

## Fundraising Application

### ***Sponsor Information***

Name of sponsoring Organization/Individual: \_\_\_\_\_

\_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### ***Event Information***

Name of event: \_\_\_\_\_

Description of event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Location: \_\_\_\_\_

Date(s) and time(s): \_\_\_\_\_

\_\_\_\_\_

Method of fundraising, including fees charges: \_\_\_\_\_

\_\_\_\_\_

Fundraising goal: \_\_\_\_\_

Name(s) of any organizations with whom you will have any contract or agreement in relation to event, including sponsors: \_\_\_\_\_

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

Will you be advertising or publicizing this event? If so, who will be handling these tasks? Please explain: \_\_\_\_\_

\_\_\_\_\_

Who is your target audience: \_\_\_\_\_

\_\_\_\_\_

Estimated attendance: \_\_\_\_\_

What materials will you need from Children's Miracle Network? \_\_\_\_\_

\_\_\_\_\_

Will you be requesting that Children's Miracle Network staff member(s) attend the event/promotion? \_\_\_\_\_

***Financial Information***

Please estimate:

Total Proceeds: \_\_\_\_\_

Expenses (include costs such as printing, food, entertainment, etc.): \_\_\_\_\_

\_\_\_\_\_

Anticipated net proceeds: \_\_\_\_\_

Amount/percentage of net proceeds given to Children's Miracle Network: \_\_\_\_\_

Until permission has been granted by Children's Miracle Network, contributions may not be solicited in the name of Children's Miracle Network, UF & Shands Jacksonville and Wolfson Children's Hospital.

All information provided is correct and accurately describes the proposed event.

Signature: \_\_\_\_\_

Print name and title: \_\_\_\_\_

Date: \_\_\_\_\_



## Guidelines for Fundraising Events and Promotions

### General:

- All fundraising events/promotions for Children's Miracle Network require written permission from Children's Miracle Network in advance.
- Do not make public announcements or promote the event/promotion until you receive written permission from Children's Miracle Network.
- Event/Promotion should fit the mission and promote the appropriate image of Children's Miracle Network, UF & Shands Jacksonville and Wolfson Children's Hospital.
- Children's Miracle Network must review all promotional materials (including press releases, public service announcements, scripts, poster, invitations, etc.) before they are used.
- Children's Miracle Network, UF & Shands Jacksonville and Wolfson Children's Hospital logos are registered trademarks and cannot be legally reproduced without permission.
- Children's Miracle Network does not release donor, volunteer, employee, physician or other mailing lists for the purpose of additional solicitation of funds by outside groups.
- If circumstances warrant, Children's Miracle Network, UF & Shands Jacksonville and Wolfson Children's Hospital may at any time through any of its vice presidents, directors, officers or senior administrators, direct you to cancel the event/promotion. You hereby agree to cancel the event/promotion, if so directed, and further agree to release Children's Miracle Network, UF & Shands Jacksonville and Wolfson Children's Hospital, and its officers, directors and employees from any and all liability and connection to such action.
- When approaching business and corporations for assistance with the event/promotion, please remember that many local organizations are already involved in supporting Children's Miracle Network and may not wish to make additional donations. Please clear all contact with a particular business before an approach is made by submitting a written request to Children's Miracle Network. Requests may be mailed to the Children's Miracle Network office or faxed to (904) 202-2796.
- Once approved, necessary information may be requested from the potential donor during the planning of the event/promotion, but thereafter, there will be no contact with any Children's Miracle Network donor.
- A Children's Miracle Network representative may be able to attend your fundraising event/promotion. Personal appearances by Children's Miracle Network staff will be handled on a case-by-case basis. We will attempt to respond to your appearance request. Please recognize that the volume of requests exceeds our available staff. Indicate on the application form to request a representative, and please call Children's Miracle Network at (904) 202-2760 two (2) weeks prior to the event/promotion to confirm.

