



Your Efforts, Our Mission:  
Fundraising Made Simple

# THIRD PARTY FUNDRAISING TOOLKIT



Spartanburg Regional  
Foundation

# Getting Started

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Spartanburg Regional Foundation supports patients in need, raises funds for capital projects, awards grants and takes a leadership role in improving the health and wellness of our community. These efforts help ensure that residents have access to world-class health care. Our work would not be possible without community participation. We hope you will find this toolkit to be a valuable resource.

## **Step 1: Review the Third Party Fundraising Toolkit**

- ☐ About Spartanburg Regional Foundation
- ☐ How You Can Help
- ☐ Tips to Get Started
- ☐ Guidelines & Approval Process
- ☐ Event Ideas

## **Step 2: Review the following resources found on [www.RegionalFoundation.com](http://www.RegionalFoundation.com)**

- ☐ Marketing Tips
- ☐ FAQs
- ☐ Photo Release Form
- ☐ Third Party Application Form
- ☐ Sample Budget

## **Step 3: Please complete the Third Party Fundraising Application to submit your organization's event for further review and approval**

Note: Must be completed 90 days before your anticipated event

Scan the QR Code or visit the [RegionalFoundation.com](http://RegionalFoundation.com) events page



## **Step 4: If your event or activity is approved, a SRF representative will contact you to complete and sign final documents**

\*The application is only required for events hosting more than 50 people and/or will include alcohol.

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# About Spartanburg Regional Foundation

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## **Our Mission:**

To generate philanthropic support to advance health

## **Our Vision:**

To Be the Most Trusted Partner in Healthcare Philanthropy



The Spartanburg Regional Foundation serves a vital role in the Upstate of South Carolina by supporting Spartanburg Regional Healthcare System and a wide array of projects and programs that promote community health. For more than 30 years, the Foundation has raised money through direct gifts, grants, sponsorships and events to support health and wellness. Spartanburg Regional employees are among the many generous community members who make philanthropic contributions. The Foundation is a non-profit 501(c)(3) organization and has given back more than \$100 million since 1991.



*The Southern Legends Motorcycle Club hosts an annual ride and silent auction to support Spartanburg Regional Hospice through SRF.*



## Your Efforts, Our Mission

**Your Efforts, Our Mission** underscores the powerful partnership between community supporters and the Spartanburg Regional Foundation. It signifies that every volunteer's fundraising effort directly fuels our mission to enhance health care in the communities we serve. By leveraging your unique skills, networks and passions, you play a crucial role in driving the Foundation's initiatives forward. Together, we can make a lasting impact on the health and well-being of our community.

If you are an employee of Spartanburg Regional Healthcare System, please refer to the fundraising policy IM1000.715 on the Hub. All fundraising efforts by associates for SRHS areas will need to complete an application at [www.RegionalFoundation.com](http://www.RegionalFoundation.com).



## CHRIS HARAKAS

"Spartanburg Regional Foundation supports patients in need, raises funds for capital projects, awards grants and takes a leadership role in improving the health and wellness of our community. These efforts help ensure that residents have access to world-class health care. Our work would not be possible without community participation."



# Event Ideas for Community

The following are some ideas for your community fundraiser. We suggest thinking of something you enjoy doing (e.g., book club, running, cooking) and working to add a fundraising component into that. This way you are not starting from scratch and, in addition to giving back to a great cause, you are doing something you love!

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## **Birthday/Anniversary Party**

Do you have an upcoming birthday, anniversary, shower or significant event? Consider making a contribution to SRF in lieu of personal gifts – and ask your friends and family to do the same. This is a great way to get the kids involved!

## **Cocktail or Dinner Party**

Throw a cocktail party in your home or at a local restaurant or bar. Many venues provide great deals for very little money. Ask your friends to donate \$50 and then spend no more than \$20 per person on the food. This will ensure you will have a good amount to donate by the end of the night. Include a raffle or auction to increase revenue.

## **Independent Business**

Are you a local independent business owner, restaurant or retail owner who is looking to align with a great cause? Whether it is a percentage of proceeds for a week or simply collecting change, you can make a difference while you work.

## **Garage Sale**

Ask friends and neighbors to clean out their basement or garage for a good cause.

Organize a garage sale, and you'll clean out your house while supporting patients in our community at the same time!

## **SELL, SELL, SELL!**

Many marketing/promotional item companies offer a lot of discounted items. Create T-shirts, bracelets, key chains, etc., and sell them above your cost to create revenue.

