



# Community Fundraising Guidelines

Our Lady of the Lake Children's Hospital



# Thank you.

Thank you for your interest in conducting a fundraising event to benefit Our Lady of the Lake Children's Hospital.

We appreciate your time and efforts to help support our mission. As a non-profit organization, we rely on generous and committed friends like you to raise much-needed funds for the hospital in order to serve the patients and families in our care.

Because of supporters like you, we are able to serve more than 100,000 children each year in our hospital, our clinics and our community programs. Your support makes a true difference for our mission.

In this toolkit, you will find everything you need to hold a successful fundraiser to benefit Our Lady of the Lake Children's Hospital.

We hope you have an amazing event! If you have any questions, please contact Our Lady of the Lake Foundation at (225) 765-5951 or **[foundation@ololrnc.com](mailto:foundation@ololrnc.com)**.

## Our Mission

Inspired by the vision of St. Francis of Assisi and in the tradition of the Roman Catholic Church, we extend the healing ministry of Jesus Christ to God's people, especially those most in need.

We call forth all who serve in this healthcare ministry, to share their gifts and talents to create a *Spirit of Healing*—with reverence and love for all life, with joyfulness of spirit, and with humility and justice for all those entrusted to our care.

We are, with God's help, a healing and spiritual presence for each other and for the communities we are privileged to serve.

## Contents

Fundraising Ideas .....	2
How We Can Help and Financial Guidelines.....	3
Event Promotion and Logo Usage .....	4
Logo Options .....	5
So What's Next?.....	6
That's a Wrap! .....	7
FAQs.....	8
Application Form.....	9-10

# Fundraising Ideas

## What is a community fundraiser/third-party event?

A **community fundraiser**, also known as a **third-party event**, is an event hosted by an individual or group from which proceeds are donated to Our Lady of the Lake Children’s Hospital. It is a way to engage your friends and family to support a cause that you are passionate about. The possibilities are endless, but below are a few ideas.

### Athletic Events

*This is a great way to tie your athletic accomplishments to a fundraising goal.*

- ▶ Bike-a-thon
- ▶ Walk-a-thon

### Ticketed Events

*These events can be formal or casual.*

- ▶ Wine tasting
- ▶ Fashion show
- ▶ Dinner party
- ▶ Casino night
- ▶ Game night
- ▶ Golf tournament
- ▶ Fishing tournament

### Drives, Sales, and Give-Back Events

*A fun and easy way to get your friends, family, neighbors and co-workers involved.*

- ▶ Yard/garage sale
- ▶ Bake sale
- ▶ Lemonade stand
- ▶ Craft sales
- ▶ Car wash
- ▶ Cook off
- ▶ Plant sale
- ▶ Jeans day/dress-down day
- ▶ Art auction
- ▶ Coin drive
- ▶ Toy drive with monetary donation

### Life Events

*Invite guests to make a donation in lieu of gifts or make a donation in honor of your guests.*

- ▶ Birthday party
- ▶ Wedding
- ▶ Graduation
- ▶ Anniversary

Our Lady of the Lake Foundation actively encourages community fundraisers/third-party events. We embrace the many creative ideas put forth by community advocates like you. We only ask that you share details of your events with our team first. Additionally, if the organization feels the event does not properly uplift our patients, our organization, and our commitment to donors, we maintain the right to decline events. This is an important safeguard for our patients and organization.

# How We Can Help

---

Once you've selected what type of fundraiser you would like to hold, there are many ways we can help you:

- Offer advice and expertise on event planning and accepting donations
  - Guided use of Our Lady of the Lake Children's Hospital name and/or logo, upon approval
  - Provide a letter of authorization to validate the authenticity of the event and its organizers
  - Tax letters to donors who make checks payable to Our Lady of the Lake Children's Hospital or Our Lady of the Lake Foundation
  - Assistance in selecting an area of the hospital for your donation to support
  - Provide information and supporting documents on Our Lady of the Lake Children's Hospital, as available
  - Celebratory check presentations and tours, when feasible
- .....

