

**THIRD PARTY EVENTS Policy**

East Alabama Medical Center Foundation receives numerous inquiries each year from individuals and organizations that want to sponsor fundraising events in support of our mission; these events are run independently from the Foundation, by interested volunteers.

East Alabama Medical Center Foundation (EAMCF) defines a “Third Party Event” as any fundraising activity by a non-affiliated group or individual, where EAMCF has no fiduciary responsibilities and little or no staff involvement.

The path to launching a third party event typically begins with an idea and plan of action that is presented to the Foundation. Upon careful review, the Foundation assists the potential organizers in examining a variety of factors to determine if in fact the proposed event is viable. Assistance may be provided in certain areas of preparation and coordination and provision of a nominal level of guidance and resources when appropriate.

Not only are the funds raised from these events used to support the myriad of programs and services benefiting our patients and their families, they also increase awareness of East Alabama Medical Center and the Foundation. We are extremely grateful to the many friends who wish to organize events to support the hospital programs we fund each year.

Please review our guidelines for creating and staging a third party event on behalf of the East Alabama Medical Center Foundation. You will also be asked to fill out an event application.

**For more information, please contact:**

Gail Hall, Special Events Coordinator  
East Alabama Medical Center Foundation  
334-528-5874  
[gail.hall@eamc.org](mailto:gail.hall@eamc.org)

## **THIRD PARTY EVENT POLICY GUIDELINES**

The following are East Alabama Medical Center Foundation's (EAMCF) guidelines for "Third Party Events." Guidelines must be agreed upon by both the outside party and EAMCF. An event application must be submitted for review and approved before initiation of the event takes place. Please complete and submit signed policy and application form.

### **PROMOTION**

- The event will be promoted and conducted in a manner to avoid statement or appearance of EAMCF endorsing any product, firm, organization, individual or service.
- EAMCF reserves the right to decline any underwriting and/or sponsorship when it believes that the association may have a negative effect on the credibility of the Foundation.
- Third party event organizers should establish a timetable and action plan a minimum of three months before the event. An EAMCF staff person should be utilized to aid in the development of committee structure, marketing and deadlines.
- The official logo of the East Alabama Medical Center Foundation may be appropriately used in conjunction with such an event, but may not be altered in typeface, color, configuration and/or position.
- EAMCF must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.
- EAMCF reserves the right to decline endorsement of an event if other non-profit organizations are beneficiaries and/or involved in the event without mutual compliance.

### **LIABILITY**

- East Alabama Medical Center Foundation is not financially liable for the promotion and/or staging of a third party event.

The individual, organization or business sponsoring the event will indemnify and hold harmless East Alabama Medical Center Foundation and its employees, and Board of Directors from and against all claims, suits and causes of action arising out of the fundraising event.

- Third party event organizers will have participants complete a waiver for release from liability when requested by EAMCF.
- Third party event organizers will provide insurance certificates as appropriate.

### **REVENUE GENERATION**

- All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit EAMCF.
- EAMCF must receive all net proceeds within 10 working days of the conclusion of the event and/or promotion.
- EAMCF cannot endorse or be affiliated with any events that are for the benefit of a specific patient or individual.

## **RECORDS**

- EAMCF should receive a list of targeted sponsors for the event, ***before they are approached***, to avoid overlap with other fundraising campaigns underway by the Foundation.
- EAMCF should receive a list of targeted donors of goods and services for the event, ***before they are approached***, to avoid overlap with other fundraising campaigns underway by the Foundation.
- EAMCF should receive a list of all tangible non-cash contributions to the events, for acknowledgement and recognition purposes.
- EAMCF will receive a list of all donors who contributed to the event, for acknowledgement and recognition purposes.
- Third party event organizers will collect names of participants, sponsors and volunteers, mailing appropriate materials as needed. Organizers may coordinate with EAMCF for assistance.

## **TAX ISSUES**

According to Section 170 of the Internal Revenue Code, the general rule is, “There shall be allowed as a deduction any charitable contribution (as defined in subsection (c)) payment of which is made within the taxable year.” Subsection (c) goes on to define the term “charitable contribution” as meaning a gift to or for the use of qualified organizations. To become a qualified organization, most organizations must apply to, and be approved by, the IRS. If a payment is made to an organization that is a qualified organization, the payment is a charitable contribution.

East Alabama Medical Center Foundation has been approved by the IRS as a charitable (qualified) organization as defined by Internal Revenue Code Section 501 (c)(3) meaning that contributions to the Foundation qualify for the maximum charitable contribution deduction under the Internal Revenue Code.

A difficulty arises when an independent, outside organization wishes to raise money for the Foundation. If the payments are made to this independent organization and it is not a qualified organization, tax-deductible rules do not apply; if payments are payable to the Foundation, then they qualify, to the extent allowed by law.

