

COMMUNITY GIVING

Strengthening patients and transforming our community.



CAMC
Foundation
Vandalia Health



CAMC Foundation
Attn: Community Giving
3414 Staunton Ave. SE
Charleston, WV 25304



Thank you for your interest in hosting an event on behalf of the CAMC Foundation

We appreciate your efforts to make a positive impact on our community and make a difference in the lives of CAMC patients.

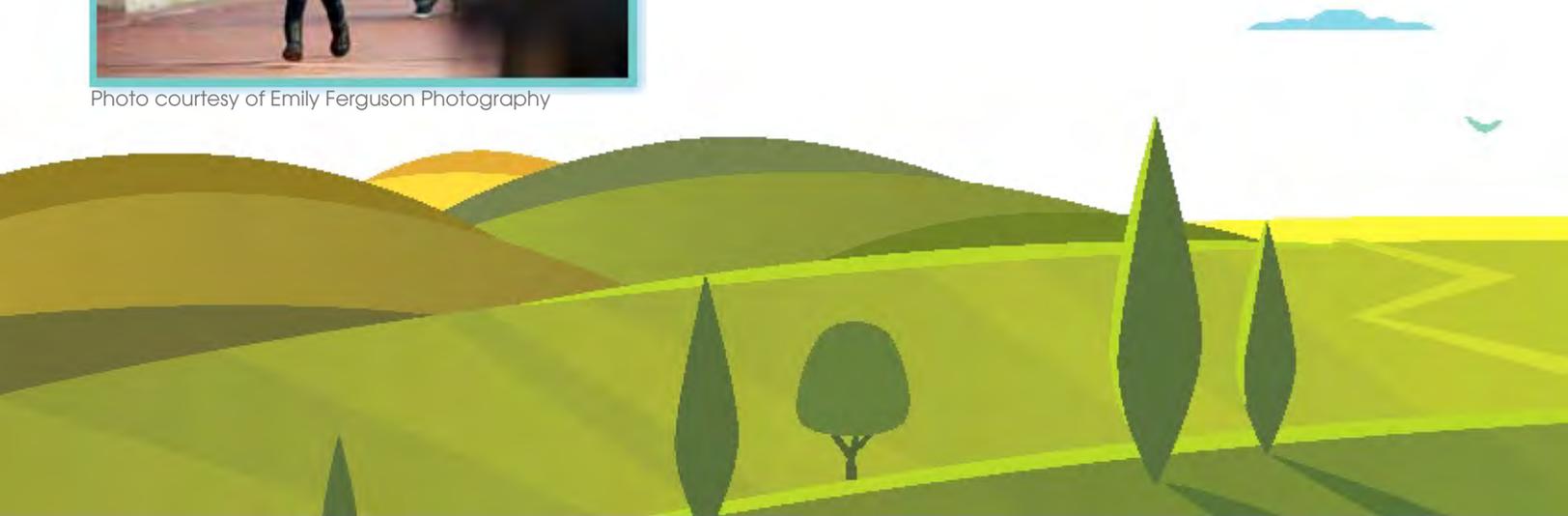
Giving back can take various forms (5k runs/walks, bake sales, golf outings, office collection, etc.), but all events require detailed planning. Our staff works with members of the community at various levels of support. We will work with you directly to offer assistance in the planning of your event and to ensure you have the right tools to be successful. Our goal is to give you the resources to make this fun, easy and successful.

If you think community giving is something you would like to be a part of, please read the following information and return a completed application to our office. Our community giving officer will be in contact with you within a week of receiving your application.

Thank you for wanting to make a difference in our community!



Photo courtesy of Emily Ferguson Photography



Who we are



The CAMC Foundation is a nonprofit 501(c)(3) charitable organization whose sole purpose is to make a difference in the lives of the patients we serve. The foundation works with donors to secure immediate and future support for CAMC programs and services to improve the health of the people in West Virginia.

As the philanthropic arm of Charleston Area Medical Center, the foundation's mission is to support and promote CAMC's delivery of excellent and compassionate health services, and its contribution to the quality of life and economic vitality of the region. Gifts to the foundation support the mission of CAMC to improve the health of the communities it serves.



Your Event

Who is eligible to hold a fundraiser on behalf of the CAMC Foundation?