**Please note that we are not able to provide the following:**

- Funds or reimbursement for any expenses
- Mailing lists or email addresses of patients, physicians, donors, sponsors, or vendors
- Solicitation of sponsors for your fundraising event
- Guaranteed event attendance of staff, physicians, or patients
- Staff or volunteers to run the event, though you can request a staff person to be there as a representative
- Applications for permits, licenses, or insurances required (these are the responsibility of the organizer)
- Guaranteed media coverage or press releases to promote the event on your behalf
- Prizes, auction, or raffle items

## Financial Guidelines

---

As a general guideline, event expenses should not exceed 30 percent of the total amount raised, excluding in-kind donations.

Our Lady of the Lake Foundation cannot finance community fundraisers/third-party events. All events must be financed solely by the sponsor of the event or from event proceeds.

Our Lady of the Lake Foundation will not provide a donation acknowledgement to donors who make checks payable to any other entity besides Our Lady of the Lake Children's Hospital or Our Lady of the Lake Foundation.

If event expenses are greater than the money raised, you are responsible for paying those expenses.

If your event includes an auction, raffle, casino-type activity or any other games of chance, please clearly state that intent in the "event details" section of the application form. Careful consideration must be given to these activities. You are responsible for obtaining and filing the proper permit or license for such gaming activities, which are strictly governed by state and federal guidelines.



# Event Promotion & Logo Usage Guidelines

Let everyone know who you are supporting! Publicizing your event can help maximize attention through local media. We’ve included a few tips and tools to help you plan.

- 3-4 months before your event: Make a publicity plan for your event. Think about your target audience and what type of media or social media they are interested in
- 4-6 weeks before your event: Distribute any promotional materials about the event (flier, Facebook post, media alert, etc.)
- 2 weeks before the event: Follow up with any media contacts you have and send e-mails to others who can publicize your event on your behalf
- 1 week before the event: Send out to local media basic facts about your event and share on social media to get the word out

You will be authorized to use the official name “Our Lady of the Lake Children’s Hospital” or logo in conjunction with your event only upon written approval of your application. The name “Our Lady of the Lake Children’s Hospital” or the logo may not be altered or abbreviated in any way.

.....

## Here are a few more things to remember as you publicize your event.

- You may not state or imply that you are an agent, subsidiary or partner of Our Lady of the Lake Children’s Hospital, or that you hold any other business relationship with our organization.
- We require review and prior written approval of all marketing and promotional materials using our name including, but not limited to, advertising, solicitation or support letters, brochures, fliers, press releases, and website content prior to production or distribution.
- You may not state or imply that the event is hosted or co-hosted by Our Lady of the Lake Children’s Hospital or that our organization is involved as anything other than the beneficiary. For example, you should not call an event “The Our Lady of the Lake Children’s Hospital Fun Run.” Instead, your event may identify the relationship with Our Lady of the Lake Children’s Hospital, such as “Fun Run, proudly supporting Our Lady of the Lake Children’s Hospital,” or “Fun Run, proceeds benefiting Our Lady of the Lake Children’s Hospital.”
- Our Lady of the Lake Children’s Hospital is not responsible for marketing, publicity or advertising efforts related to your event.
- The public should be fully informed regarding any net amounts that will actually be donated. Potential donors must be informed whenever less than 100 percent of the net proceeds will be donated to Our Lady of the Lake Children’s Hospital.

# Logo Options

The logos on this page are available for use by approved third-party events.

Each logo should be used as-is and cannot be altered in any way. The logos shown below are the only logos available for use by third-party events. **All materials using the Our Lady of the Lake Children's Hospital logo must be reviewed and approved prior to use.**

Determine your logo needs for your promotional materials. You will be able to request specific logos on the proposal form. Once your event is approved, you will receive the requested logos in addition to the detailed promotional guide. The logos provided below and others in this toolkit may not be copied or otherwise used.

## Logo #1 | Full Color (preferred)



OUR LADY OF THE LAKE  
CHILDREN'S HOSPITAL



PMS 361  
75, 4, 100, 0



PMS 218  
4, 72, 0, 0



PMS 305  
57, 0, 6, 0



PMS 7452  
50, 38, 0, 0



PMS 7710  
80, 12, 29, 0



PMS Process Blue  
100, 35, 7, 0



PMS 688  
34, 72, 25, 1



PMS 541  
100, 58, 9, 42

## Logo #2 | Blue (also available in Black and White)



OUR LADY OF THE LAKE  
CHILDREN'S HOSPITAL



PMS 541  
100, 57, 0, 38

## Protected Space

Our logo is surrounded by a **protected space** equal to **the height of one Tau head**. No other logos, text, or elements may cross into this protected space.

