



Community Fundraising Guidelines

Guidelines for fundraisers or third-party events benefiting
Texas Children's Hospital



waystogive.texaschildrens.org/events/community-events

Welcome and Thank You!

Thank you for your interest in supporting Texas Children’s Hospital. We are grateful for friends like you who choose to partner with us to enhance the health and well-being of children and women.

This fundraising toolkit is designed to assist individuals, organizations, and groups who want to hold an event or fundraiser benefiting Texas Children’s Hospital. It will serve as a guide to help you achieve your goals, avoid potential conflicts, and uphold the integrity and policies of Texas Children’s Hospital and its related entities.

Please review the guidelines carefully before submitting the Community Philanthropy Fundraiser and Event Proposal form for approval to the Office of Philanthropy. **For timely consideration, please submit the application at least thirty days prior to your event or fundraiser.**

Thank you!



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Contact Us

- Community Fundraising
Texas Children’s Hospital
Office of Philanthropy
PO Box 300630
Houston, TX 77230-0630
- Phone: 832-824-2938
- Email: communityevents@texaschildrens.org

Ways We Can Help Your Fundraiser Succeed

Our Texas Children's team members can provide some assistance to help ensure your success, including:

- Consulting with you on fundraising and event plans.
- Approving your use of Texas Children's Hospital name and logo, when appropriate.
- Providing a shareable fact page titled "Did you know?" to inform your supporters about the impact of their gifts.
- Providing a letter of authorization to validate the authenticity of the fundraiser.
- Providing a limited number of Texas Children's-branded giveaways (if in stock).

Services We Are Unable to Provide

With limited staff and resources, we cannot provide support for all fundraising activities and appreciate your gifts of time and talent to help advance our mission. Unfortunately, we cannot provide the following:

- Texas Children's sales tax exemption number or document.
- Insurance or liability coverage.
- Donor and vendor mailing lists.
- Texas Children's letterhead.
- Funding or reimbursement for your expenses.
- Celebrities or professional athletes for your fundraiser.
- Publicity and advertising (press releases, social media, newspaper, radio, television, etc.)
- Guaranteed attendance of physicians or hospital staff.
- Staff participation at your committee or planning meetings.
- Volunteer support at your fundraiser.
- Guaranteed visits or interactions with patients at Texas Children's.





Choose How You Make an Impact

Every gift to Texas Children's helps us provide a healthier future for children and women. We can help you decide how best to direct your fundraising proceeds—to support the hospital's greatest needs, to support one of the areas listed below, or to support a specific area that is meaningful to you.

- **Greatest Need**

By directing your fundraising proceeds to an area of greatest need, you are allowing Texas Children's the flexibility to decide how your gift will be used. It may help fund important patient care initiatives, groundbreaking research, ongoing training for our physicians and staff, or other projects that benefit the patients and families we serve.

- **Healthier Futures Fund**

Texas Children's is committed to treating all children, regardless of their families' ability to pay. Some patients are uninsured or underinsured, and the financial impact of hospital care can cause significant stress and worries for families. Our Healthier Futures Fund ensures that patient families do not have to worry about the financial burden of caring for a sick child. This support makes an incredible difference in the lives of our patients and families.

- **Texas Children's Cancer and Hematology Centers**

Texas Children's is home to one of the largest, top-ranked pediatric cancer and hematology centers in the United States. Its team of experts includes more than 200 skilled physicians and researchers, along with 1,000 staff members, all of whom are committed to providing the best possible care for children with cancer and blood disorders. These experts see more than 4,200 new patients per year and provide personalized, comprehensive services that address both the physical and emotional aspects of the disease.

- **Texas Children's Heart Center**

Texas Children's Heart Center combines cutting-edge technology with compassion and a family-centered approach to pediatric cardiac care. The Center's experts see more than 23,000 patients and perform more than 800 surgeries annually, with outcomes among the best in the nation. Our Heart Center physicians and surgeons are world-renowned leaders in pediatric cardiology, congenital heart surgery, cardiovascular anesthesiology, and cardiac intensive care. In addition, our cardiologists are specially trained to care for adults with congenital heart conditions.