## **Start a Charity Book Club**

Book clubs inspire and build community. Start a book club and build awareness and support for the Spartanburg Regional Foundation through literature and discussion.



*Members of our Legacy Society host house parties to bring awareness to the benefits of planned giving.*

# Event Ideas for Youth

Youth philanthropy and service-learning can help students cultivate empathy and compassion by actively participating in projects that address community needs. Young people can create a sense of community and feel a part of something larger than themselves through philanthropy, which can have a lifelong impact! They can also develop valuable life skills like critical thinking, problem-solving, communication and accountability. Fundraising for SRF can be a great way to help young people connect with the health and wellness issues that matter to them and play an active role in improving their community for everyone!

## Event and activity ideas to promote philanthropy and service learning!

### School Fundraisers

- Maternal & Infant Health
  - Charity baby photo contest
  - Family fun run and stroller walk
- Heart Health
  - Sponsored jump rope competition
  - Heart-healthy snack sale
- Cancer & Breast Health
  - Mini relay for life with sponsorships
  - Hat days with donations for cancer care
  - Pink out day with participation donations
- Career Development
  - Job shadow raffle with shadow experiences as prizes
  - Student-run market day



### Small Group

- Lemonade stand in a busy area or community event
- Bake sale or craft sale at community event or local farmers' market
- Car wash for a cause
- Social media fundraiser or GoFundMe online fundraiser
- Virtual game night or tournament with entry fees going toward your cause
- Organize a raffle with donated items

### Civic Programs

- Enroll in student government class/run for a student council position
- Organize a community clean up
- Develop or share advocacy campaigns
- Participate in peer mentorship to help younger youth build various skills
- Volunteer at a local non-profit or hospital
- Participate on a youth advisory council

**Contact Keith Hill, grants manager ([khill5@srhs.com](mailto:khill5@srhs.com)) to discuss your youth philanthropy ideas or to help celebrate the success of your project!**



# Event Ideas for Employees

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Many types of fundraising activities can be tailored to fit your personal passion and mission. Many employees work each day fulfilling their personal mission but still want to do more. The following are some ideas that individuals or groups can tailor to fit the goals of supporting their areas of interest through the Spartanburg Regional Foundation.

We encourage all SRHS employees to refer to fundraising policy IM1000.715 on the HUB.



## Workplace Giving Campaigns

Employees can organize fundraising drives, such as bake sales, talent shows or casual dress days within your workplace.

## Holiday or Themed Party

Host a holiday or themed party where your guests can bring donations or needed items for the Spartanburg Regional Foundation or Spartanburg Regional Healthcare System instead of gifts for "Secret Santa" or "White Elephant" gift exchanges.

## Independent Business

Many employees have a local business that they own or frequently visit. These businesses (e.g. restaurants, retail shops) may be looking to align with a great cause. Whether it is a percentage of proceeds for a week or simply collecting change, local businesses are a great way to garner support for a cause.



## Benefit Concerts or Performances

Local artists, bands or performers can volunteer their time to put on a show with ticket sales benefiting Spartanburg Regional Foundation.

## Benefit Walk, Run or Race

All athletic events like benefit walks, races and themed workouts can attract health enthusiasts and philanthropists and bring awareness to a great cause.

*Motivus CrossFit's Annual  
#CauseMotion Fundraiser*

# Tips to Get You Started

- **Form a planning committee.** Bringing together a group of enthusiastic and dedicated people who share an interest in raising money for a great cause will increase the probability of a successful event.
- **Brainstorm.** Gather members of your planning committee to brainstorm ideas for your fundraiser. Give free rein to your imagination — several heads are better than one! The more people participate now, the more committed they'll be later.
- **Choose the “right” event.** The type of event you choose should fit the size, interests, talents, goals and time availability of your planning committee.
- **Identify your target audience.** Consider who is most likely to attend and support the type of event you have selected.
- Complete the SRF application not less than 90 days prior to the event. Schedule your one-on-one with SRF to review.
- **Develop an event timeline.** A timeline is important in planning a publicity strategy for your event.
- **Set a budget.** Identify all the expenses involved with your event (invitations, postage, rental space, signage, food and catering, promotional materials, website, advertising, etc.) Think about possible sources of funds, and people and companies you know who may be able to donate products (food, equipment) or services (like design, printing, photography) to reduce your costs. We encourage you to maintain fundraising costs at 20 percent of your budget. (See Third Party Fundraising Budget Template at the end of the toolkit.)
- **Schedule the event.** Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.
- **Collect all funds.** We ask that all event proceeds are generated through the SRF website. Large checks should be mailed to SRF at PO Box 2624, Spartanburg, SC 29304.
- **Say thank you!** Sending thank-you letters, notes or emails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about supporting SRF.