One Tau Head



# So What's Next?

## Next Steps for Your Event

These are meant to be guidelines, so if you have further questions, we are happy to help answer them! Just give us a call and we can help out.

- Step 1:** Decide what type of fundraising activity you would like to organize and determine what is required to host the activity.
- Step 2:** Complete the community fundraiser event application and return to Our Lady of the Lake Foundation.
- Step 3:** We will send you notification of approval of your event.
- Step 4:** Get started planning and publicizing your event!
- Step 5:** Host your event.
- Step 6:** Send any funds raised to Our Lady of the Lake Foundation.

We also encourage you to **say thank you!** Sending thank-you letters, notes, or emails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about supporting the hospital.

Finally, start thinking of your **next fundraiser**. The best time to think of a new idea is right after an event or fundraiser. Think of what parts went well and what could be changed to make the next event even more successful.

## Things to Remember

- Fundraisers should complement the mission and image of Our Lady of the Lake Children's Hospital.
- You must complete and submit the community fundraiser event application at least 30 days prior to your fundraiser.
- You must advise Our Lady of the Lake Foundation of any changes with your fundraiser.
- Fundraising events must comply with all relevant state and federal laws and be registered where applicable.
- Failure to comply with any of said policies and procedures for a community fundraiser event may result in cancellation of said event.

## A Few Legal Items to Note:

- Our Lady of the Lake Foundation is not able to provide insurance for your event. Our Lady of the Lake Children's Hospital and Our Lady of the Lake Foundation and its officers, directors, employees and agents are not responsible for the cost, planning or staffing of your event.
- Our Lady of the Lake Foundation will not assume any legal or financial liability associated with your event, nor will we indemnify you, nor any party involved in your event, for any damage, expense or other costs arising from or in any manner related to your event.
- Our Lady of the Lake Foundation is not liable for any personal injuries or damage to property occurring during your event and we cannot assume any type of liability for the event.

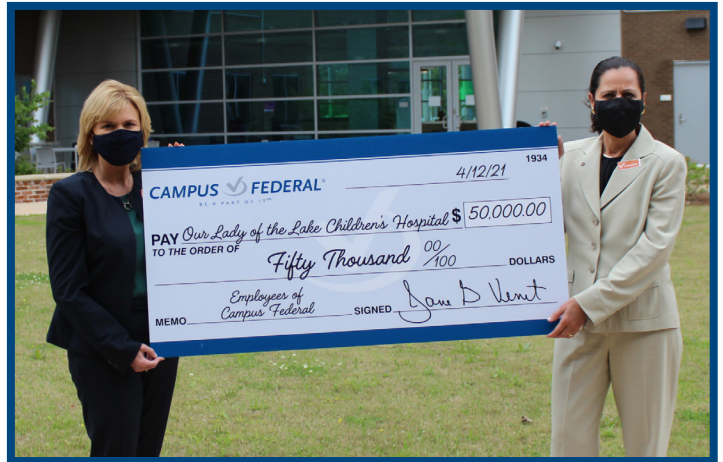
# That's a Wrap!

## We are honored to accept your donation in several ways:

- 1) You can bring the donation by our office during normal business hours, Monday - Friday, 8:30 am - 5 pm.
- 2) You can make a secure donation online at [www.ololchildrens.org](http://www.ololchildrens.org).
- 3) You can schedule a celebratory check presentation, when feasible.
- 4) You can mail a check or cash within 30 days following the conclusion of your event to:  
Our Lady of the Lake Foundation  
PO Box 84357  
Baton Rouge, LA 70884

Checks should be made payable to **Our Lady of the Lake Children's Hospital** or **Our Lady of the Lake Foundation**. Please include a short note explaining your fundraiser.

And finally, know that your support of our hospital creates more resources for us to be able to care for Louisiana's children. And for that, we are grateful.





# FAQs

## How long does it take to get my fundraiser proposal approved?

Please allow 5–7 business days for a response.

## Can I use the hospital's tax ID for my fundraiser?

Because Our Lady of the Lake Children's Hospital is not hosting your event, it is considered a community fundraiser/third-party event. For this reason, you will not be able to use the Our Lady of the Lake Foundation's IRS 501(c)(3) charitable classification, federal tax ID number or tax-exempt certificate. However, you may use the Our Lady of the Lake Foundation tax ID number if sponsors and donors are making donations directly to Our Lady of the Lake Children's Hospital or Our Lady of the Lake Foundation.

