

Host a Third-Party Event

Information for planning events to benefit the
Friends of CHRISTUS Santa Rosa Foundation and
CHRISTUS Santa Rosa Health System

Contact:

eventsandpartnerships@christushealth.org

210.704.2800

Thank you!

Thank you for your interest in hosting an event to benefit the Friends of CHRISTUS Santa Rosa Foundation. Please review the information in this packet and submit the proposal form on the final page to the Friends Foundation. The proposal for your third-party event must be submitted at least two (2) months prior to your event date.

The Friends of CHRISTUS Santa Rosa Foundation is a 501(c)(3) nonprofit organization that raises tax-deductible contributions to support CHRISTUS Santa Rosa Health System, the only nonprofit, faith-based health system in San Antonio and New Braunfels.

Your support will help CHRISTUS Santa Rosa Health System continue to provide excellent care to the patients we are privileged to serve, regardless of their ability to pay.

The Friends of CHRISTUS Santa Rosa Foundation is the primary channel for charitable contributions that benefit our three nonprofit hospitals:

CHRISTUS Santa Rosa Hospital – Alamo Heights

CHRISTUS Santa Rosa Hospital – New Braunfels

CHRISTUS Santa Rosa Hospital – Westover Hills

- CHRISTUS Santa Rosa Mobile Mammography Unit

A member of our team will contact you within one week of receiving the form to discuss your event. Please contact us at 210.704.2800 if you have any questions.

How we can help:

- Provide hospital and/or program information related to the cause your event is benefiting
- Offer advice and expertise on event planning and accepting donations
- Provide guidelines for use of Foundation logos and letter of authorization to validate authenticity of the event
- Provide limited supplies, including standard Foundation banners and flyers
- Provide tax receipts to donors who make checks payable to "Friends of CHRISTUS Santa Rosa Foundation"

How we cannot help:

- Secure venue and services for your event
- Guarantee staff, volunteers, physicians, or patients at your event
- Share mailing lists
- Guarantee promotion or publicity of your event
- Provide insurance coverage, permits, or licenses
- Secure sponsorships
- Provide funding
- Assume liability for the planning or execution of the event

Financial Guidelines

As the event organizer, you are responsible for finding sources of funding for the event and third-party expenses will not be processed or handled by the Foundation. To clarify, the Foundation is not responsible for managing any financial aspects of the event. This includes providing initial funding, covering expenses, or handling payments. All financial responsibilities fall to the third-party host, who is solely in charge of budgeting, funding, and expense management for the event. Additionally, you are responsible for paying all applicable federal, state and local taxes incurred. Finally, you will not be able to utilize our tax identification number, since the Foundation is not serving as the event organizer.

Please be clear of the purpose for which the funds are being raised by utilization of our "proceeds benefit" logos and in text "Proceeds from this event will benefit the Friends of CHRISTUS Santa Rosa Foundation"

We are unable to provide tax receipts for the following: Payments made to the event organizers (entrance fees, suggested donations); Payments that are used to underwrite event costs; In-kind donations to your event. Please include information of any auctions, raffles or gambling activity in your proposal form.

To make your contribution of the Friends Foundation, please make checks payable to:

Friends of CHRISTUS Santa Rosa Foundation

P.O. Box 1661

San Antonio, TX 78296

A receipt will be provided to the check issuer.

Promotional Guidelines

The Friends of CHRISTUS Santa Rosa Foundation and CHRISTUS Santa Rosa Health System brands are important to all of us. Please ensure your event will help us keep a positive and consistent image, because it reflects on the important work of our physicians, associates, and volunteers. As a volunteer third-party event host/organizer, you assume the responsibilities of adhering to Friends of CHRISTUS Santa Rosa Foundation brand policies.

Key points of brand policies:

- All promotional materials should state that proceeds will benefit Friends of CHRISTUS Santa Rosa Foundation and in no way suggest Friends of CHRISTUS Santa Rosa Foundation is in any way responsible for the event.
- Friends of CHRISTUS Santa Rosa Foundation reserves the right to review all promotional materials and make changes in messaging to ensure that the language is consistent with branding guidelines.
- The Friends Foundation may withdrawal approval at any time should we identify inappropriate messaging or behavior associated with the event.

Logo Options

The logos on this page are those available for use by approved third-party events. The logos are to be used as is and cannot be altered in any way. All materials using the Friends of CHRISTUS Santa Rosa Foundation logo must be reviewed and approved prior to use.

Once your event is approved, you will receive logos in addition to the detailed promotional guide. The logos provided below and others in this toolkit may not be copied or otherwise used.

Proceeds Benefit:



Proceeds Benefit:



Proceeds Benefit:



Event Proposal Form

To benefit the Friends of CHRISTUS Santa Rosa Foundation

Host/Group/Company Planning this event: _____

Event Contact/Organizer's Name: _____

Address: _____

Email: _____ Phone: ☐home ☐mobile ☐work: _____

Name of proposed event: _____

Event location and address: _____

Date(s) & time(s): _____

This event is: ☐By invitation only ☐Open to the Public

Describe proposed event details, purpose, and target audience:

Describe any auctions or raffles:

Proposed event promotion and publicity: ☐Press Releases ☐ Fliers ☐ Radio/TV ☐ Billboards ☐Newspaper
☐Other: _____

Needed items: ☐Camera-ready logos

Are there other beneficiaries besides the Friends of CHRISTUS Santa Rosa Foundation? ☐Yes ☐No

Do these persons have connections to a business that will benefit from the event? ☐Yes ☐No

If so, please explain: _____

Estimated event expense \$_____

Estimated gift to Friends Foundation: \$_____

Anticipated date of check submission (must be within 30 days of the event): _____

I, _____, agree on behalf of _____ that I understand the third-party event guidelines supplied by the Friends of CHRISTUS Santa Rosa Foundation and my responsibilities as a third-party event host pertaining to compliance of federal and state laws including, but not limited to, those concerning fundraising events. I promise to abide and adhere to all statements made in the stated guidelines and attest the information provided on this form is correct and accurately describe the proposed event.

Event host/organizer's signature: _____ Date: _____

Friends Foundation approval: _____ Date: _____

Please complete and return this form at least **two months** before your proposed event or project. Until a confirmation letter is received, contributions should not be solicited in the name of CHRISTUS Santa Rosa or any adaptation of. The Friends Foundation may withdraw approval at any time. After approval is withdrawn, all references to Friends of CHRISTUS Santa Rosa Foundation and related departments and programs must be eliminated.