



EVENT DESCRIPTION FORM

Thank you for thinking of Fernside: A Center for Grieving Children as you plan your upcoming event. We appreciate your willingness to support our mission of providing experienced, compassionate care to our patients and their families.

We ask that all individuals and organizations complete and submit this Fundraising Event Description Form to Kristen Sellan, 513-865-1621 or kristen_sellan@trihealth.com for approval prior to including Fernside as a beneficiary of your event. This will help to clearly establish the parameters and expectations for all parties involved in the activity.

We ask that this form be submitted for approval no later than 60 days prior to the event. This will enable us to assist you and to ensure a successful event!

(Please Type or Print)

PROPOSED FUNDRAISING EVENT

Name of event: _____

Date: _____

Location: _____

Detailed Event Description:

HOW MUCH WOULD YOU LIKE TO RAISE?

Anticipated Gross Income \$ _____

Source(s) of Income: (i.e., ticket sales, sponsorships, auction, etc.)

Anticipated Corporate Sponsor(s):

Anticipated Expenses: \$ _____

Type of Expenses: (i.e. printing, food, location, etc.)

Date: _____ Time: _____

Location: _____

EVENT ORGANIZERS

Primary Contact

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Day Phone: (____) _____ Evening Phone: (____) _____

Fax: (____) _____

Email: _____ Website: _____

Additional Contacts:

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Day Phone: (____) _____ Evening Phone: (____) _____

Fax: (____) _____

Email: _____ Website: _____

Please tell us about your company:

Remember to keep accurate accounts of your event. As a not-for profit organization, Fernside regrets that it cannot be responsible for any expenses incurred for your event. We welcome your questions and concerns, so please contact us with any additional questions you may have.

I have read and agree to follow Fernside's Event Description Form and Guidelines.

Signature

Date

Print Name

Print Title

Your Fundraising Event Description Form will be reviewed upon receipt and you will be contacted to arrange a meeting to confirm Fernside's participation in this event.

Please forward this completed and signed form to
Kristen Sellan
Bethesda Foundation
10500 Montgomery Road
Cincinnati, OH 45242
Phone: (513) 865-1621 Fax: (513) 865-1623
kristen_sellan@trihealth.com

We are so grateful for your support!

FREQUENTLY ASKED QUESTIONS REGARDING MY FUNDRAISING EVENT FOR FERNSIDE: A CENTER FOR GRIEVING CHILDREN

1. How do I register my Fundraising Event?

Please read and complete the [Fernside Event Description Form](#), which describes the conditions under which your fundraising event may be held. You may also contact Kristen Sellan at (513) 865-1621 or kristen_sellan@trihealth.com with any questions or concerns or to discuss event details. Remember, your event is not authorized until you receive express approval from Fernside and the Bethesda Foundation, the fundraising arm for Fernside. We reserve the right to decline any offer that doesn't conform to our guidelines.

2. Do I have to register my event with Fernside?

Yes, because your Fundraising Event will be associated with our name, it is important that you register this event by completing our Event Description Form.

3. May I conduct a Fundraising Event if I'm less than 18 years of age?

Yes, but your parent or guardian must sign the Event Description Form on your behalf.

4. Will Fernside staff be able to help me organize my fundraising event?

We appreciate your support, but we are unable to assist in coordinating your event. We wish we could accommodate all of our wonderful supporters, but Fernside has minimum staff needed to meet our mission.

5. Will Fernside assist in covering any costs associated with my event?

As a non-profit, Fernside does not have the funds to pay any costs associated with events produced by third party fundraisers.

6. Will a Fernside representative attend the event?

Fernside relies on volunteers to achieve its mission. We often have volunteers represent us in the community. If you would like a volunteer to represent Fernside at your event, we will make every effort to find a volunteer to attend your event.

7. **Will Fernside provide materials such as brochures and donation forms?**

With advanced notice, we will provide these materials to you if they are cost effective and available.

8. **May I use the Fernside logo in any promotion for my event?**

We are happy to provide you with our logo, all you need is prior consent. All print materials referencing Fernside as a recipient of funds must be approved by Fernside and the Bethesda Foundation, and comply with our corporate relations and communications guidelines.

9. **May I provide receipts or an acknowledgment letter from Fernside to donors?**

Only those donations sent directly to Fernside will be receipted and/or acknowledged individually. We can provide one acknowledgment for the event coordinator, but the IRS regulators do not allow receipts to be given to anyone but Fernside donors.

10. **If my participants donate directly to Fernside, will staff provide me with their names and addresses and the amounts donated?**

Out of respect for donor confidentiality, we will be able to provide you the name of the donor, just not the amount of the donation.

11. **May I use Fernside's tax exempt status when purchasing materials?**

Our tax exemption status cannot be used for the purpose of what we call Third Party Fundraisers. What we can do is provide you with a letter confirming your intent to raise funds for Fernside. All checks from participants of your events and programs, whether they are local, affiliate-wide or national, must be made out to your organization and not to Fernside.

12. **How soon after the event must I submit the funds that have been raised?**

Within 30 days of the event, please send your check to:

Fernside, c/o Bethesda Foundation, Inc., P.O. Box 633597 Cincinnati, OH 45253-3597.

We will provide you with acknowledgments for the event proceeds.

13. May friends or family members make a donation to Fernside in lieu of gifts for my birthday, wedding or anniversary?

Absolutely, these donations can be made directly to Fernside by calling the Bethesda Foundation at (513) 865-1616, by mailing a check to Fernside, c/o Bethesda Foundation, Inc., P.O. Box 633597, Cincinnati, OH 45263-3597, or by donating on line at <https://www.fernside.org/>. Please ask friends and family members to indicate that their donation is in honor of your wedding/ birthday/anniversary.

14. May I make a donation to Fernside in lieu of favors for my birthday, wedding or anniversary?

Yes, Fernside will supply you with table tents that let guests know that in lieu of a favor, a donation has been made to Fernside in their honor.

ADDITIONAL INFORMATION

Third Party Fundraisers

- Fernside welcomes special fundraising and promotional events sponsored by individuals and outside organizations on its behalf.
- We ask that your event be consistent with Fernside's core values, community branding strategies and desired public image.
- Your event should not compete with other Fernside-planned events or promotions
- Special events or promotions must be consistent with Fernside's core values, branding strategies, and maintain a positive image for the organization.
- Third party fundraisers have the ability to create a unique opportunity for positive exposure and increased public awareness of Fernside's services, programs, and facilities.
- We will be available to approve requests from you to sponsor special events or promotions to benefit Fernside. All requests will be jointly reviewed and approved by both Fernside and Bethesda Foundation, the fundraising arm of Fernside.

Fernside does not accept the following types of fundraisers regardless of positive intent:

- Programs that involve a professional fundraiser, telemarketing and/or an agreement to raise funds on a commission, bonus or percentage basis we are unable to accept.
- Events promoted by organizations associated with discrimination on the basis of race, ethnicity, religion, nationality, or sexual preference. We welcome faith based organizations (churches, synagogues, mosques and others) provided that their proposed event or promotion does not reflect religious bias or discrimination.
- We cannot approve vending machine sales promotions.
- We cannot approve events involving promotion of a political party, candidate or appearing to endorse a political activity.
- We cannot approve directly soliciting funds door-to-door, through telemarketing, or internet solicitation.