Anyone! Individuals, organizations and businesses are eligible to host an independent fundraising event on behalf of the CAMC Foundation, as well as families, groups, friends, schools, grateful patients, clubs, community organizers and others! Anyone in the community is eligible to host events to support the areas of greatest need or a cause they are passionate about.

Where will my donation go?

There are many different specialties, programs and services offered by CAMC that can serve as the beneficiary of your group's donation. If your group has a passion for a specific area, we can help direct your donation to that cause. A few examples of where your donation can help are:

- CAMC Cancer Center
- CAMC Women and Children's Hospital
- Nursing scholarships



Planning Your Event



Do you know anyone who would like to help?

Think about bringing a group of people together who share the same passion as you and have an interest in raising money to support your cause. Think of community groups in which you are involved.

What does giving “look like” to you?

The type of event you choose should fit the size, interest, talents, goals and time availability of all involved.

Who will participate?

Consider your audience; who is most likely to attend and support your event given the type of event you have selected?

What will the upfront cost be?

Identify any upfront expenses and possible sources of funds. Consider in-kind products and services you might be able to obtain as donations from a local business. This will help keep your costs low and will maximize your final gift.

How and when will everything get done?

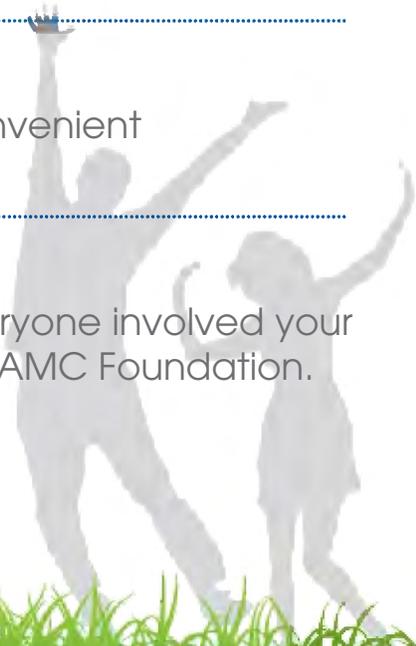
Strategically building a realistic timeline for your event is important in ensuring your success. Contact your community giving officer for suggestions.

When will the event be?

Select a date, time and location that is appropriate and convenient for those that will be attending.

How will I say thank you?

Sending thank you letters, emails or even calls can show everyone involved your appreciation and reinforce goodwill about supporting the CAMC Foundation.



Fundraising Ideas



If you are uncertain of how to go about fundraising or are looking for added inspiration, check out the fundraising ideas below. When deciding what you will do, remember to make sure it is something you are comfortable doing and are able to achieve. It is much better to start small and build as you gain experience rather than aim too high and not enjoy your experience.

When selecting a fundraising activity, think of something that will appeal to your friends' and family's interests or something that comes naturally to you.

Simple	Intermediate	Significant Commitment
Writing to all of your friends asking for their support	Small charity auction	Large charity auction
Setting up an online fundraising page that you can email out	Benefit night at a local restaurant	Arranging a preview movie screening at a local cinema
Collection jars or coin drives	Neighborhood garage sale	Car wash
Fundraising day at work	Mow-a-thon	Dance-a-thon
Candy sale	Home shopping party (makeup, etc.)	5k run/walk
Dinner out with friends and ask for a donation	Hosting a lunch/dinner party/wine tasting at your home or a restaurant	Golf outing
		Art show
		Sports tournament (volleyball, basketball etc.)



Frequently Asked Questions



Why does the CAMC Foundation need to approve my event?

Although the CAMC Foundation actively encourages community involvement through events and gifts, the foundation must pre-approve all events. This is an important safeguard to preserve the integrity of CAMC, the CAMC Foundation and our commitment to our donors. We are only able to approve and endorse fundraisers that meet the mission of CAMC and its affiliated entities. Therefore, CAMC must pre-approve of all uses of the CAMC name and logo.

When will I know if my fundraiser has been approved?

You should be notified by foundation staff within one week of receipt of your application. We reserve the right to review and/or request additional information before approving a proposal.

Can I use the CAMC Foundation logo at my event?