## **STAFF SUPPORT**

### ***EAMCF can provide assistance with:***

Advice and suggestions on event planning;

Promotion of your event, if appropriate, to East Alabama Medical Center Foundation employees and friends through regular advertising venues: newsletters, e-newsletters, website and internal communications.

### ***EAMCF is NOT able to:***

Provide assistance in soliciting donations, handling mailings, recruiting attendees or collecting monies;

Guarantee volunteer, trustee or staff attendance at the event;

Share any donor lists or contacts;

Assume responsibility of any kind or nature associated directly or indirectly with the event.

**THIRD PARTY EVENT**  
**Application & Guidelines**

East Alabama Medical Center Foundation appreciates support from generous individuals, corporations and organizations in the community. Gifts of all sized help the Foundation fulfill its mission to advance healthcare and wellness in the communities served by East Alabama Medical Center. Your completion of this application at least 30 days prior to the proposed event, will help us learn more about your event and ensure that the event and dates complement our mission, as well as our official fundraising event and project goals.

**YOUR ORGANIZATION'S INFORMATION**

Today's Date \_\_\_\_\_

Organization Name \_\_\_\_\_

Purpose of Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_  
*City* *State* *Zip Code*

*Contact:*

Daytime Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

Fax \_\_\_\_\_ Cell \_\_\_\_\_

E-mail \_\_\_\_\_

**EVENT INFORMATION**

Are there beneficiaries other than East Alabama Medical Center, or East Alabama Medical Center Foundation? \_\_\_\_\_ Yes \_\_\_\_\_ No

Will a corporate sponsor be involved? Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, please provide list of sponsors: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Event Name \_\_\_\_\_

Event Description \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Event Location \_\_\_\_\_

Event Address \_\_\_\_\_

Event Date \_\_\_\_\_ Event Time (Start & End) \_\_\_\_\_

Ticket Price/Registration Fee \_\_\_\_\_ On-sale Date \_\_\_\_\_

This event is \_\_\_\_\_ By invitation only \_\_\_\_\_ Open to the public

Has this event taken place before? \_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, when? \_\_\_\_\_

Estimated gross revenue from event? \_\_\_\_\_ Net revenue? \_\_\_\_\_

Percent of proceeds to benefit EAMC Foundation? \_\_\_\_\_



## **AGREEMENT**

I have read the attached Third Party Event Guidelines and agree to follow them with regards to holding the proposed event to benefit East Alabama Medical Center Foundation. By publicly advertising with East Alabama Medical Center Foundation as the recipient of the proceeds of this event, I agree to provide the full amount of the agreed to percent of proceeds within 10 days of the event.

Submitted by: \_\_\_\_\_

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

Yes, I have attached the Event Waiver

Yes, I have read the Third Party Event Guidelines

**We appreciate your support in making a difference in the lives of our patients and the regional community we seek to help!**

\_\_\_\_\_

**When you have completed this form, please submit it to:**

Gail Hall, Special Events Coordinator  
East Alabama Medical Center Foundation  
2000 Pepperell Parkway  
Opelika, AL 36801

### **Questions?**

Please contact Gail Hall at:

Phone: 334-528-5874

Email: [gail.hall@eamc.org](mailto:gail.hall@eamc.org)

**Third Party Event Waiver for  
East Alabama Medical Center Foundation, Inc.**

Name of Event \_\_\_\_\_ Date of Event \_\_\_\_\_

I, \_\_\_\_\_, (*third party event representative(s)*) intend to conduct a fundraiser to benefit **East Alabama Medical Center Foundation**. I understand that East Alabama Medical Center Foundation is a non-profit organization and has not allocated a budget for this event. I accept all responsibility for the event including expenses incurred by the event and any other liabilities related to the event or to the actions or inactions of \_\_\_\_\_ (*third party event organization name*).

Income generated by the event may be used to cover reasonable expenses before proceeds are given to East Alabama Medical Center Foundation. I understand that my budgetary responsibilities should be completed promptly after the event and that my donation to East Alabama Medical Center needs to be received by the Foundation within 10 days after the event. Should the event generate less income than its expense, East Alabama Medical Center Foundation will not be responsible for any shortfall.

The \_\_\_\_\_ (*third party event organization name*) agrees to RELEASE, INDEMNIFY and SAVE HARMLESS East Alabama Medical Center Foundation against all manner of liabilities, debts, fines, suits, claims, thefts, damages to property and person, demands and actions and causes of action, of any nature or kind for which the third party event may be held liable relating in any way, including without limitation, any breach or violation, negligence, unlawful act or acts of the third party event. This includes any solicitor and client costs, counsel fees, expenses and liabilities incurred by East Alabama Medical Center Foundation in any such suit, claim, theft, damage to property or person, demand, action or proceeding.

Third Party Event Organization Name (in full): \_\_\_\_\_

\_\_\_\_\_  
*Signature and Title (third party event representative)*

\_\_\_\_\_  
*Date*