



Third Party Event Guidelines

We are excited that you are planning an event to support an entity or service line of Piedmont Healthcare and we want your event to be successful!

We have prepared an overview of event best practices and guidelines to assist you in the planning, fundraising, and promotion of your event.

We cannot endorse fundraising events that do not support the Piedmont Mission, Vision and Promise. As the designated fundraising entity of Piedmont Healthcare, the Foundation must ensure that all donations are received and accounted for according to IRS guidelines. We must also ensure that all donations received can be used as the donor intended. For this reason, we reserve the right to review and request additional information regarding all fundraising events to ensure proper stewardship. All events must be reviewed by the Piedmont Healthcare Foundation on an annual basis.

1. Contact Legal for Contract and Review: All third party events must have a proposal submitted to the Foundation 180 days in advance of the event for the Piedmont Healthcare Legal Department to review. A contract with the Piedmont Healthcare Foundation must be in place if the proposal is accepted.

2. Identify a planning committee: Gather enthusiastic colleagues, donors, physicians, clinicians, and staff to start planning. They will provide the support you will need to organize, plan, and manage your event. Recruit enough committee members with a variety of skills to share the workload and maximize effective results. Examples of types of individuals you want to identify include: committee chairs to lead the event and inspire participation; logistics support to coordinate event details and oversee the budget; sponsorship support to identify potential sponsors and donors in your community; volunteer support to recruit and energize volunteers; media support to coordinate promotion of the event; and program committee to coordinate run of show, entertainment, and day of logistics. Committee members will be responsible for managing ticket sales and general event logistics. Your committee should be volunteering their time and talents and not charging for their services.

3. Create a budget: Establish a fundraising goal and identify potential sources of income and expenses. Secure in-kind donations or sponsorships from local businesses to keep your costs down. Determine what the event proceeds will benefit, and use that to leverage community support. Remember that the lower your costs, the larger an impact your event will have.

4. Funds Collected: All donations received at the event should be directed to the Piedmont Healthcare Foundation office. Final net total payment should be collected and sent via check made out to the Piedmont Healthcare Foundation unless otherwise noted.

5. Expenses: Expenses for events must be paid by the party holding the event, unless otherwise outlined.

6. Sponsors: The Piedmont Healthcare Foundation will review all corporate sponsorship requests to ensure that there are no conflicts with other Piedmont Healthcare philanthropy initiatives.

7. Raffles, Permits, and Licenses: Georgia has strict regulations governing raffles and gaming events carried out for charitable purposes. An event organizer may not conduct a raffle drawing as part of an event without obtaining a raffle license. Sales of raffle tickets, admission tickets, green fees, auction items, and other goods that provide a benefit to donors are not eligible for a tax receipt from the Foundation. Events that require special events permits, liquor licenses, fire and building inspections, and auction licenses must comply with all local ordinances and file the appropriate paperwork for approval.

To support your event, the Piedmont Healthcare Foundation will:

- Work with you prior to your event for legal review and help create a contract with Piedmont Healthcare.
- Work with you post-event to help evaluate the event's success, along with the planning committee, make suggestions where improvement is needed for the following year, or help determine if the event should continue in the future.
- Send a Foundation staff member(s) to attend the event, if determined.



Third Party Event Request

Contact Information:

Contact Name: _____

Event Information:

Name of the proposed event: _____

Service Line or Hospital Supported: _____

Event date: _____ Event start time: _____

Event location: _____

Briefly describe the event:

Projected attendance: _____

Will the event include an auction or raffle?

Yes

No

I have read, understand and agree to abide by the Piedmont Healthcare Special Event Best Practices. **Please submit this form 180 days prior to the proposed event date.**

Signature

Date

Return this page to:

Piedmont Healthcare Foundation
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