About Albany Medical Center:
Albany Medical Center welcomes – and appreciates -- the efforts of organizations, groups and individuals wishing to provide philanthropic support for Albany Medical Center through special fundraising events in the community.

Albany Medical Center includes Albany Medical Center Hospital (including the Children’s Hospital), Albany Medical College, Albany Medical Center South Clinical Campus and the Albany Medical Center Foundation, which supports Albany Medical Center’s mission of providing excellence in medical education, biomedical research and patient care through philanthropy.

About Albany Medical Center’s Community Event Fundraising Policy:
This Policy has been created to assist you in carrying out your fundraising event while maintaining high standards for fundraising. Your event should complement the mission and support the image of Albany Medical Center, and must be approved in advance. This Policy is not applicable to professional fundraisers, fundraising counsel or commercial co-venturers acting on behalf of Albany Medical Center or applicants.

This Policy addresses:
- Gaining approval to hold a fundraising event to benefit Albany Medical Center.
- Requirements for holding a fundraising event to benefit Albany Medical Center.
- How Albany Medical Center Foundation can help support your fundraising event.
- Some limitations on how Albany Medical Center Foundation can help support your fundraising event.
- Financial requirements for a fundraising event to benefit Albany Medical Center.

Gaining approval to hold a fundraising event for Albany Medical Center:
The Albany Medical Center Foundation is your contact for organizing a community event to benefit Albany Medical Center. The first step in organizing your event is to read and agree to the terms of this Policy and to complete and submit for approval an Fundraising Event Application Form with supporting information. The form is also located on our web site and is available by calling the Albany Medical Center Foundation (518)262-3322 and requesting a Fundraising Event Application Form. Until written permission is received from the Albany Medical Center Foundation, the name of Albany Medical Center, Albany Medical Center Hospital (including the Children’s Hospital), Albany Medical College, Albany Medical Center South Clinical Campus and the Albany Medical Center Foundation may not be used for any purpose, and contributions may not be solicited. If circumstances warrant, Albany Medical Center may at any time direct you to cancel your event. Albany Medical
Center may be unable to accept a financial donation from an event that has not received prior authorization from the Albany Medical Center Foundation.

Requirements for holding a fundraising event to benefit Albany Medical Center:

Albany Medical Center has requirements for holding a fundraising event in support of Albany Medical Center. In order to maintain our high standards of excellence in all aspects of our community relations, the Albany Medical Center Foundation has developed these requirements not only to provide guidance to our community fundraisers, but also to protect our committed donors from making contributions to an event not known or endorsed by Albany Medical Center.

Fundraising on behalf of Albany Medical Center cannot take place without the prior approval of the Albany Medical Center Foundation and is subject to the following conditions:

- Every fundraising event requires a Fundraising Event Application Form with supporting materials to be submitted to the Albany Medical Center Foundation and written permission from the Foundation granted not fewer than six (6) weeks in advance of the event. Albany Medical Center and the Foundation reserve the right to deny approval of your fundraising event at their sole and absolute discretion. Please do not make public announcements or promote the event until you receive written approval to hold the event from the Albany Medical Center Foundation.
- The Albany Medical Center Foundation must approve all promotional materials for your event (including, but not limited to, press releases, public service announcements, scripts, posters, flyers, invitations, web pages, social media, etc.) before they are produced and/or distributed. Use or intended use of false or materially misleading advertising or promotional material in connection with your fundraising event are strictly prohibited. Solicitation in a manner or with words deemed to be coercive is also prohibited.
- Fundraising events must comply with all applicable laws, rules and regulations.
- Albany Medical Center cannot sponsor or endorse events or products. Publicity may not suggest that the event is being sponsored or co-sponsored by Albany Medical Center or that an Albany Medical Center entity is involved in any way except as the beneficiary of your event. Printed materials and other information must state: “Proceeds will benefit [insert department or specialty; if none, remove ‘at’] at Albany Medical Center.”
- If your organization, or any other charity in addition to Albany Medical Center, is a beneficiary of your fundraising event, this information must be clearly stated in all materials, and distribution of the proceeds must be made on an equitable basis and agreed upon in advance by the Albany Medical Center Foundation.
- The logos of Albany Medical Center and the Children’s Hospital at Albany Medical Center are registered trademarks and cannot legally be reproduced.
without permission from the Albany Medical Center Foundation. In order to utilize Albany Medical Center’s name and logos in promotional materials, all materials (including, but not limited to, press releases, public service announcements, scripts, posters, flyers, invitations, web pages, social media, etc.) must be reviewed and approved by the Albany Medical Center Foundation and Communications Department. Please allow at least one (1) week for approval.

