foundation. Media requests may be made by a community partner only if the event or check presentation is held at the partner's place of business or at a public location outside of a Prisma Health property. Pre-approval of day/time and location must be provided by Prisma Health Midlands Foundation before any media outreach.

I am a community partner interested in supporting—

- ☐ Prisma Health Cancer Institute—Columbia
☐ Prisma Health Breast Center
☐ Prisma Health Children's Hospital—Midlands

- ☐ Pediatric Oncology/CAMP KEMO Programs
☐ Children's Miracle Network Hospitals
☐ Prisma Health Trauma
☐ Other _____

Name of Community Partner: _____

Address: _____

City: _____ State: _____ ZIP: _____

Contact Person: _____

Phone: () _____ Cell: () _____

Email: _____ Website: _____

If you are developing a partner event through your business, please share the number of years you have been in business _____ and number of employees _____.

Social media handles for you/your business (Facebook, Instagram, Twitter, etc.) _____

Partner Event Idea:

Event name: _____

Event location: _____ Event date/time: _____

Describe your event idea: _____

Anticipated event income: \$ _____

Anticipated net proceeds to Prisma Health Midlands Foundation: \$ _____

I have read Prisma Health Midlands Foundation's Community Partner Fundraising toolkit in its entirety and agree to adhere to the guidelines in planning, executing and completing our event. I understand that the guidelines are not comprehensive and that all decisions for the event, including safety precautions, remain the responsibility of the community partner. Prisma Health Midlands Foundation does not accept or assume any liability associated with event.

Signature: _____

Printed name: _____ Date: _____

For office use only: ☐ Approved ☐ Not Approved Date: _____