



SPECIAL EVENTS
TOOLKIT

Children's Hospital
LOS ANGELES® 

THIRD-PARTY FUNDRAISING GUIDELINES

Register Your Fundraiser

Apply online by completing the community fundraising events application. You must complete and submit your application no less than four weeks prior to your event. Please allow 72 hours after submitting your application to receive a response from the Children's Hospital Los Angeles Special Events staff. If you would like to repeat the event, you must submit a new application. Upon receiving approval, you are then ready to begin planning your event.

Decide on Your Fundraising Focus Area

Do you want to raise money for a specific area of the hospital or will you support CHLA's greatest needs?

Create a Budget

It is important to set and keep a budget when hosting a fundraiser. First, determine your fundraising goal and identify all expenses you will incur. Keeping your costs down will ensure a larger contribution to CHLA. **To help with planning, please see the budget template on page 5.**

Remember, Children's Hospital Los Angeles will not be responsible for any costs associated with the planning and/or execution of your event.



Promote and Publicize

All marketing and promotional materials bearing the Children's Hospital Los Angeles name or logo must be approved by CHLA prior to production or distribution.

You will be authorized to use the official name "Children's Hospital Los Angeles" in conjunction with your event only upon written approval of your application. The name "Children's Hospital Los Angeles" may not be altered or abbreviated in any way, other than to shorten to "CHLA" after it has first been referred to by the full name.

Publicity for your event may not imply that the event is hosted or co-hosted by CHLA or that CHLA is involved in any way other than as the beneficiary. For example, you should not call an event "the Children's Hospital Los Angeles Swimathon." Instead, your event may identify the relationship with CHLA, such as "Smith School Swimathon, benefiting Children's Hospital Los Angeles."

Fundraise!

Depending on the type of fundraiser, there are different ways to solicit donations.

- Send emails to your family, friends and co-workers
- Call or meet with individuals that you want to support your event
- Charge admission for an event
- Host a silent auction
- Sell goods or services

See page 3 for more specific fundraising ideas.

After Your Fundraiser

Send a thank you letter to all of your donors, volunteers and fundraiser participants!

All proceeds should be mailed to CHLA, no later than 30 days after the event, to the following address: CHLA Foundation Special Events at 4650 Sunset Blvd., #29, Los Angeles, CA 90027. You may not keep or use any portion of the proceeds as profit or compensation for organizing the event.

ROLE OF CHLA SPECIAL EVENTS

The CHLA Special Events team can provide the following assistance once your event has been approved:

- Support letter that validates the authenticity of the event
- Tax receipts, if applicable
 - We will only issue gift receipts for checks/money orders made out to “Children’s Hospital Los Angeles.”
 - If your donors send their contributions directly to CHLA, you must inform us of the value of any goods or services the donor received in return for the contribution.

CHLA cannot provide the following:

- Funding or reimbursement for event expenses
- Mail/e-mail lists (i.e. donor lists)
- Guaranteed attendance of staff or volunteers at your event
- Prizes, auction items, awards
- Official marketing materials (e.g. flyers, brochures, etc.)

The event host is responsible for applying for and obtaining all necessary government permits and licenses.



EVENT IDEAS

Children's Hospital Los Angeles has compiled the following list of event ideas to help you get started. The best event is one that best fits your personality, vision and budget. The possibilities are endless, and we look forward to seeing what you plan!

Battle of the Bands

Reach out to local bands in your community to compete. Have guests donate to attend the concert, and have the audience pick the winner of the competition.

Car Wash

Gather your friends, teammates and coworkers together and wash cars for donations.

Carnival

Who doesn't love a carnival? You don't even need to invest in expensive rides! Games like bobbing for apples, ring toss and balloon pop are all fun and inexpensive.

Chili Cook Off

Recruit friends and family to make their famous chili. Invite guests to make a donation to taste test the different recipes, then donate the proceeds.



Dodgeball Tournament

Spectators will get a kick out of watching adults and kids alike compete for fame and glory. Charge admission at the door for spectators. You can also sell concessions to raise more money.

Garage Sale

Looking for a great way to get rid of that clutter? Gather all your items you don't use anymore and hold a garage sale with the proceeds being donated.

Online Bake Sale

Set up an online bake sale, and post pictures and prices of the baked goods for all to see. When an item is sold, ship the goodies to the buyer.

Partner with a Restaurant

Many restaurants are eager to host fundraising events where a percentage of the money raised will be donated to CHLA.

Trivia Night

You can partner with a local restaurant or coffee shop to host a fun-filled trivia night!

Zumba Party

Ask a local fitness center to host Zumba lessons for a day. Charge participants a fee to take part in a class and donate the proceeds.