Once your completed application has been approved, a member of the CAMC Foundation staff will provide you a logo to use for your promotional materials. Foundation staff must approve anything with the CAMC name or logo or the CAMC Foundation name or logo prior to any copying, printing and/or distribution. This also includes, but is not limited to, print media, electronic media and social media.

Will someone from the CAMC Foundation help me plan and run my event?

The CAMC Foundation is able to provide a liaison to give advice and guide you in the successful planning of your event. However, the foundation is not responsible for your event and cannot manage your fundraiser.

Can the CAMC Foundation help with soliciting media and press for my event?

You are welcome to contact local media outlets regarding your event once it has been approved by the foundation. The CAMC Foundation cannot write or distribute press releases or other advertisements on your behalf. Please provide a draft of media materials to the community giving officer for approval. The CAMC Foundation is happy to create an event on our Facebook page about your event to share with the community.

FAQ Continued



Will the CAMC Foundation provide insurance for my event?

The CAMC Foundation and CAMC Health System cannot assume any liability for an event conducted on its behalf.

Can the CAMC Foundation find volunteers for my event?

You are responsible for finding and coordinating volunteers for your event.

How do I pay for the expenses from my event?

CAMC Foundation cannot fund or financially support community fundraisers. You are responsible for covering all expenses and will not be reimbursed by the CAMC Foundation for any costs. For these reasons, as you start to collect money, we advise you to designate funds for purposes of event expenses. In your planning process, be sure to develop a budget reflecting the type of event you are having and the costs related to the event.

How do we make our donation?

The proceeds you are donating to the CAMC Foundation can be made in cash or the form of a check payable to the CAMC Foundation. Please include a dated and signed letter, indicating the exact amount of the donation and its intended purpose.

Send or deliver collected donations to:

CAMC Foundation
Attn: Community Giving
3414 Staunton Ave. SE
Charleston, WV 25304

Can my group be recognized for our donation?

Absolutely! We want to show our appreciation for you and your group.

If you are interested in touring a facility and seeing the impact of your gift please reach out to our community giving officer to schedule a day and time. Additionally, we are happy to do a large check presentation with you and/or your group.



Agreements & Guidelines

The CAMC Foundation has created these guidelines for all events proposed by external organizations, groups or individuals that intend to raise funds for the CAMC Foundation:

All events and any associated materials must be pre-approved by the CAMC Foundation community giving officer before organizations, groups or individuals may announce, publicize or conduct an event. Due to privacy and confidentiality concerns, we cannot release patient, donor, employee, physician or volunteer information. This includes mailing lists for the purposes of solicitation of funds or participation in your event.

The CAMC Foundation reserves the right to approve only those events that accurately represent CAMC in a way that is aligned with our mission. The CAMC Foundation further reserves the right to refuse to approve events or groups that deny service, membership or involvement on the basis of race, religion, color, sex, sexual orientation, age, national origin, ancestry, citizenship, veteran or disability status. We reserve the right to review and request additional information before approving any event. The CAMC Foundation may choose to withdraw as a beneficiary at any time with no obligation.

The sponsoring organization, group or individual must submit event proceeds to the CAMC Foundation within 60 days of the event, unless the community giving officer previously approves another date.

The CAMC Foundation or CAMC does not assume any liability for an event conducted on its behalf. The sponsoring organization, group or individual shall comply with all applicable laws including, without limitation, all applicable charitable solicitation laws.

For any question or further details please contact:

**CAMC Foundation Community Giving
Officer (304) 388-9860
CAMCFoundation@vandaliahealth.com
3414 Staunton Ave. SE
Charleston, WV 25304**

Per W. Va. Code §29-19-8, West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, West Virginia 25305. Registration does not imply endorsement.

CAMC Foundation

Community Giving Event Application & Guidelines

Thank you for your interest in hosting an event benefitting the CAMC Foundation. Please note that all fundraising activities that involve use of the *CAMC* or *CAMC Foundation* trademarked logo **MUST BE REVIEWED AND APPROVED IN ADVANCE.**

These guidelines have been established to assist others who wish to hold events where the proceeds (or at least a portion) will be donated to the CAMC Foundation.

How can we help with your fundraising activity?

