

**Somerset Health Care Foundation  
Fundraising Agreement**

To host a fundraiser to benefit Robert Wood Johnson University Hospital Somerset through Somerset Health Care Foundation, please complete the information below and return it to Heather Vail at [Heather.Vail@rwjbh.org](mailto:Heather.Vail@rwjbh.org).

Name of Organization or Individual: \_\_\_\_\_

Contact person (if different from above): \_\_\_\_\_

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

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

Phone Number: \_\_\_\_\_ Preferred form of contact: Phone or Email

Name and Description of Event: \_\_\_\_\_  
\_\_\_\_\_

Event Date: \_\_\_\_\_ Event Time: \_\_\_\_\_ Event Location: \_\_\_\_\_

Participation to this event is:     Open to the Public     Private Event

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

Are there any other beneficiaries besides Somerset Health Care Foundation?     No     Yes  
If yes, please list them: \_\_\_\_\_

Estimated Gross Income: \$ \_\_\_\_\_ Estimated Total Cost to Run Event: \$ \_\_\_\_\_

Estimated amount to be given to Somerset Health Care Foundation: \$ \_\_\_\_\_

Somerset Health Care Foundation works closely with many local corporations and businesses. Please let us know in advance the names of any corporations or businesses you plan to solicit for your event. Please list below.

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

Somerset Health Care Foundation will need to review all materials that include the names/logos of Robert Wood Johnson University Hospital Somerset and/or Somerset Health Care Foundation. (Please read Logo Guidelines.) Please outline your publicity/promotion plans. \_\_\_\_\_  
\_\_\_\_\_

I have reviewed, understand and accept the Event Guidelines, Logo Guidelines and Tips for Success.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

*Thank You and Good Luck!*



If you have any questions, please contact  
Heather Vail  
Manager, Special Events  
(908) 685-2843 or [Heather.Vail@rwjbh.org](mailto:Heather.Vail@rwjbh.org)

## Event Guidelines

Please read these guidelines before planning your event, then complete and submit a Fundraiser Agreement.

1. Events should complement the mission and image of Robert Wood Johnson University Hospital Somerset. Companies that conflict with the hospital's Mission and Values may not be sponsors. We discourage sponsorship by groups/organizations that do not support Robert Wood Johnson University Hospital Somerset's mission, vision and values.
2. The event organizer must obtain any necessary permits, licenses and/or insurance.
3. Be prepared to estimate expenses and revenue for your event, as well as the size of the contribution you intend to donate. Robert Wood Johnson University Hospital Somerset reserves the right to require a minimum guaranteed donation on a case-by-case basis. The Council of Better Business Bureaus states that "reasonable use of funds requires that at least 50% of total income from all sources be spent on programs and activities directly related to the organization's purposes." Somerset Health Care Foundation will not approve an event in which fundraising costs exceed 50% of total income. Somerset Health Care Foundation strives to maintain fundraising costs at 15% of the total income and strongly urges event organizers to meet this standard.
4. Somerset Health Care Foundation must approve, in advance, all copy for invitations, advertisements, press releases, posters or other promotional information related to your event. Do not make public announcements or promote the event until you receive approval from Somerset Health Care Foundation. Please review our Logo Guidelines. Any references to your event must identify Robert Wood Johnson University Hospital Somerset as the beneficiary of the event and must not imply that the event is sponsored by Robert Wood Johnson University Hospital Somerset or Somerset Health Care Foundation. (For example, event organizers should not call an event "The Robert Wood Johnson University Hospital Somerset Walk-a-Thon." Your event should be promoted as the "Walk-a-thon to benefit Robert Wood Johnson University Hospital Somerset.")
5. The public should be informed regarding any net amounts that will be donated to Somerset Health Care Foundation. If Somerset Health Care Foundation will not receive all of the proceeds from the event, then the exact percentage of the proceeds that benefit the hospital must be stated clearly on all invitation copy, advertising and promotional materials. (For example, "10% of ticket sales will be donated to Robert Wood Johnson University Hospital Somerset.")
6. Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. The IRS requires that all tickets, invitations and entry forms state which portion of the contribution is tax-deductible. If a donor receives a product or service in exchange for his/her donation, subtract the value (whether or not it is donated) of the product or service from the contribution. The remaining amount is tax-deductible. If your donors send their contributions directly to the medical center, you must inform Somerset Health Care Foundation of the value of any goods or services the donor received in return for the contribution.
7. Please notify Somerset Health Care Foundation if you plan to contact businesses, individuals or organizations for sponsorship or underwriting proposals. If you plan to solicit contributions, sponsorship or in-kind gifts from local businesses, the list of potential business sponsors must be reviewed by Somerset Health Care Foundation before you solicit them. Please remember that many individuals and businesses already support the medical center and may not wish to make additional donations.
8. Event planners or consultants may not keep any portion of the proceeds as profit or compensation for organizing the event. If event expenses are greater than the money raised, the event planner is responsible for paying those expenses.
9. The sponsoring organization or individual must seek approval from Somerset Health Care Foundation to repeat an event in each succeeding year.
10. Somerset Health Care Foundation must be notified in advance if there are any significant changes planned for the event. If circumstances warrant, Somerset Health Care Foundation or Robert Wood Johnson University Hospital Somerset may at any time, through members of its Board of Trustees or senior administrators, direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release Somerset Health Care Foundation, Robert Wood Johnson University Hospital Somerset and its officers and employees from any and all liability and connection to any such action.