## Can I use the Our Lady of the Lake Children's Hospital or Our Lady of the Lake Foundation Logo?

Our Lady of the Lake Children's Hospital logo may only be used by permission. If permission is granted, the logo may not be altered in any way. We require review and prior written approval of all marketing and promotional materials using our name including, but not limited to, advertising, solicitation or support letters, brochures, fliers, press releases, and website content prior to production or distribution.

## Can Our Lady of the Lake Children's Hospital send a press release or solicit media coverage for my fundraiser?

As the event organizer, you are welcome to contact local media regarding your event. Our Lady of the Lake Children's Hospital or Our Lady of the Lake Foundation cannot write or distribute any press releases for your event or solicit media coverage on your behalf.

## Can I come sell things in the lobby and give a percentage of the proceeds back to the hospital?

Our Lady of the Lake Children's Hospital does not allow sales of this type on the hospital's premises.

## Do you have any collateral materials I can hand out at my fundraiser?

Based on availability, the hospital may be able to provide a small quantity of materials for you to distribute. Please contact the Our Lady of the Lake Foundation office at (225) 765-5951 to discuss your needs.

## What will my donation fund?

We will gladly work with you to help designate your donation to a specific program or urgent needs.

## Will someone from Our Lady of the Lake Children's Hospital or Our Lady of the Lake Foundation be present at my fundraiser?

A representative from Our Lady of the Lake Children's Hospital or Our Lady of the Lake Foundation will make every effort to be at your event depending on schedules and availability.

## Can I mail or email invitations to Our Lady of the Lake Children's Hospital physicians, staff, patients or donors?

We respect the privacy of our physicians, staff, patients and donors and therefore do not share our mailing lists or email addresses.

## Who will provide insurance for my event?

Our Lady of the Lake Children's Hospital cannot provide insurance for community fundraisers/third-party events. The event organizer is responsible for obtaining insurance for the event.



# OUR LADY OF THE LAKE CHILDREN'S HOSPITAL

## Our Lady of the Lake Children's Hospital Community Fundraiser Event Application (please print)

---

### Event Name

The following criteria are used to evaluate proposed events:

- ☐ Does the event support the mission and image of Our Lady of the Lake?
- ☐ Does the event have a realistic budget, timeline and plan?
- ☐ What is the estimated amount of proceed from the event?
- ☐ Who will chair the event? Will there be other committee members?
- ☐ Does the event honor an individual or mark a special occasion?

If yes, who or what? \_\_\_\_\_

### Event Description/Plan:

---

---

---

---

### Timeline (estimation to include month & year):

---

---

---

Are the event proceeds benefiting any other entity or charity outside of an Our Lady of the Lake entity? Y/N

If yes, explain \_\_\_\_\_

---

Budget

Estimated Fundraised Amount

---

Event Chairman

---

Mailing Address, City, State, Zip

---

Contact Phone Number

Email Address

*Remember, Our Lady of the Lake Children's Hospital is not the sponsor of your event, it is the beneficiary. By my signature below, I acknowledge that I have read the community fundraising guidelines. I understand and agree to be bound by and follow these guidelines and failure to comply may result in cancellation of said event by Our Lady of the Lake Foundation. I acknowledge release of Franciscan Missionaries of Our Lady Health System, Inc., Our Lady of the Lake Hospital Inc., Our Lady of the Lake Foundation Inc., Our Lady of the Lake Children's Hospital, Children's Miracle Network Hospitals and Our Lady of the Lake Affiliates and its/their officers, directors, employees and agents from any and all claims and liabilities in any way related to the event.*

---

Signature, Event Chairman

Date

---

Printed Name

Please return the completed and signed community fundraising application to the address below. Please keep a copy for your records.

Our Lady of the Lake Foundation  
PO Box 84357  
Baton Rouge, Louisiana 70884  
(225) 765-6480 Fax  
foundation@ololrmc.com

FOR OFFICE USE ONLY

Accepted by Our Lady of the Lake Foundation, Inc. representative:

---

Printed Name

Title

---

Signature

Date

---

Final Amount Funded

Receivable Date



OUR LADY OF THE LAKE  
CHILDREN'S HOSPITAL