- Albany Medical Center does not provide information regarding its corporate sponsors, donors and supporters for your organization’s solicitation purposes. Albany Medical Center will not share its lists of donors, physicians, employees, volunteers or vendors with your organization.

- When approaching businesses, corporations and organizations for contributions, sponsorships or gifts-in-kind for your event, it is important to remember that many already support Albany Medical Center and may not wish to make additional donations. A list of all businesses you would like to approach for support must be included with your Fundraising Event Application Form for review and approval by the Albany Medical Center Foundation prior to any solicitation of businesses, corporations, organizations, etc.

- A sponsoring organization or individual must seek approval from the Albany Medical Center Foundation to repeat an event. Repeat approval is contingent upon compliance with the event and financial requirements of Albany Medical Center.

- Your event may not receive approval if it coincides or competes with existing Albany Medical Center events or if it appears to endorse political issues.

- Albany Medical Center cannot provide names of patients and/or their stories for use during your organization’s event or for promotional purposes prior to the event due to confidentiality laws.

How Albany Medical Center Foundation can help support your community fundraising event:
There are a number of ways the Albany Medical Center Foundation can help in organizing your fundraising event. However, please understand that the Foundation is limited by the size of our staff and obligations.

Once the Albany Medical Center Foundation has received your Fundraising Event Application Form with supporting materials and approved your event, the Foundation can:

- Offer advice and expertise on planning your event.

- Assist in designating your contribution to a specific project or area of interest, such as research, equipment, or a department or specialty that has special meaning for you and/or your organization.

- Provide a written tax receipt to donors who make their checks payable to Albany Medical Center (or the Albany Medical Center Foundation) or who make a credit card contribution directly to Albany Medical Center.
- Recognize your organization’s efforts in our Annual Report of Giving for contributions to Albany Med of $1,000 or more.
- Provide a letter of authorization to be used to validate the authenticity of your event and its organizers.
- Promote your event on the Foundation’s web site at www.amc.edu/CommunityEvents
- Help you create a web page to direct donations to Albany Medical Center.
- Promote your event through the Albany Medical Center’s Facebook page.
- Provide Children’s Hospital banners and fact brochures upon request.

An Albany Medical Center representative may be able to attend your fundraising event; this will be determined on a case-by-case basis. Please recognize that the volume of requests exceeds available Foundation staff.

Some limitations on how Albany Medical Center Foundation can support your fundraising event:
Please read this section carefully so that there are no disappointments or misunderstandings about Albany Medical Center’s ability to participate with your organization and support your event.

- Albany Medical Center (and all its entities including the Children’s Hospital) may only be identified as the beneficiary of your event. For example, your fundraiser cannot be called the “Albany Medical Center Children’s Hospital Capital Region Softball Tournament.” Instead, it can be called the “Capital Region Softball Tournament benefiting the Children’s Hospital at Albany Medical Center.”

- Albany Medical Center cannot assume any liability associated with your event.

- The event organizer is responsible for covering all expenses for the event and will not be reimbursed for expenses by Albany Medical Center. If your expenses are being paid from the event’s proceeds, these costs should be deducted from the funds raised prior to sending the final donation check to the Albany Medical Center Foundation.

- Albany Medical Center may decline approval or withdraw as beneficiary of the event at any time if we feel there is a conflict of interest or the event may have a negative effect on the image of Albany Medical Center.

