



Hosting a Fundraising Event?

Hosting a fundraising event to benefit Centra is a meaningful way to support our mission to improve the health of our community through excellent patient care. We are grateful for your dedication to our mission and are honored that you have chosen Centra as the beneficiary.

Our [Third-party Event Guidelines](#) give you the tools to plan and to employ best practices to make your event a success. Please contact the Centra Foundation to review these guidelines before you begin soliciting contributions for your event.

How Centra Can Help

Centra can support third-party fundraising events in the following ways:

- Provide fundraising ideas, [templates](#), guidance and advice for event planning and budgeting
- Provide Centra program/facility publicity materials and handouts
- Provide a copy of the benefitting program or facility's logo
- Provide a letter of support to be used to validate the authenticity of the event and its organizers
- Provide a donor acknowledgement letter, with an IRS-compliant receipt, when a check is made out directly to the Centra Foundation.

Centra is unable to:

- Secure sponsorship or funding support
- Provide volunteers or staffing
- Obtain permits
- Provide insurance coverage
- Sell tickets
- Obtain press coverage
- Provide reimbursement for expenses
- Distribute promotional materials at our facilities
- Offer a mailing list of donors
- Guarantee attendance of Centra personnel at your event
- Provide unpublished patient information or stories

Beneficiary Designation

Your fundraising event proceeds will support Centra's most urgent needs. Depending upon the amount raised, you also have the option of designating your contribution to a specific Centra hospital or program area. Please contact the Foundation for a list of priority funding areas.



CENTRA FOUNDATION

Third-party Event Guidelines

General

1. A minimum of thirty (30) days advance notice of your event is needed.
2. The Centra Foundation may withdraw its involvement in an event at any time.
3. The Centra Foundation may participate in similar promotions and special events.

Advertising

1. Any approved third-party event shall promote Centra as the beneficiary of the event rather than the organizer or host.
2. The use of Centra's name and/or logo for publicity and fundraising purposes by community groups and individuals is permitted only through written approval from the Foundation.
3. The beneficiary program/facility should be named as "Centra program/facility" in all promotions, as opposed to "VBH" or "Lynchburg General" etc.
4. All promotional materials (flyers, press releases, etc.) using Centra's name and/or logo must be reviewed by Foundation staff prior to use.
5. All aspects of approved events must be reflective of Centra's mission to improve the health of the diverse community we serve through excellence in patient care.
6. Centra can provide brochures, pamphlets and other information promoting and explaining Centra and its hospitals and facilities. Please provide as much advance notice as possible.

Liability & Insurance

1. Obtaining all necessary permits and insurance coverage is the responsibility of the event host.
2. The event host is solely responsible and liable for any and all activities and/or cost, especially any maintenance or repairs related to or arising out of the event.
3. No conduct which is unlawful or deemed offensive by Centra shall be associated with any event benefiting Centra.
4. All state and federal charitable fundraising and gaming laws must be followed by the hosting organization. Please refer to the appropriate state or federal agency for complete details.
5. Please note that Centra's insurance policy does not cover third-party events.

Sponsorship

1. If you plan to solicit sponsorships for your event greater than \$500, please provide the Foundation a list of your prospects prior to any outreach. This will prevent any conflicts with organizations that currently give to Centra. Centra cannot solicit for sponsorships on behalf of your event.

Expenses

1. In accordance with fundraising event best practices, it is strongly suggested that events benefiting Centra keep expenses to 50% of the gross revenue. Therefore, the goal of the event must be for no less than 50% of proceeds to be donated to Centra. If not all proceeds will benefit Centra, it must be explicitly stated in all promotions. For example, "25% of ticket sales will be donated to Centra."
2. All costs for an event are the sole responsibility of the hosting organization or individual. Centra will not reimburse any individual or company for expenses incurred as a result of the event.
3. Event hosts may not keep any portion of the proceeds for profit or compensation for putting on the event.
4. All requests for Centra's tax ID number must be handled through your Foundation contact. The tax ID number cannot be posted online.
5. The third-party organizer may not set up a temporary bank account in Centra Foundation's name.

Staff & Volunteers

1. All staff and volunteers for an event will be provided by and are the responsibility of the hosting organization or individual unless otherwise agreed upon prior to the event.

Food & Alcohol

1. If serving alcohol at an event, the hosting organization must ensure that all state and federal alcohol distribution laws are followed and that all required permits/licenses are obtained. We recommend that alternative transportation be made available to all attendees.

Donations

1. The third-party organizer should write one check for the net revenue from the event.
2. All checks should be made payable and mailed, within 30 days, to:
Centra Foundation
1920 Atherholt Road
Lynchburg Virginia, 24501