Thank you for complying with our guidelines and for considering hosting an event to benefit Somerset Health Care Foundation.

## Logo Guidelines

It is essential that Robert Wood Johnson University Hospital Somerset and Somerset Health Care Foundation effectively communicate a unified corporate identity. By using the logo in a consistent manner, we provide a sense of unity, pride and belonging to all areas of our organization.

Guidelines have been created to help ensure that the integrity and quality of our corporate identity is maintained. Somerset Health Care Foundation staff can assist you with the proper use of the Robert Wood Johnson University Hospital Somerset and Somerset Health Care Foundation name and logo. To ask questions/request a logo file, please contact Heather Vail at [Heather.Vail@rwjbh.org](mailto:Heather.Vail@rwjbh.org) or (908) 685-2843.

**Please do not use the Robert Wood Johnson University Hospital Somerset or Somerset Health Care Foundation name or logo without prior written consent from Somerset Health Care Foundation.** When creating your timelines, please allow at least three to five days for us to review any and all uses of the name/logo.

## Tips for Success

Whether your event is large or small, these 10 tips will help ensure success.

1. **Choose a Good Planning Committee.** Enlist enthusiastic people whose dedication and skills will make your event a success. Involve enough volunteers to share the workload.
2. **Establish Measurable Goals.** Set realistic goals that you can measure and attain. By tracking progress, you will generate stronger event participation and community goodwill.
3. **Brainstorm!** Get everybody thinking, dreaming and discussing ideas. Now is the time to let imaginations soar. The more they participate now, the more committed they'll be later.
4. **Choose the Right Event.** Determine what type of event (e.g., walk-a-thon, book sale, fashion show) best uses the unique pool of talent, skills and interests of your particular group.
5. **Identify Your Target Audience.** Whom do you want to participate in the event? Does it include public participation or is it geared to members of a specific organization? Determine the best means for reaching and engaging your audience.
6. **Schedule Your Event.** To yield maximum participation, carefully choose the date and time for your event. Unless your event is holiday-related, steer away from major holidays to ensure best response. Most of all, give yourself plenty of time to organize and promote your event.
7. **Plan Your Budget.** By identifying and planning for expenses and income sources in advance, you can keep costs down and maximize donations.
8. **Promote and Publicize Your Event.** Publicize early! Get the word out every way you can. TV, radio, newspaper and magazines often provide free public service time and ad space. But don't forget fliers, posters, community bulletin boards, e-mails and good old word-of-mouth. Please remember to provide for at least three to five days for Somerset Health Care Foundation to review all uses of our name and logo in advance.
9. **Collect the Funds.** Gather most donations ahead of time or during the event. Otherwise, all funds should be in-hand within 30 days of the event.
10. **Thank you, Thank you, Thank you!** Recognize and acknowledge everyone who participates! Let them know how much they raised and heap on the praise. This can lead to the event becoming an annual undertaking, which generates donations to Robert Wood Johnson University Hospital Somerset for years to come.

**Mission and Values** - Robert Wood Johnson University Hospital Somerset's vision is to reinvent health care delivery to transform the overall health and wellness of our patients and our community. Our mission is to deliver high-quality health care services with measurable outcomes to the community we serve.

**We value: Patient-Centered Care:** Safety – Compassion - Quality Outcomes - Family Involvement; **Community Wellness:** Healthy Lifestyles - Disease Prevention; **Teamwork:** Integrity – Respect – Trust – Communication; **Transparency:** Information-powered culture - Evidence-based outcomes reporting

**Somerset Health Care Foundation** - Somerset Health Care Foundation (SHCF) is the non-profit organization created to solicit and administer charitable funding on behalf of Robert Wood Johnson University Hospital Somerset. Dedicated to the enhancement of the health status of residents in the greater central New Jersey area, SHCF is committed to ensuring that all have access to state-of-the-art technology and facilities, expert medical personnel, and a full array of educational and support services. Since its beginning, SHCF has remained steadfast in its mission of helping establish Robert Wood Johnson University Hospital Somerset as the finest hospital in New Jersey.