- Albany Medical Center cannot extend our tax exempt status to your organization for the purchase of goods or services for your event.

- We cannot provide on-site staff or volunteer support for your event.

- We cannot provide insurance coverage for your event.

- We cannot secure permits or licenses that may be necessary to hold your event.

- We cannot advance or provide funding or reimbursement for expenses associated with your event.
- We cannot solicit sponsorship revenue for your event.
- We cannot provide media support, such as newspaper, radio, TV coverage, etc., for your event.
- We cannot provide mailing lists of donors, physicians, employees, volunteers or vendors for your event.
- We cannot provide Albany Medical Center Hospital or Albany Medical Center Foundation letterhead, or place promotional materials (flyers, posters, etc.) throughout Albany Medical Center.
- We cannot provide physical space to hold your event.

Financial requirements for fundraising events to benefit Albany Medical Center:
- Potential donors and sponsors must be informed whenever less than 100 percent of the net proceeds will be donated to the Albany Medical Center. For example: “Ninety percent of the proceeds of this event will benefit the Children’s Hospital at Albany Medical Center.”
- The estimated cost per dollar raised should be 50 cents or less.
- Should the event expenses exceed the total collected, your organization is responsible for payment of these additional expenses.
- Event organizers may not keep any portion of the proceeds as profit or compensation for organizing the event.
- Securing bank accounts in the name of Albany Medical Center or its entities, including the Children’s Hospital, is not permitted.
- The Internal Revenue Service (IRS) requires that all tickets, invitations or entry forms state what portion of the contribution is tax deductible. If donors will receive a product or service in exchange for their donation, subtract the value (whether or not it is donated) of the product or service from the contribution. The remaining amount is tax deductible. If you have questions, please call the Foundation at (518) 262-3322.
  - Albany Medical Center can only provide receipts for those gifts that are sent directly to the Albany Medical Center Foundation or whose checks are made out to “Albany Medical Center” or an Albany Medical Center entity. You must inform the Albany Medical Center Foundation of the value of any goods or services that donors received in return for the contribution in order to receive them appropriately.
  - Terms such as “tax deductible” or “donation” may not be used on promotional material when the full amount does not qualify as a deduction under IRS regulations.
  - The purchase of chances for a raffle or drawing is not tax deductible.
In the case of donations coming directly to Albany Medical Center or its entities, the Albany Medical Center Foundation will provide, upon request, a list of those donations that are clearly identified as being made in association with your event. This list will help your organization determine the revenue and expenses associated with your event.

Within 30 days after the event, all final accounting of income and expenses must be sent to the Albany Medical Center Foundation. Please make checks payable to: Albany Medical Center Foundation and indicate (in the memo line of the check or in accompanying documentation) the program or department to which the funds should be directed. Please send checks to:

Albany Medical Center Foundation  
Attn: Community Events  
43 New Scotland Avenue, MC-119  
Albany, New York 12208

A completed Fundraising Event Application includes:

- A signed Fundraising Event Application Form submitted to the Albany Medical Center Foundation for review at least six (6) weeks before your proposed event. Please include all additional materials outlining your proposed event.

- All necessary permits, licenses and insurance for your event obtained by your organization. Please attach completed copies of all required documents to your application.

- A list of any and all business, corporate or organizational prospects targeted for requests for support of your event.

- Applications should be submitted by mail, fax, or email to:

  Albany Medical Center Foundation  
  Attn: Community Events  
  43 New Scotland Avenue, MC-119  
  Albany, New York 12208  
  Fax: (518) 262-4769  
  Email: Development@mail.amc.edu

We may request additional information prior to approving your fundraising event.

Please remember that the Albany Medical Center Foundation must be notified of any updates or changes to the event as well as updates to the list of businesses, corporations and organizations, etc., that will be solicited to support your event.

Albany Medical Center sincerely appreciates the support of the communities we serve, and looks forward to working with you on your event.