

COMMUNITY DRIVEN EVENT

A **Community Driven Event (CDE)** is a fundraising event that is managed and funded by a committee or individual to philanthropically support Baptist Health Foundation's mission. Examples of a CDE may include traditional fundraising (golf tournament, lemonade stand, fun-run, bake sale), dinner with friends, holiday gift exchange, etc.

If you are interested in creating a CDE to support the Baptist Health Foundation, please contact: Kate Gillespie at Kate.Gillespie@bhsala.org or 205-908-0208.

Guidelines for Community Driven Event

- All events must align with Baptist Health Foundation's mission, vision and values. No event or project should include any aspect that would potentially detract from the goodwill of the Baptist Health brand.
- CDEs must be approved and sanctioned by BHF and approved every year thereafter to repeat in a succeeding year.
- CDEs must be financially self-sustaining without monetary risk or contribution from the Baptist Health Foundation.
- All corporate sponsors must be preapproved by the BHF to ensure there are no conflicts. For example, companies with public images that would have the potential to compromise the goodwill of Baptist Health or conflict with Baptist Health's mission, vision or values may not be major or presenting sponsors and may not promote their products through advertising or other event exposure at the discretion of the Foundation.
- If circumstances warrant, the Baptist Health Foundation may opt out as a beneficiary of the event/promotion at any time with no obligation or prior notice.
- All CDEs that require promotional visibility (e.g., invitations, ads, flyers, brochures) must have approval from the Baptist Health Foundation team before use.
- Promotional materials produced for the event should clearly define the charitable commitment (i.e. 100% of net proceeds will benefit, 25% of sales will support, \$10 from each purchase, etc).