*Annual Climb to Conquer Cancer along the Saluda Grade raises awareness and funds for SRF.*



# We are here to support you.

## How SRF can help with your fundraiser:

- Provide consultation on fundraisers and events
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide and approve use of our name and logo, provided certain criteria are met
- Help you select an area of SRF for your donation to support
- Coordinate check presentations
- Send you SRF branded materials and giveaways if available

## Services we are unable to provide:

- Our sales tax exemption number
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- SRF stationery
- Funding or reimbursement of your expenses
- Publicity (e.g. newspaper, radio, television)
- Guaranteed attendance of SRF staff, physicians or patients



*Ingles donated \$3 to Gibbs Cancer Center for every 3-point shot made during the season in the name of the USC Upstate men's and women's basketball teams. The donations went toward Gibbs' survivorship programming as well as current patients in special financial need.*

# Guidelines & Approval Process

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## Fundraising Policies

Any individual or organization who intends to execute and promote a fundraiser to benefit a SRF and/or SRHS service or program must adhere to the following guidelines and submit a completed and signed Third Party Fundraising Application. Scan the QR code or visit [www.RegionalFoundation.com](http://www.RegionalFoundation.com) and click on the Events page.

Applications are reviewed and assessed to determine their alignment with SRF and SRHS' mission to advance health together and be the most trusted partner in health and healthcare philanthropy.

All third party fundraising events and activities require signed approval from Spartanburg Regional Foundation. ★



## Promotional Materials

All materials that mention SRF or imply a connection to Spartanburg Regional Healthcare System, including printed material, press releases, media promotions (visual and audio), social networking (Facebook, Instagram, etc.) messages, signage, advertisements, broadcast emails, event websites and any other form of promotion must be approved by SRF and SRHS Marketing before production.

The event name or activity and graphic representation (including logo usage) must be approved by SRF and SRHS Marketing in advance.

Printed and/or promotional materials and other information should state, "Proceeds will benefit." For example, "Proceeds benefit Spartanburg Regional Foundation's Hospice Special Needs Fund."

## Proceeds and Finances

Proceeds may not be used to offset an individual's hospital or medical bills or as a gift to an individual or individual family. Promotional materials for events contributing a portion of the sale of any item to SRF must state exactly how much (either percentage or specific dollar amounts) is being contributed to SRF. For example, "All proceeds benefit Spartanburg Regional Foundation", "25 cents from every dollar raised will benefit Spartanburg Regional Foundation" or "75 percent of the proceeds benefit Spartanburg Regional Foundation."

Spartanburg Regional Foundation reserves the right to approve or deny all co-beneficiaries.

Spartanburg Regional Foundation does not advance money to help cover expenses.



## Proceeds and Finances (continued)

If event or activity expenses are greater than the total collected, the individual or group conducting the event is responsible for payment of these additional expenses.

The value of in-kind donations from sponsors should not be included in your total event revenue. In-kind donations are donations of products or services such as food, beverages, printing or silent auction items.

Spartanburg Regional Foundation cannot solicit paid or in-kind sponsors for your fundraising event or activity and cannot provide any donor or patient family contact information.

Within 30 days after the last day of the event, please provide a check made payable to **Spartanburg Regional Foundation, PO BOX 2624, Spartanburg, SC 29304**. Include a short note explaining your fundraiser. Once we receive your donation, an acknowledgement letter will be sent to you for tax purposes.

## Liability Policies

There may be times when, if circumstances warrant, a fundraising event must be canceled. SRF retains the right to cancel the fundraising event through any of its directors, officers or senior administrators. You hereby agree to cancel the event, if so directed, and further agree to release SRF and all its hospitals, clinics and programs, its officers, directors and employees from all liability in connection with such action.

You agree to indemnify and hold harmless SRF, SRHS and all its hospitals, clinics and programs and its officers, directors and employees from all claims and liabilities in any way related to the event.

Sponsors are responsible for furnishing liability insurance for all activities, listing SRF and SRHS as an additional insured, and providing an insurance certificate upon request.

Your fundraising event or activity must comply with all relevant state laws:  
<https://sos.sc.gov/online-filings/charities-pfrs-and-raffles>

The main contact person listed on the application form must ensure that all necessary permits, licenses and insurance are obtained.

