



Community Fundraising Toolkit

FMOL Health | Our Lady of the Lake Foundation

Thank you.

Thank you for your interest in conducting a fundraising event or campaign to benefit FMOL Health | Our Lady of the Lake.

We appreciate your time and efforts to help support our mission. Because of supporters like you, we are able to offer comprehensive, compassionate care. With over 1.4 million visits each year in our hospitals and clinics including over 125,000 visits to our emergency departments, your support makes a true difference in the lives of our patients.

In this toolkit, you will find everything you need to hold a successful fundraiser! If you have any questions, please contact FMOL Health | Our Lady of the Lake Foundation at (225) 765-5951 or ololfoundation@fmolhs.org.



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.

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What is a community fundraiser?

A community fundraiser is an event or campaign hosted by an individual or group from which proceeds are donated to FMOL Health | Our Lady of the Lake Foundation. It is a way to engage your friends and family to support a cause that you are passionate about. The possibilities are endless. Let's get started!

Step 1: Decide on a fundraising activity

Fundraisers of all types and sizes fuel the advancements in treatment and innovative care offered at Our Lady of the Lake. There's only one question: How will you get involved?

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



We are here to help, we offer:

- Expertise on event and campaign planning and accepting donations
- Guided use of FMOL Health | Our Lady of the Lake name and/or logo, upon approval
- 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 Foundation
- Assistance in selecting an area of the hospital for your donation to support
- Information and supporting documents for our hospitals and programs, as available
- Celebratory check presentations and tours, when possible

We are not able to provide:

- 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 or campaign
- Guaranteed event attendance of staff, physicians or patients
- Staff or volunteers to run the event or campaign, although 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 or campaign on your behalf
- Prizes, auction or raffle items



Step 2: Review our guidelines and complete your fundraising application

FMOL Health | Our Lady of the Lake welcomes the many creative ideas put forth by community advocates like you. In an effort to secure that your event or campaign aligns with our mission, we ask that you share the details prior to launch. If we feel that the event or campaign does not properly uplift our patients, our organization or our commitment to the donors, we maintain the right to decline the event or campaign. This is an important safeguard for our organization and the patients entrusted to our care.

General Guidelines

Fundraisers should complement the mission and image of Our Lady of the Lake

- The community fundraiser application must be submitted at least 30 days prior to the fundraiser.
- During planning and implementation, Our Lady of the Lake Foundation must be advised of any changes with the fundraiser.
- Fundraising events and campaigns must comply with all relevant state and federal laws and be registered where applicable.
- Failure to comply with any said policies and procedures for a community fundraiser event may result in cancellation of said event.

Financial Guidelines

- Best practice indicates event expenses should not exceed 30 percent of the total amount raised, excluding in-kind donations.
- All events must be financed solely by the sponsor of the event or from event proceeds; Our Lady of the Lake Foundation cannot finance community fundraisers.
- Our Lady of the Lake Foundation will provide a donation acknowledgment only to those donors who make checks payable to Our Lady of the Lake Foundation, Our Lady of the Lake Children's Hospital or Our Lady of the Lake Regional Medical Center.
- 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.
- 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.

Name/Logo Usage Guidelines

In an effort to safeguard our mission, organization and the patients entrusted in our care, the following apply:

- Required review and prior written approval of all marketing and promotional materials using our name/logo including, but not limited to, advertising, solicitation or support letters, brochures, flyers, press releases, and website content prior to production or distribution.
- Community fundraiser may not state or imply they are an agent, subsidiary or partner of FMOL Health | Our Lady of the Lake, or hold any other business relationship with our organization.
- Community fundraiser may not state or imply that the event or campaign is hosted or co-hosted by Our Lady of the Lake or involved as anything other than the beneficiary. For example, the event or campaign may not be named "The Our Lady of the Lake Children's Hospital Fun Run." Instead, you can identify the relationship with Our Lady of the Lake Children's Hospital, such as "Fun Run, proudly supporting FMOL Health | Our Lady of the Lake Children's Hospital," or "Fun Run, proceeds benefiting FMOL Health | Our Lady of the Lake Children's Hospital."
- Our Lady of the Lake is not responsible for marketing, publicity or advertising efforts related to your event.

Logo Options

The logos on the next page are available for use by approved community fundraisers and are the only logos available.

Each logo should be used as-is and cannot be altered in any way.

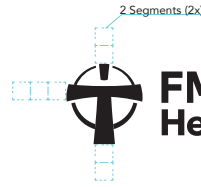
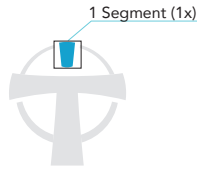
All materials using FMOL Health | Our Lady of the Lake logo(s) must be reviewed and approved prior to use.

Determine your logo needs for your promotional materials. Specific logos can be requested on the proposal form. Once the event/campaign is approved, the requested logos will be provided in addition to the detailed promotional guide. The logos provided below and others in this toolkit may not be copied or otherwise used.



