

## **Community Fundraising Guidelines**

MaineGeneral Health (MGH) has always been committed to you. Our mission says it all as we continually strive “to enhance, every day, the health of the people in the greater Kennebec Valley.”

MGH has experienced incredible growth over the years and it’s done so thanks in large part to the dedication of loyal friends and supporters, who have committed their time and resources to helping the hospital achieve its mission of providing exceptional patient care close to home.

Support is provided in many ways — one approach involves volunteers hosting special events and activities that raise funds for our hospitals and programs. We refer to this as “Community Fundraising.” The staff of MaineGeneral is exceedingly grateful to these extraordinary individuals who give their time, expertise and financial support to sustain the top quality care we provide.

Community fundraising events should complement the mission and imagine of MGH – that’s why we require all coordinators to submit their idea to our office.

Prior to any event activity, please contact the MaineGeneral Health Office of Philanthropy to obtain approval. The Office of Philanthropy will review your request and contact you in a timely manner. MGH reserves the right to request additional information prior to approving a planned event or activity.

### **All inquiries should be directed to:**

Tina Burrill  
Community Fundraising Coordinator  
Office of Philanthropy  
MaineGeneral Health  
PO Box 828  
Waterville, ME 04903  
207-626-7238  
[tina.burrill@mainegeneral.org](mailto:tina.burrill@mainegeneral.org)

Thank you for your interest in organizing an event for MaineGeneral Health (MGH). MGH is grateful to all of the dedicated volunteers who work so tirelessly to build support for our health system. By identifying new ways to raise funds, you help support programs that provide the highest quality, close-to-home care for our patients they can heal with friends and family at hand.

## Steps to organizing a successful event

1. **Vision.** Decide what type of event you will host. Then start thinking about a theme, location, food and beverages, prizes and programming.
2. **Getting the 'go ahead'.** Review the MGH Community Fundraising guidelines. Complete the Event Proposal Form and return it for approval to the MGH Office of Philanthropy at least six weeks (or as soon as possible) prior to the tentative date of your event.
3. **Form a committee.** Gather enthusiastic family, friends and colleagues to start planning. They can provide the support you will need to organize and run your event.
4. **Prepare a budget.** Establish a fundraising goal and identify potential sources of income and expenses.
5. **Plan a timeline.** Develop a timeline to know when important tasks are due and who is responsible. This will help keep your event on schedule.
6. **Spread the word.** Send invitations and e-mails to everyone you know and ask them to help by telling their circle of friends. Give yourself plenty of time for invitations and publicity.
7. **Have fun!** Hold your event — have a great time and raise awareness about MGH and the worthy cause for which you are raising money. Take pictures and share them with us!
8. **Don't forget.** Collect funds for the event you hosted and send one check, made payable to MaineGeneral Health\*, to the MGH Office of Philanthropy within 60 days of your event.

*\*Note: MaineGeneral is unable to provide tax receipts for any gifts or contributions that are not received or made payable **directly** to MaineGeneral Health.*

9. **Hooray!** Congratulate yourself and your committee for planning a successful event. Acknowledge and thank your donors, participants, sponsors and in-kind donors.
10. **Follow up.** Organize a follow-up meeting with your committee to discuss and evaluate your event...and start the planning for next year.

## **Frequently Asked Questions**

Can the MGH Office of Philanthropy provide me with letters and receipts for my supporters?

Yes, there are several letters that the Office of Philanthropy can provide. However, please note that we are unable to provide tax receipts for any gifts or contributions that are not received or made payable directly to MGH.

Documents that we can provide are as follows:

- A letter of authorization to be used to validate the authenticity of the event and its organizers.
- Draft thank-you letters to donors for raffle and auction items donated directly to the community fundraising organizers.
- Acknowledgement letters and tax receipts for contributions made payable directly to MaineGeneral Health, and delivered to the Office of Philanthropy. These documents will be sent directly to the gift-giver.

### ***Can I use the MGH name and logo to promote my event?***

You can certainly use the MGH name in promotional materials. We ask that, prior to use, you please be sure to **submit for approval** those materials in which you would like the MGH name to appear. Logo use is not permitted unless MaineGeneral Health is a sponsoring entity.

### ***Can MGH help spread the word about my event?***

As soon as we approve your event, we are happy to help promote it on our web site and throughout appropriate MaineGeneral Health publications. If appropriate, we may also be able to provide additional marketing coverage including assistance with press releases before and after the event occurs.

### ***Can MGH provide me with a list of supporters?***

We cannot provide mailing lists of donors, physicians, staff or vendors, as it is our policy to keep records confidential. The MGH Office of Philanthropy would be happy to review your list of potential sponsors before you solicit them for contributions, sponsorships or in-kind gifts.