Events must comply with all federal, state and local laws governing charitable fundraising and gift reporting.

SAFE DISTANCE AND VIRTUAL FUNDRAISERS

Hosting an event that creates a safe and physically distant environment is top of mind for people who are living with a rare disease or have compromised health, and now society as a whole is also mindful of these precautions. The ideas below can take place either online or with a limited number of people, while allowing guests to have fun and raise needed support for CHLA.

If you are interested in creating an online fundraising page, whether it is for an individual or a group, please visit [CHLA.org/OnlineFundraising](https://www.chla.org/OnlineFundraising).

For more information please contact Theresa Webster at twebster@chla.usc.edu.

Game Night – Gather virtually to play Bingo, cards or board games and donate ticket sales.

Cooking Class – Conduct a cooking class through a virtual platform or record a series of classes to make available for a donation.

Fitness Class – Host an online fitness class and charge admission.

Video Gaming – Play video games individually or form a team of employees via the Extra Life platform, which raises funds for CHLA. Visit [extra-life.org](https://www.extra-life.org).

Paint or Craft Night – Invite friends to participate in an art class or demonstration and donate a portion of ticket sales.

Yard Sale – Create an online yard sale and donate a portion of sales.

Concert/Talent Show/Open Mic Night – Produce a virtual event for musicians, entertainers, comedians, etc. to perform and donate a portion of ticket sales.

Educational Webinar – Offer an educational webinar or lecture featuring a prominent speaker or expert and donate a portion of ticket sales.

Watch Party – Gather a group to watch movies, documentaries or TV shows together on a platform like Netflix and ask for a donation to participate.

Auction – Organize an online auction and donate a percentage of sales.

Walk/Run/Hike/Bike – Coordinate a set time for friends to walk, run, hike or bike individually, and facilitate peer-to-peer fundraising online.

Online Shopping Sale – Support a local business and have a percentage of the revenue donated.

Birthday Challenge – Use your birthday as inspiration to raise money for Children’s Hospital Los Angeles! If you’re turning 32, invite all your friends to make a \$32 donation to your Birthday Donation Page in place of gifts.

Trivia Night – Choose a quiz theme and encourage participants to bring their A-game.

Book Club – Encourage your supporters to set up a virtual book club over video calling platforms such as Skype, Zoom and Google Hangouts. Ask your book club to donate to your online fundraising page ahead of each group meeting.

Scavenger Hunt – Create a series of clues and riddles that participants must solve and navigate through in order to find places, buildings or objects on Google Maps. Ask each “scavenger” to make a donation to CHLA.

BUDGET TEMPLATE

When developing your budget, you should limit expenses to 50% of the total raised by the event. Look for opportunities to have items donated to reduce expenses.

Children’s Hospital Los Angeles cannot advance any funds or pay anticipated expenses or reimburse expenses related to the event. If event expenses are greater than the money raised, you are responsible for paying those expenses.

INCOME	
Ticket Sales/Admission	\$
Sponsors	\$
Donations	\$
Other	\$
TOTAL GROSS INCOME	\$

EXPENSES	
Venue/Location	\$
Supplies	\$
Food and Beverage	\$
Licenses/Permits/Other Fees	\$
Decorations	\$
Printing	\$
Other	\$
TOTAL EXPENSES	\$

NET INCOME	\$
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Total Gross Income – Total Expenses = Net Income

FAQs

If I attend the event, can I deduct the cost of my ticket?

You may only deduct anything above the fair market value of your ticket. For example, if you paid \$50 to attend an event, and in return you received \$25 in fair market value goods (food, beverages, gift bag, etc.) or services, then you may deduct the remaining balance. For more personalized information, contact a certified tax professional or visit [irs.gov](https://www.irs.gov).

If I donate an item to your event, is it tax-deductible?

It is possible that items donated to the event are tax-deductible. For more personalized information, contact a certified tax professional or visit [irs.gov](https://www.irs.gov).

What are the hospital policies for planning an event?

Please see the hospital's guidelines regarding community fundraising events which are posted online at [CHLA.org/host-fundraiser](https://www.chla.org/host-fundraiser).

Can I sell things in the CHLA lobby and give a percentage of the proceeds back to the hospital?

Children's Hospital does not allow sales of this type on the hospital's premises.

Can I host a toy drive or a book drive?

Please review the information online at [CHLA.org/LiterallyHealing](https://www.chla.org/LiterallyHealing) to donate books and host a book drive. For information on how to donate toys please review the information at [CHLA.org/donate-toys](https://www.chla.org/donate-toys).