- **Texas Children's Neonatal Intensive Care Unit (NICU)**

The NICU at Texas Children's is the first to be designated by the Texas Department of State Health Services as a level IV NICU, the highest level of care available for premature and critically ill newborns. More than 1,800 infants are cared for each year in our NICU by on-site neonatologists and other professionals who are available around the clock to provide the highest level of respiratory support, advanced imaging, pediatric surgery, pediatric anesthesiology, and more.

- **Texas Children's Hospital The Woodlands**

Texas Children's Hospital The Woodlands is this area's first free-standing pediatric hospital designed, equipped, and staffed exclusively to treat children and adolescents. From asthma and allergies to sports medicine and speech therapy, The Woodlands facility serves patients with a state-of-the-art emergency center, surgical suites, inpatient rooms, physical medicine and rehabilitation clinic, an array of specialty clinics, and much more.

- **Texas Children's Hospital West Campus**

As greater Houston's first suburban hospital designed exclusively for children, Texas Children's West Campus offers expert care coupled with a location that is convenient and accessible for area families. The hospital features 48 inpatient beds; 4 operating suites; a 26-bed, dedicated pediatric emergency center; and expert outpatient services.

- **An Area of Special Significance to You**

If there is an area, program, or project at Texas Children's that has special meaning or significance to you, please let us know, and we will gladly work with you to ensure that your gift is directed appropriately to maximize its benefit to patients and families.

Q&A

- **May I use Texas Children's logo to publicize my fundraiser?**

Yes; however, **all materials with the Texas Children's logo or name must be submitted for review and approval by an authorized Office of Philanthropy representative prior to printing and distribution.** Proposed events and fundraisers should not be announced or publicized until the Office of Philanthropy has given approval. All publicity materials should clearly state that proceeds benefit Texas Children's Hospital. Texas Children's Hospital also reserves the right to approve any and all co-beneficiaries.

- **May I have a raffle or drawing?**

No, fundraisers involving raffle sales, prior drawings, and gambling are prohibited, as they are legally regulated by the State of Texas.

- **Can you help me sell tickets to my fundraiser?**

No, Texas Children's staff cannot participate in the sale of event tickets or solicit event sponsorships or in-kind donations. If you plan to solicit contributions, sponsorships, or in-kind gifts from businesses, the Office of Philanthropy may ask you to furnish a list of such potential sponsors for review prior to solicitation. Texas Children's does not share its mailing or email lists.

- **May we sell shirts or other items with the Texas Children's logo on them?**

No, the sale of shirts or any merchandise (CDs, books, T-shirts, etc.) with the Texas Children's logo on them is prohibited, and we are not able to accept proceeds from these sales.



- **May I raise money online or through a Facebook fundraiser?**

If funds will be raised online, a Texas Children's representative will work with you to determine the best way to collect proceeds through Texas Children's "Ways to Give" web site. The use of any third-party sites must be approved prior to set up. Facebook fundraisers are discouraged; rather, we urge you to establish a fundraising page on our website and share it on social media. This ensures that all donations made through your page go directly to your fundraiser and that individuals who support your fundraiser will receive an email from Texas Children's acknowledging their gift. We are unable to acknowledge receipt of donations made through third-party web pages.

- **Can a physician or other representative from Texas Children's attend my event?**

Texas Children's representatives *may* be available for your event, but we cannot guarantee this. Please make your request at least 30 days prior to the event.

- **Where do I send donations of cash or checks?**

Please send all net proceeds to Texas Children's Hospital within 60 days after completion of your fundraiser. Please make checks payable to Texas Children's Hospital and mail them to:

Texas Children's Hospital
Office of Philanthropy
Attention: Community Fundraising
PO Box 300630, Suite 5214
Houston, TX 77230-0630

- **How do I get started?**

Please review the guidelines provided and submit the enclosed Community Fundraising request form. Email the completed form to communityevents@texaschildrens.org or complete the form online at www.texaschildrens.org/communityeventsrequest. Once the form is submitted, please allow seven days for review. We will contact you by email or phone to approve your fundraiser or let you know if we need additional information. In some cases, fundraising organizations may be required to enter into a contract with Texas Children's before the event can occur to further define each party's respective obligations.