



Guidelines



BRONSON

Health Foundation

The Bronson Children's Hospital Heroes FUNdraising program is a collaborative effort led by Bronson Health Foundation. As the philanthropic arm of the Bronson Healthcare system, Bronson Health Foundation builds relationships with individuals and organizations to connect their generous support with Bronson's healing mission. This support funds and sustains programs, projects, services, innovative technology, scholarships and much more that directly benefits our patients and families, our employees, and our communities. It is the focus of the Foundation to ensure philanthropic funds are distributed in an impactful and equitable way that alleviates barriers and disparities to a patient's care and recovery across the Bronson system.



As southwest Michigan's only children's hospital, Bronson Children's Hospital is committed to maintaining a full complement of pediatric specialists to treat seriously ill and injured children. Your generous support helps ensure the highest level of pediatric care that children and their families count on to be here when they need it. By coming together, we can help secure the future of children's healthcare in our community.

ABOUT US

Bronson Children's Hospital's identity relies heavily on its logo. The logo guidelines apply to all uses of the logo. Please use only the "Proceeds benefit Bronson Children's Hospital" logos provided to promote your fundraiser. These logos indicate that your event is an independent fundraiser to support Bronson Children's Hospital. The logo should be displayed in its entirety.

The "Proceeds benefit Bronson Children's Hospital" logo should always be legible in its entirety. To make this possible, avoid placing the logos on very complex backgrounds. Be mindful of the brightness of the color or image the logo is being placed on. For backgrounds that are bright, use the full color version of our logo. For dark backgrounds, use the white version of our logo. It is also important that the Bronson Children's Hospital logo is not too small to be read in its fullness. Please ensure the logo is no smaller than 2 inches.



BRAND

We encourage you to tag Bronson Health Foundation's official channels in your social media posts to promote your fundraiser. No pages, groups or events may be created on social media channels under the Bronson Children's Hospital, Bronson Health Foundation, or any other Bronson name.

Bronson Health Foundation has social media accounts on Facebook, Instagram, Twitter and LinkedIn:



facebook.com/BronsonHealthFoundation



instagram.com/BronsonHealthFoundation



x.com/BHFBronson



linkedin.com/company/Bronson-Health-Foundation

SOCIAL MEDIA

Organizer Responsibilities

As the event organizer, we ask that you handle all the logistics and acquire any necessary venue, sponsors, publicity, prizes, entertainment and volunteers that are necessary for a successful event, including its fundraising aspects.

Fundraising Support

Bronson Health Foundation can help with the following:

- Answer general event planning questions.
- Provide a letter of authorization to validate the authenticity of the event.
- Provide tax receipts to donors who make checks payable to the “Bronson Health Foundation.”
- Promote your event on our website calendar of Third Party Events.
- Acknowledge your event on Bronson Health Foundation’s social media platforms.

Bronson Health Foundation is the grateful recipient of funds raised by your event. Please note that we are unable to help with the following:

- Provide tax receipts to donors who make gifts that are not payable to the Bronson Health Foundation.
- Provide reimbursement for any of your event expenses exceeding event revenue.
- Provide contact information and/or mailing lists for corporate sponsors, donors, and supporters for solicitation purposes.
- Provide volunteers to be at the event.
- Sell tickets for your event.

GUIDELINES

Disclosing your Donation

Bronson Health Foundation asks that you clearly disclose how Bronson Health Foundation benefits from the event. Additionally, this provides clear intent to all of your guests or attendees.

Raffles

Due to the gaming laws in the State of Michigan, we cannot obtain a raffle license on your behalf. An auction is an available alternative.

Soliciting Donors or Sponsors

The Bronson Health Foundation asks that if you plan to solicit any major business or sports team to consult with your BHF staff contact before soliciting.

Staff Attendance

Due to the amount of requests and to respect the schedules of our staff, we cannot guarantee a staff member or Bronson representative will be able to attend your event.

Submitting your Donation

We ask that the event planner submits funds to the Bronson Health Foundation within 30 days of the conclusion of their event. If you have received checks from a donor, we ask that those be submitted as soon as possible

GUIDELINES



On behalf of the patients and families we serve, thank you.

The healing power of kindness is present in every gift. It is our privilege to pass it on.