Cincinnati Children's

Sponsorship Guidelines

Revised June 2014

Cincinnati Children's mission is to improve child health and transform delivery of care through fully integrated, globally recognized research, education and innovation. For patients from our community, the nation and around the world, the care we provide today and in the future will achieve the best medical care and quality-of-life outcomes, patient and family experience and value.

Cincinnati Children's sponsorships have been established in an effort to establish partnerships with community partners and stakeholders within the Greater Cincinnati area to advance our vision of improving child health. Funding is limited based on annual budgetary allocations and sponsorships are granted based on our priorities and guidelines. Sponsorship opportunities are managed through Cincinnati Children's Department of Community Relations. Interested organizations should contact John Scott at john.scott@cchmc.org or 513-636-6705.

Funding Categories

The community health goal of Cincinnati Children's is to lead, advocate and collaborate to measurably improve the health of local children and reduce disparities in targeted populations. We seek to leverage sponsorships with the community and organizations that further this goal. Requests for funding should fall within one of the following categories:

1. Medical / Disease
2. Youth / Family
3. Community Development

General Guidelines

Proposals are evaluated against the five criteria listed below. These criteria were developed to ensure that Cincinnati Children's investments benefit Cincinnati Children's, the sponsored organization and the shared vision of advancing child health in the community.

<u>The sponsorship should provide:</u>

1. Tangible, measurable outcomes and benefits associated with the sponsorship, such as the number of lives improved, number of individuals served or recognition provided
2. Opportunity to create long-term value and awareness, including leveraging volunteer opportunities or generating future impact for the community/individuals served
3. Ability to reach targeted audiences and build relationships
4. Positive exposure for the Cincinnati Children's brand
5. Potential for long-term, sustainable partnership or relationship

<u>Preference may be given to organizations:</u>

- That align with Cincinnati Children's community health priorities, specifically initiatives that impact childhood obesity, injury prevention, infant mortality and asthma
- That offer collaborative outreach programs
- That provide direct donation so that benefits to community/individuals served are maximized
- That have established partnerships with Cincinnati Children's
- That have an active presence in Cincinnati Children's neighborhood services or population health locations (Avondale, Anderson, Eastgate, Fairfield, Kenwood, Liberty Township, Mason, Northern Kentucky, Norwood, Price Hill, Over-the-Rhine, Lincoln Heights) and/or surrounding areas

<u>To Be Eligible, Organizations Must:</u>

- Have legal status as a non profit organization
- Be in good standing with the IRS or other governing body
- Have not been awarded funding from Cincinnati Children's in current fiscal year

We regret that we are not able to support the following types of activities because they do not meet our criteria.

Ineligible Activities Include:

- Adult-driven causes/missions
- Agency- or school-sponsored walkathons, athletic events, or athletic group sponsorships
- Auxiliary organizations, services or troops/groups
- Endowment campaigns
- For-profit organizations
- Golf outings
- Individual or team fundraisers for organizations
- Local community or school sports organizations
- National or international organizations/events that do not benefit the local community
- Political candidates or organizations
- Programs and activities that are duplicative or in conflict with Cincinnati Children's efforts
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine
- Requests that benefit an individual person or family
- School-affiliated orchestras, bands, choirs, drama groups, yearbooks, class parties, or class or team projects
- Travel expenses
- US hospitals or medical research

Request Submission

Non profit organizations seeking sponsorship are encouraged to send a short email (no more than two paragraphs) to John Scott (john.scott@cchmc.org) before submitting a formal proposal. Once preliminary interest has been confirmed by Cincinnati Children's, the organization will be invited to submit a proposal, as outlined below.

Proposal Requirements:

A copy of the organization's W-9 form and IRS tax-exempt determination letter must be provided along with the request. To request support, send a short proposal not exceeding two pages, in 12-point type, that includes:

- Mission statement
- Board list, along with indication of Cincinnati Children's employees
- Event/project summary, date(s), audience demographics and community impact
- Cincinnati Children's tangible benefits such as program outcomes, number of individuals served or recognition
- List of other organizations supporting event/project (including Cincinnati Children's departments committing funds to the project)
- Amount requested
- Contact information

Organizations seeking sponsorship are encouraged to submit proposals as soon as possible in Cincinnati Children's fiscal year, which runs July 1 to June 30. Recipients are notified within 30 days of review and will receive sponsorship funding within six to eight weeks of approval. To submit a request, please email the proposal to John Scott at john.scott@cchmc.org.