Protected Space

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



FMOL Health

Our Lady of the Lake
Children's Hospital

2 Segments (2x)

FMOL Health | Our Lady of the Lake Children's Hospital | Full Color (preferred)



FMOL Health

Our Lady of the Lake
Children's Hospital



PMS 361
75, 4, 100, 0



PMS 218
4, 72, 0, 0



PMS 688
34, 72, 25, 1



PMS 320
100, 0, 30, 0



PMS 2925
85, 35, 6, 0



PMS 541
100, 58, 9, 42



PMS 305
57, 0, 6, 0



PMS 7452
50, 38, 0, 0

1-Color Option, Logo may appear in Brand Blue, Black or White only



FMOL Health

Our Lady of the Lake
Children's Hospital



PMS 541
100, 58, 9, 42

FMOL Health logos may appear in Brand Blue, Black or White only.



FMOL Health

Our Lady of the Lake
Regional Medical Center



FMOL Health

Our Lady of the Lake



FMOL Health

Our Lady of the Lake
Cancer Institute



At this point, you have:

- Decided what type of fundraising activity you will organize
- Reviewed the financial and name/logo usage guidelines
- Completed your community fundraiser application and submitted it to FMOL Health | Our Lady of the Lake Foundation
- Received notification of approval

Now what?





Step 3: Plan and publicize your event or campaign

Let everyone know who you are supporting! Publicizing will help maximize attention. 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 communication or social media they respond to.

4-6 weeks before your event:

Distribute any promotional materials about the event. (*flyer, 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 or logo in conjunction with your event only upon written approval of your application. Our name and logo may not be altered or abbreviated in any way.

Step 4: Host your event or launch your campaign

Your event is finally here! Things to remember:

- Make sure to send us plenty of photos for a chance to be featured in future hospital communications.
- **Say thank you!** Sending thank-you letters, notes, or emails to everyone who participated in or supported your event/campaign shows your appreciation and reinforces their goodwill about supporting FMOL Health | Our Lady of the Lake.
- **Start thinking of your next fundraiser.** The best time to think of a new idea is right after an event or campaign. Think of what parts went well and what could be changed to make the next one even more successful.



Step 5: Send funds raised to the Foundation

Thank you for your support! We are honored to accept your donation in several ways:

- Bring the donation to our office located on the first floor of Our Lady of the Lake Children's Hospital Medical Office Building. Business hours are Monday – Friday, 8:30 a.m. – 4:30 p.m.
- Make a secure donation online at fmlhs.org/ololfoundation.
- Mail a check within 30 days following the conclusion of your event or campaign to:
FMOL Health | Our Lady of the Lake Foundation, P.O. Box 84357, Baton Rouge, LA 70884
- Schedule a celebratory check presentation, when available.

Please note, checks should be made payable to Our Lady of the Lake Foundation. Please include a short description of the fundraiser and the area in which the event/campaign will support.

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.

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 is not hosting the event, it is considered a community fundraiser. For this reason, you will not be able to use 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 an Our Lady of the Lake logo?

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

Can Our Lady of the Lake 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 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 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, we 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 or Our Lady of the Lake Foundation be present at my fundraiser?

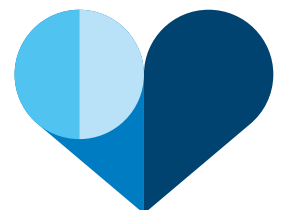
A representative from Our Lady of the Lake or Our Lady of the Lake Foundation will make every effort to be at your event depending on schedules and availability.

Can I mail or email invitations to Our Lady of the Lake 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 cannot provide insurance for community fundraisers. The event organizer is responsible for obtaining insurance for the event.





**FMOL
Health**

**Our Lady of the Lake
Foundation**

Community Fundraiser Application

(please print, complete and submit to FMOL Health | Our Lady of the Lake Foundation)

Event Name:

Timeline (estimation to include month & year):

Event Description/Plan:

Organizer:

Name: _____

Mailing Address: _____

Phone Number: _____ Email: _____

Committee Members (if applicable):

Does the fundraiser honor an individual or mark a special occasion? If yes, please explain:

What will the fundraiser proceeds support? If you do not know, please indicate and our staff will work with you to align your interests with our programs.

Are the fundraiser proceeds benefiting any other organization outside of an Our Lady of the Lake entity? If yes, please explain:

Estimated donation amount: _____

Please note, FMOL Health | Our Lady of the Lake is not the sponsor of the event/campaign, 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 FMOL Health, Inc., Our Lady of the Lake Hospital Inc., Our Lady of the Lake Foundation Inc., Our Lady of the Lake, 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 Chair

Date

Printed Name

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

FMOL Health | Our Lady of the Lake Foundation
P.O. Box 84357
Baton Rouge, LA 70884
Fax: (225) 765-6480
olofoundation@fmlhs.org

FOR OFFICE USE ONLY

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

Printed Name

Title

Signature

Date

Final Amount Funded

Receivable Date





**FMOL
Health**

**Our Lady of the Lake
Foundation**

fmolhs.org/ololfoundation
ololfoundation@fmolhs.org
(225) 765-5951