



Policies and Procedures

HOW WE CAN SUPPORT YOU: The Lucile Packard Foundation for Children's Health is able to offer our community fundraisers the below support and benefits through our Champions for Children program:

- Consultation and guidance on fundraisers and events
- Letter of authenticity upon receipt and approval of fundraising event application
- Access to our online fundraising platform and assistance creating personalized fundraising pages
- Use of the hospital's benefiting logo, when approved
- Guidance in selecting an area of the hospital to support
- Event fundraising tips and timelines
- Inclusion of event in our monthly email newsletter and public online calendar
- Limited quantities of promotional items for event participants
- Limited quantities of brochures, pamphlets, and other informational materials promoting and explaining the hospital's mission and accomplishments, when requested in advance
- Assistance reviewing press releases, when applicable
- Access to videos to share with event supporters
- Blog posts and/or social media, when applicable
- Gift processing of donations, made payable to LPFCH, including issuance of acknowledgement letters/receipts for tax-deductible donations
- Coordinate hospital visit for donation drop-off (ages 16 and up), when applicable
- Certificate of appreciation

OUR STAFF IS UNABLE TO:

- Offer space for your event, including private homes or hospital space
- Extend our tax exemption to your organization or event
- Provide names and stories of hospital patients
- Provide Foundation or hospital stationary or letterhead
- Guarantee attendance of hospital patients, hospital staff, or Foundation staff at your event
- Provide insurance or liability coverage
- Provide mailing lists of donors and/or vendors--we have made a commitment that we do not sell or provide others with our donor and staff mailing lists
- Promote events via radio, newspaper, press release, television, or social media accounts, including Facebook and Twitter
- Provide hospital tours to children under the age of 16, nor groups larger than 8
- Provide fiscal sponsorship or reimbursement of event expenses; the Champions program does not fund, financially support, or endorse third-party fundraising events

For purposes of these Policies and Procedures, “you” means the organization, group, or individual sponsoring or holding the event. “Hospital” means Lucile Packard Children’s Hospital Stanford. “Foundation,” “we,” or “our” means the Lucile Packard Foundation for Children’s Health. The Foundation is the sole fundraising arm of Lucile Packard Children’s Hospital Stanford.

EVENT APPROVAL

1. Events should complement the mission and image of the hospital. Companies that conflict with the mission or values of the hospital may not be sponsors. We discourage sponsorship by tobacco and firearms companies or other companies with products that do not support the health and well-being of children.
2. Your organization cannot state or imply that it is an agent, subsidiary, or partner of the Foundation or the hospital, or that it holds any other business relationship with the Foundation or the hospital.
3. Although the Foundation actively encourages third-party fundraising events, we must approve all events in advance. The Foundation and/or the hospital maintain the right decline events. This is an important safeguard in preserving the integrity of the name and reputation of Lucile Packard Children’s Hospital Stanford and the Foundation, as well as our commitment to donors.
4. Applications must be completed and submitted to the Foundation no less than four weeks prior to the proposed fundraising event. Approval for the event is specific to dates listed on your event application. If you would like to repeat the event, you must submit a new application.
5. The Foundation must be notified in writing if there are any significant changes to the event once it has been approved. If circumstances warrant, the Foundation may at any time direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release the hospital; the Foundation; and their officers, directors, and employees from any and all liability in connection with any such action.
6. We reserve the right to observe your event.

FUND DESIGNATION

Unless otherwise coordinated with us, money raised will be directed toward the *Lucile Packard Children’s Fund*, which helps the hospital meet its most pressing needs. For more information on the *Children’s Fund*, visit supportLPCH.org/Why-Give/Designate-Your-Gift.

If you wish to designate the funds you raise to a specific department or area of the hospital or Stanford University School of Medicine, please note this in your application or email us at Champions@lpfch.org.

HOSPITAL NAME AND LOGO USE

1. You may not use the hospital or Foundation name or logo or otherwise indicate to the public that an event is being held for the benefit the hospital or the Foundation without the prior express written consent of an authorized representative of the Foundation. You may not make public announcements or promote the event until you receive written approval from the Foundation of your Third-Party Fundraiser Application.
2. Publicity for your event may not imply that the event is sponsored or co-sponsored by the Foundation and/or the hospital or that the hospital is involved as anything but the beneficiary. The hospital may only be identified as the beneficiary of the event. For example, you should not call an event “Lucile Packard

Children's Hospital Stanford Walk-a-Thon." Your event should be promoted as the "Walk-a-thon benefiting Lucile Packard Children's Hospital Stanford."

3. You may not use the official logos of the hospital or the Foundation without our written approval and they should be appropriately used for your event. Any use of the logo must adhere to established graphic standards, which we will provide, and may not be altered.
4. The Foundation must review and approve in writing all promotional materials including, but not limited to, advertising, letters, brochures, flyers, and press releases prior to production or distribution. Proposed materials should be submitted via email to Champions@lpfch.org one week in advance.