We want your fundraising activity to be successful and will do what we can to help you, including:

- Provide a liaison to offer advice and expertise on event planning
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide permission to use the CAMC Foundation and/or CAMC's name and logo upon review and approval of publicity
- Assist in designating your contribution to a specific area of interest such as research, equipment or a medical program that has special meaning for you or your organization

Guidelines

1. Publicity may not imply that the event is sponsored or co-sponsored by CAMC, CAMC Foundation or that CAMC and/or the foundation is involved as anything but the beneficiary. List the event name followed by "...benefiting CAMC Foundation."
2. The public should be informed how the CAMC Foundation will benefit from the event or promotion. If the CAMC Foundation will not receive all of the proceeds, then the other organizations must be stated clearly on all related publicity.
3. The CAMC Foundation must be notified up front if another organization will benefit from this event and by what percentage.



4. Solicitation of businesses (other than your own) involving the direct or implied use of the CAMC Foundation and/or CAMC name or logo must be approved in advance by the foundation. Please understand that many businesses are already supporting the foundation and may not wish to make additional donations.
5. When applicable, CAMC's legal counsel reserves the right to review all related contracts and service agreements. No contracts or service agreements should be signed before this review is complete.
6. The CAMC Foundation will not be involved in any manner with liquor permits including the use of our name, nor can we accept money raised from the sale of alcohol.
7. The CAMC Foundation and all related entities are not liable for any injuries sustained by event volunteers or participants related to an event benefiting the foundation, and cannot assume any type of liability for your event.
8. To protect the foundation, there are some activities that cannot be approved, including those that:
 - Involve a professional fundraiser, telemarketer and/or involve an agreement to raise funds on a commission, bonus or percentage basis
 - Request names and/or stories on CAMC patients for use in promoting or during the event
 - Require CAMC endorsement of a product, service or CAMC participation in the direct sale of a product or service
 - Compete or conflict with an already established or scheduled event to benefit the CAMC Foundation
 - Fail to comply with any municipal, county, state and/or federal law; or involve promotion of a political party, candidate, or appear to endorse a political issue(s)



Photo courtesy of Waybright Photography

Thank you for your interest in giving on behalf of the CAMC Foundation. Please fill out the information below and return your completed application to the CAMC Foundation.

CAMC Foundation
Attn: Community Giving
3414 Staunton Avenue, SE
Charleston, WV 25304

Phone: **(304) 388-9860**

Fax: **(304)388-9861**

Email: CAMCFoundation@vandaliahealth.com



Application Step 1: Contact Information



Your name: _____

Your organization or company: _____

Tell us more: _____

Street address: _____

City: _____ State: _____ Zip: _____

Work phone: _____

Cell phone: _____

Email: _____

I have read, understand, and agree to abide by the preceding guidelines for special events and promotions to benefit the CAMC Foundation.

Signature _____

Date _____

Application Step 2: Event/Promotion Information

1. Name of proposed event or promotion: _____

2. Date(s) of proposed event or promotion: _____

3. Are there any other beneficiaries of this event or promotion?: Yes _____ No _____

If yes, name of other organization(s): _____





4. Plan for publicity and promotion (All materials must be reviewed and approved in advance by the CAMC Foundation.)

- Press releases to be sent to: _____
- Fliers to be distributed to: _____
- Public service announcements to be sent to: _____
- Other: _____

5. List businesses other than your own that you plan to solicit for cash or in-kind donations. (This list must be reviewed and approved in advance by the CAMC Foundation.)

6. Please indicate below the kind of fundraising activity/activities you would like to implement on behalf of CAMC Foundation.

7. What do you need from the CAMC Foundation? What assistance would you like to request?

Application Step 3: Event Details

Location: _____

Projected attendance: _____

Briefly explain how funds will be raised (ticket sales, pledges, sponsorship, auction, etc.): _____

Does the event require a license: Yes _____ No _____

Return Entire Application to:

CAMC Foundation
Attn: Community Giving
3414 Staunton Avenue, SE
Charleston, WV 25304

Phone: **(304) 388-9860**
Fax: **(304) 388-9861**
Email: CAMCFoundation@vandaliahealth.org



On behalf of the
CAMC Foundation,
thank you for
your support!



**CAMC
Foundation**
Vandalia Health

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