



## Arkansas Children's Foundation Fundraising Policies and Guidelines

1. Arkansas Children's Foundation (ACF) reserves the right to decline any event or promotion.
2. Donations/contributions of less than 50% of net proceeds will require the Arkansas Children's Foundation (ACF) approval. Please allow additional time.
3. In naming your activity, AC should not be used in the title, but rather, "proceeds to benefit Arkansas Children's Hospital" is appropriate. For example, "Charity Auction to benefit Arkansas Children's" is used rather than "The Arkansas Children's Auction."
4. If AC is the beneficiary of less than 50%, the title should read, "\_\_\_% of proceeds to benefit Arkansas Children's." As the donor or sponsor of the activity, you are required by IRS regulations to denote in all promotional and printed material the percentage of proceeds that will be donated to ACH. For example, if ACH will receive 40 percent of all entry fees for a particular event, the caption should read "Arkansas Children's will receive 40% of all event entry fees."
5. Please contact the ACF for approval **before soliciting support for your event**. We will be glad to work with you to coordinate efforts.
6. As the local contact in charge of the activity, you will be most effective in working with the local media to gain maximum coverage. Please provide ACF with information on your publicity plans, ideas or needs. We will work with you to gain as much exposure for your activity as possible.
7. All events are required to provide ACF with a registration list of attendees along with home and email addresses.
8. The Arkansas Children's or Arkansas Children's Foundation logo is a registered trademark and may not be reproduced without prior approval. The logo may not be altered in any way.
9. If approved, you will be using AC's name to help promote your event. Because of that affiliation, the following guidelines apply:

- ◆ All original invoices, check books, bank statements, deposit slips, voided documents and other documents related to the fundraising activity must be maintained from the onset of this agreement. All documents should be retained until the fundraising activity is completed and a representative of ACF has officially accepted the proceeds.
  - ◆ ACF is authorized to have complete access to all fundraising records from the onset of the fundraising activity and is authorized to audit such records at completion of the fundraiser or at any time during the fundraising activity as deemed necessary by the ACF.
  - ◆ Collection of all donations should be in accordance with the **Instructions for Handling and Documenting Cash and Other Donations**.
  - ◆ An **Event Donation Summary Form** (enclosed) must be completed and sent to the ACF along with the proceeds of the event. Funds raised should be remitted to ACF **within 30 days** following the event or on terms mutually agreed upon prior to the event. Please include names and address of anyone who should receive a thank you letter from ACHF. Please do not mail cash. Convert all cash into a cashier's check or money order.
10. ACF will not provide approval to individuals to privately solicit funds for the hospital. We believe that it is in the best interest of each individual to work within a group of volunteers in order to maintain the safest of environments.
  11. You must obtain all necessary permits, licenses and insurance. If you enter into any contracts for the activity, please send copies to ACF. **You may not enter into any contract on behalf of AC or ACF.**
  12. Attendance of ACF staff will be based upon availability and pursuant to staff attendance policy. Each year, ACF conducts or is the beneficiary of 2,300+ events. Unfortunately, staff cannot attend each event. However, we will work directly with you to determine attendance in advance of your event.
  13. Please be aware that the IRS has issued regulations regarding the deductibility of charitable donations. For example, if you are providing your donors with something of value as part of their contribution, not all of their donation may be tax deductible. It may be necessary to deduct the value of the service gift or meal they receive before the deductible portion of the contribution is realized. If you have questions about your activity, please consult with an ACHF staff member and we will help you adhere to IRS regulations. See page 7 for current IRS policy.