## Photography

Photographs taken at third party events and shared with Spartanburg Regional Foundation and Spartanburg Regional Healthcare System are granting rights to use these images on print and digital materials. All guest photographed will need to complete the form on the following page or contact the Foundation for a display poster to inform participants of their rights.

*\*Any individual or organization who intends to execute and promote a fundraiser to benefit a SRF and/or SRHS service or program must adhere to the following guidelines. If your event will have more than 50 people and/or will have alcohol, must complete the Third Part Fundraising Application form. Scan the QR code or visit [www.RegionalFoundation.com](http://www.RegionalFoundation.com) and click on Ways to Give.*

# Consent to Photograph/Interview/Record

## (For Marketing and Media Relations)

**(Please Print)**

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**I grant permission to employees, associates, or designated agents of Spartanburg Regional Foundation to:**

- ☐ **Photograph (including digital images)**    ☐ **Interview**    ☐ **Audio Record**    ☐ **Videotape/Film**    ☐ **Identify**
- ☐ **Education and teaching programs**
- ☐ **Internal and/or external marketing and public relations events and/or campaigns**
- ☐ **Media relations or press releases**
- ☐ **Fundraising efforts**
- ☐ **The Spartanburg Regional Foundation website or its affiliates and/or social media (e.g. Facebook, Twitter, YouTube, etc.)**
- ☐ **Other:** \_\_\_\_\_

• I understand that my name/photograph/interview/video/film/recording (hereinafter collectively referred to as "image") may be utilized for the purpose(s) designated. I also understand this Consent gives Spartanburg Regional Foundation the right to choose how the image will be used, reproduced and published including but not limited to print publications, television programs, radio broadcasts, internal and external signage, educational materials, email notices, fundraising efforts and digital media websites.

• I have been advised and understand that the image may contain Protected Health Information (PHI) such as name, age, voice/audio, medical condition, diagnoses and treatment, which is protected under the privacy and confidentiality regulations of the Health Insurance Portability and Accountability Act (HIPAA). I grant Spartanburg Regional Foundation permission to use my PHI fundamental to the purpose(s) designated. I understand that by signing this form I also give my physician permission to discuss my case. I have been advised that I have a right to request a copy of the image prior to publication or broadcast and that I have the right to revoke my consent for images taken by Spartanburg Regional Foundation at any time. If consent is revoked Spartanburg Regional Foundation will no longer use images moving forward. However, images from past documents will not be removed.

• I understand that Spartanburg Regional Foundation will not sell or trade my image. I accept that Spartanburg Regional Foundation cannot protect my image and that once published or broadcasted, it may be available for others to view or disseminate.

• I understand my permission does not give me a right to any compensation, treatment, enrollment or eligibility for any benefits. I affirmatively waive any and all rights in and ownership to the image provided it is used for the intended purpose(s).

• Harmless officers, directors, trustees, employees, associates or designated agents of Spartanburg Regional Foundation from any and all liability or publicity that may arise from creating, using or releasing my image. I will not claim invasion of privacy, misuse or my image or other damages as a result of the use or release of my image by Spartanburg Regional Foundation.

**I am giving this permission freely and I understand this Consent will remain effective for the purpose(s) designated until withdrawn by one of the following methods:**

- By written notification to SRHS, Attn: Marketing Department, Media Relations, 101 East Wood Street, Spartanburg, SC 29303.
- By calling the Marketing Department at 864-560-6833 and verbally withdrawing my Consent. The withdrawal of this Consent shall be effective upon receipt but shall not impact any image disclosed prior thereto.

**I understand I may refuse to sign this Consent and that my refusal shall have no influence whatsoever on the medical care I receive.**

\_\_\_\_\_  
**Printed Name (Individual, Parent, Legal Representative)**

\_\_\_\_\_  
**Signature (Individual, Parent, Legal Representative)**

\_\_\_\_\_  
**Relationship to Individual if a Minor**



# Contact Information

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## Addresses:

### Donations Mailing Address

PO Box 2624  
Spartanburg, SC 29304

### Mailing Address

Spartanburg Regional Foundation  
101 East Wood Street  
Spartanburg, SC 29303

### Office Address

1692 Skylyn Drive  
Spartanburg, SC 29307



## Phone:

864-560-6727



## Website:

[www.RegionalFoundation.com](http://www.RegionalFoundation.com)



Spartanburg Regional  
Foundation

1692 Skylyn Drive, Spartanburg, SC 29307

[RegionalFoundation.com](http://RegionalFoundation.com)