### ***Can MGH solicit corporate sponsorship for my event?***

We cannot solicit corporate sponsors for your event, however, the Office of Philanthropy would be happy to review your list of potential corporate sponsors before you solicit them for contributions, sponsorships or in-kind gifts. ***To avoid duplicate solicitations, we ask that you notify us before asking a business or company for a donation, cash or in-kind (products or services).***

### ***Who will help run my event?***

The Office of Philanthropy staff will be able to provide guidance. However, due to staff and time constraints, we are unable to manage your event for you. We recommend that you form a committee of friends, family and others who are excited about your cause. They will play an important role in providing support during your event and throughout your planning.

### ***Can I have a raffle at my event?***

Raffles and auctions are a great way to raise money. Maine has strict regulations governing raffles and gaming events carried out for charitable purposes. If you would like to learn how to obtain more information about the rules governing raffles and “games of chance” in Maine, please refer to the Financial Information section in this booklet.

### ***Can I use the MGH tax-exempt number to buy supplies related to my event?***

MGH cannot provide our tax-exempt number to event organizers to make purchases related to their event. However, if a business makes a donation to the event and would like the tax-exempt number for tax purposes or to verify the tax status of MGH, we will provide the tax identification number to that business upon request.

### ***Who will pay my event expenses?***

The event organizer is responsible for covering all expenses for their event and will not be reimbursed. Your event costs should be deducted from the funds raised prior to sending the donation to MGH.

### ***Can I designate part of the proceeds from my event to another organization?***

Yes, please be sure to inform the MGH Office of Philanthropy of this in your Event Proposal Form. If there is more than one beneficiary, please clearly state the percentage of the proceeds that will benefit MGH on all advertising, promotional and print materials.

### ***What should I do with the money from my event after I have collected it?***

Within 60 days following the event, please deliver all net proceeds, made payable to MaineGeneral Health:

Office of Philanthropy  
MaineGeneral Health  
PO Box 828  
Waterville, ME 04903

### ***Who can I contact if I have more questions?***

The MGH Office of Philanthropy is available to offer advice and expertise while you plan your event. If you have further questions or need assistance, please contact:

Tina Burrill  
C/O MGH Office of Philanthropy  
PO Box 828  
Waterville, ME 04903  
(207) 861-8618

## **Financial Information**

### ***Tax Information***

Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. Maine has strict regulations governing raffles and gaming events carried out for charitable purposes. Event organizers may obtain more information on the rules governing the conduct of raffles and other “games of chance” in Maine by contacting the Maine State Police: State House Station 164, Augusta, ME. 04333; Phone: (207) 624-7210. You may also visit their web site at [www.maine.gov/dps/msp](http://www.maine.gov/dps/msp) and refer to “Licenses and Permits.”

### ***Liability Information***

MaineGeneral Health is not financially or otherwise liable for the promotion and/or staging of community fundraising events by any third-party organization/individual. The sponsoring organization/individual may not incur any financial or other obligations on behalf of MGMC. Third-party fundraising organizations/individuals must provide insurance certificates as required by local, state and federal laws. MGH cannot be held responsible in any way for casualties and/or situations that occur at your fundraising event or promotion.

### ***Financial Accounting***

MGH is unable to open or manage bank accounts for community fundraising events. Instead, the hospital’s Office of Philanthropy encourages event organizers to protect their proceeds through careful financial management — especially if event supporters’ individual checks are not mailed directly to MGH.

The Office of Philanthropy recognizes that event organizers need funds to run their events and pay expenses. For these purposes, you may prefer to keep funds on hand, either in your own personal account or in separate account earmarked for the event. In your pre-planning process, make sure to develop a budget, taking into consideration the type of event you are having and the many components related to the event. MGMC cannot pay expenses in anticipation of funds raised from a community fundraising event. As you develop your event, also keep in mind that:

- The cost of the funds raised must be reasonable
- Expenses should not exceed 30 percent of income
- It's important to budget wisely in order to cover any items not being donated

### **Steps for Managing Finances**

1. Prepare a budget
2. Record all expenses
3. Get all estimates in writing, and keep receipts
4. Pay all expenses by check (avoid paying with cash)

After all expenses have been paid and accounted for, make one check (for the amount of your remaining funds) payable to MaineGeneral Medical Center and mail it to:

Office of Philanthropy  
MaineGeneral Health  
PO Box 828  
Waterville, ME 04903

If you have any questions, please feel free to contact the Office of Philanthropy at 207-861-8676, 207-626-1809 or [philanthropy@mainegeneral.org](mailto:philanthropy@mainegeneral.org).