### Florida Statutes

- Event/promotion must comply with all tax exempt requirements and relevant laws, including the laws of the state of Florida.
- According to the Florida Statutes, **all fundraising entities** are required to print the following disclaimer on all solicitations written confirmations, receipts or reminders of a contribution:  
**PLEASE NOTE: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE (1-800-435-7352). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. THE INFORMATION IS FILED UNDER THE NAME OF BAPTIST HEALTH SYSTEM FOUNDATION, INC. SC-03625**

Disclaimer **MUST** be in all caps. Place the disclaimer at the bottom of letters, on return envelopes, on solicitation print pieces and brochures – on anything that is distributed for the purpose of soliciting funds, even brochures marketing a project, program or event.

## Acknowledgment of Gifts

- “Value” must be disclosed for gifts of **\$75 and over**. Any gift of \$75 or more which involves an exchange of goods and services values above \$6.60 and a charitable donation, must provide notice of the value of the “quid pro quo” exchange and state the dollar amount of the remaining tax deduction. For example, if you receive a meal, a gift item, tickets, a round of golf, the value of each should be subtracted from the total contribution; the remaining amount is the charitable deduction. This means that if a golf tournament entry fee is \$200 and meals, gift items and golf are valued at \$130, the charitable deduction you may claim is \$70. Each golfer should receive this notification with the acknowledgment of the receipt of his/her \$200 entry fee check.
- Receipts must be issued for any **gifts or sponsorships over \$250**. Receipts account for the value of services or goods received and state the dollar amount of the charitable deduction the donor may claim. Furthermore, the receipt/letter must state that no goods or services have been received in return for the gift, if that is the case.

## Advertising Involved in Sponsorship:

- If a contract is signed between a business and a charity for advertising purposes and messages indicate qualitative or comparative language, price information or inducement to buy, sell or rent a product, **the fee is not tax deductible**.
- Messages on donor boards, logos on event memorabilia, dispensing of products. PSAs on TV or radio, appreciation in printed materials, etc., **are not considered advertising**. The charitable deduction is allowed in this case and is the amount of the sponsorship fee less the value of the services or goods received; i.e. tickets, meals, gift items, etc.

## In-Kind Gifts

- A charity’s acknowledgment of donation of property or services is not required to include cash values. The property or service must be described, however. Evaluation of the donation is the responsibility of the donor.
- **If the value of the in-kind gift exceeds \$5,000**, the donor must obtain a qualified appraisal and the donor must submit an appraisal summary with the tax return claiming the deduction.
- If a gift in-kind involves the “**quid pro quo**” contribution, the value of the goods or services received by the donor must be acknowledged by the charity and stated to the donor.

## Drawings

- Any time chances are sold or any kind of drawing is held, there is no tax deduction for tickets purchased. Whether or not a person won is irrelevant. The issue is, the individual had a chance to win and therefore got value in return.
- According to Florida Statutes, raffles are a form of gambling and therefore illegal. Drawings are not raffles due to the fact that a person **must** be able to enter at no charge if they so choose.

## Volunteer Expenses Deduction

- The IRS now requires written substantiation for deduction of volunteer expenses of \$250 or more.
- Non-reimbursed expenses incurred while performing volunteer duties, totaling \$250 or more per event, cannot be deducted on income taxes unless the volunteer has both a receipt and written substantiation from the beneficiary organization.
- If non-reimbursed expenses for an individual event are less than \$250, then only receipts are required and the donee organization does not need to provide substantiation.
- The written acknowledgment from the donee organization, if needed, must contain a description of the services provided by the donor, the date the services were provided, and whether or not the donee provided any goods or services in return. If the donee organization provided any goods or

services, a description and good faith estimate of the fair market value of those goods and services is required.

**Financial Guidelines**

- If event/promotion expenses are greater than the total collected, the group holding the event/promotion is responsible for payment of these additional expenses.
- Within 45 days after the last day of the fundraising event/promotion, please send a final accounting of income and expenses to Children's Miracle Network.

**Until written permission is received, the name "Children's Miracle Network," "Shands Jacksonville" and "Wolfson Children's Hospital" should not be used for any purpose and contribution should not be solicited.**

I have read and agree to follow the above guidelines.

Signature: \_\_\_\_\_

Print name and title: \_\_\_\_\_

Organization: \_\_\_\_\_

Date: \_\_\_\_\_