For specific questions about donating toys, contact Volunteer Resources at **323-361-2371**. For specific questions about donating books, contact Julie Halverson-Godson at jhalversongodson@chla.usc.edu.

Can I play music or entertain the children in the hospital?

The hospital's Department of Volunteer Resources works with individuals who wish to use their musical or entertainment talents for the benefit of our patients.

Please review our information on becoming a volunteer for more information or contact Volunteer Resources at **323-361-2371**.

Can I raise money for a particular child?

Each of our patients has significant needs. If you wish to donate money to a specific child or family, you may do so privately (however, your gift will not be tax-deductible). We welcome efforts to benefit services, programs and care for all of our patients. For additional questions, contact the Special Events Department at **323-361-5972**.

Can I use the hospital's tax ID for my fundraising event?

You may use the hospital's tax ID if sponsors and donors are making donations directly to Children's Hospital Los Angeles.

How do I collect donations for my event?

If your event expenses are covered, you can ask your guests to make checks payable to Children's Hospital Los Angeles. In addition, we can help you create an online donation page for guests to donate by credit card. You may also collect cash to deliver to the hospital. Please note that Children's Hospital cannot help pay for your event expenses with donations made directly to the hospital.

THIRD-PARTY EVENT BENEFICIARY EXCLUSION GUIDELINES

Definitions

Third-Party Fundraising Event: a fundraising activity by a group or individual not under the corporate auspices of Children's Hospital Los Angeles (CHLA) in which CHLA has no fiduciary responsibility and CHLA is the beneficiary of the event proceeds.

Event Organizer: Person, group, organization or business hosting a third-party fundraising event to benefit Children's Hospital Los Angeles.

Compliance and Mission Overview

Event Organizer and the event itself should be consistent with the mission and image of Children's Hospital Los Angeles. Organizations or individuals that conflict with CHLA's mission or values may not participate as sponsors of the third-party event.

Event Changes

CHLA requests that the Event Organizer notify CHLA of any significant changes to the planned event as soon as possible.

Disassociation by Children's Hospital Los Angeles

CHLA reserves the right to remove affiliation and disassociate with the event if there is a breach to the third-party event agreement or misconduct.

Event Exclusion Guidelines and Parameters

CHLA's priority is to provide a safe environment for event attendees, donors and the community at large. As such, CHLA cannot be the beneficiary of third-party events, corporate co-ventures or other corporate third-party fundraising

initiatives that explicitly link CHLA as a beneficiary of proceeds from entities in the following categories:

- Any illegal activity or goods
- Hate or harmful products
- Tobacco (any type including but not limited to cigarettes, cigars, vape cigarettes, e-cigarettes, etc.)
- Sales of (i) firearms, firearm parts or hardware, and ammunition; or (ii) weapons and other devices designed to cause physical injury
- Drug paraphernalia
- Marijuana and Tetrahydrocannabinol (THC)
- CBD (Cannabidiol)
- Adult entertainment-oriented products or services (in any medium, including Internet, telephone or printed material) including escort services
- Alcohol* (any type including near-beer and non-alcoholic drink)
- Occult materials
- Bankruptcy attorneys or collection agencies engaged in the collection of debt
- Gambling (for-profit gambling venues, tournaments for money, betting, lottery tickets, casino gaming chips, fantasy football, off-track betting, and wagers at races, etc.)
- Prescription medications (with executive and legal approval, funds may be accepted from pharmaceutical companies provided they are not in connection with a specific medication)
- Medical devices (with executive and legal approval, funds may be accepted from medical device companies provided they are not in connection with a specific device)
- Health products (such as herbal supplements, diet/weight loss products.)
- Credit counseling/credit repair agencies, credit protection or identity theft protection services
- Debt collection agencies/institutions offering manual or automated cash disbursements
- Sales of money-orders or foreign currency by non-financial institutions

THIRD-PARTY EVENT BENEFICIARY EXCLUSION GUIDELINES (CONTINUED)

- Internet/mail order/telephone order pharmacies or pharmacy referral services (where fulfillment of medication is performed with an Internet or telephone consultation absent a physical visit with a physician, including re-importation of pharmaceuticals from foreign countries)
- Unauthorized multilevel marketing businesses
- High-risk products and services, including telemarketing sales
- Donation of any live animals or livestock

* Children's Hospital Los Angeles does accept in-kind products, not for sale, as special event consumption, incentives and giveaways.

Further, Children's Hospital Los Angeles does not engage its brand with individuals or organizations whose practices are deemed controversial or would be considered to be in poor character. Examples include, but are not limited to, corporate entities or individuals that engage in racial or gender discriminatory practices, pollution, unfair labor practices, etc.