PROMOTION

1. If media will be present at your event, you must notify the Foundation in advance.
2. Patient photos or stories may not be used in promotional materials for your event without prior approval from the Foundation.
3. In order to better coordinate fundraising activities, we ask that you provide us with a list of targeted sponsors for your event before they are approached. Please remember that many individuals and businesses already support the hospital and may not wish to make additional donations.

FINANCIAL AND LEGAL INFORMATION

1. In order to provide your donors with important information concerning their contribution, we ask that all promotional materials clearly state the percentage of proceeds (from gross or net proceeds) and/or the portion of the ticket price that will benefit the hospital.
2. You should limit expenses to 50% of the total raised by the event. If event expenses are greater than the money raised, you are responsible for paying those expenses. The Foundation will not provide funding or reimbursement of expenses.
3. Because the Foundation is not sponsoring your event, we cannot have event revenues and expenses flow through the Foundation's books. Only the net amount (final net proceeds from event) should be processed by the Foundation. Similarly, you cannot set up a temporary bank account in the Foundation's name. Proceeds should be mailed to the Foundation no later than 14 days following the event to:
Lucile Packard Foundation for Children's Health
Attention: Siobhan McDonnell
400 Hamilton Avenue, Suite 340
Palo Alto, CA 94301
4. You may not keep any portion of the proceeds as profit or compensation for organizing the event.
5. The Foundation should receive a complete accounting of all funds collected and expensed related to the event within three weeks following the event. Because of our responsibility as the recipient of community assets, we reserve the right to inspect all event financial records if a question is raised about the event's proceeds.

6. The Foundation or the hospital may receive funds from other similar promotions. Our acceptance of your application creates no exclusive rights for you.
7. You are responsible for obtaining all permits and licenses – especially those for raffles or games of chance. Because state and local governments control all charitable gaming activities, if your event includes bingo, a raffle, 50/50 drawing and/or casino-type games and activities, you must acquire the proper permit/license from your state or local government office and abide by all rules and regulations pertaining to such gaming activity. The Foundation will not take out liquor licenses for third-party events.
8. You agree that you will comply with all state and/or municipal charitable solicitations statutes and/or ordinances which may apply to your event. You also agree to carry out your event so as to not do or allow any of the prohibited acts and practices described in the California Nonprofit Integrity Act (Government Code section 12599.6(f)), which are summarized on the Foundation’s website.
9. Events must comply with all federal, state, and local laws governing charitable fundraising and gift reporting. All tax-receipting issues must be agreed upon and documented before the Foundation’s approval is given. The Foundation may only issue tax receipts for checks made out to “Lucile Packard Foundation for Children’s Health” or “Lucile Packard Children’s Hospital Stanford.” If your donors send their contributions directly to the Foundation, you must inform the Foundation of the value of any goods or services the donor received in return for the contribution. The Foundation will issue tax receipts for in-kind donations or event sponsorship agreements if you provide complete information for all applicable donors.
10. You agree that you will not use the Foundation’s tax exemption in any manner or as part the promotion of your event, nor will you represent to the public that you enjoy any tax exempt rights or privileges as a result of your role in the event (unless you have separate tax exempt status), nor will you state that any portion of the purchase price for any goods or services at the event is tax deductible for charitable purposes.
11. You must obtain your own liability insurance to cover the event. The Foundation will not insure your event and requires that you obtain all insurance, including premises, liability, and worker’s compensation. The Foundation will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising from or in any manner related to your event. The hospital, Foundation, and all related entities are not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.

Guidelines for Use of Name and Logo

Thank you for hosting an event in support of Lucile Packard Children's Hospital Stanford! We want your event to be successful, and encourage you to utilize the hospital name and logo.

To maintain the integrity and consistency of our brand, we request that you follow the below guidelines. **Please note: all promotional materials must be approved prior to distribution.**

NAME GUIDELINES:

- Publicity for your event may not imply that the event is sponsored or co-sponsored by the Foundation and/or the hospital, or that the hospital is involved as anything but the beneficiary.
- When mentioning the hospital in your event materials, mention your event name followed by "...benefiting Lucile Packard Children's Hospital Stanford."
- It is important that your supporters understand where their money is going! If Lucile Packard Children's Hospital will not receive 100% of your donations, then the exact percentage must be included on any publicity.

LOGO GUIDELINES:



- Logo may not be manipulated in dimension, or broken apart in any way.
- Always use the width of the uppercase "H" in "Hospital" as the space between the logo and any other design elements.
- The benefiting Lucile Packard Children's Hospital Stanford logo must be smaller than the event name or logo on all printed and published materials.
- Logo should be used against a solid background.
- Logo should be placed at the bottom of a printed page or webpage.
- Logo should be balanced and centered on the page when possible.

All promotional materials must be approved before printing or publishing.
Please send all materials to the [Champions Team](#) for approval.