

Overlook Foundation Events Application

Before you stage an event to raise money for Overlook Medical Center, your application must be approved by Overlook Foundation.

Please return this completed form by mail, fax, or e-mail at least 90 days before the proposed event.

Date of Application _____

Name of Organization/Individual Planning the
Event _____

Contact Name _____

Street _____

City _____ St _____ Zip _____

E-Mail _____

Daytime Tel _____

Evening/Cell Tel _____

Fax _____

Name of Proposed Event _____

Date of Event _____ Time _____

Location _____

City _____ St _____ Zip _____

Is event open to the public by invitation only
 new event repeat event

If repeat, when held previously? _____

Planned Ticket Price \$ _____

Please provide a name, telephone number, and e-mail address of a person usable in publicity for the event.

Name _____

Telephone _____

E-Mail _____

Is Overlook the only beneficiary? Yes No

If no, list other beneficiaries _____

Briefly describe the event, how funds will be raised, what sponsors will be solicited, what kind of auctions will occur, whether a raffle is involved, etc. _____

How will the event be publicized? _____

Does the event require a license, bond, or insurance?

No Yes If yes, forward a copy of the license, bond, or certificate of insurance to Overlook Foundation at least 14 days before the event.

Costs to be paid from proceeds by event organizer(s)

Will proceeds from the event be restricted in use at Overlook to a specific fund or program? No Yes If yes, what restriction?

I have answered all questions truthfully and understand that all proceeds from this event are due to Overlook Foundation within 45 days of the event. I also understand that neither Overlook Foundation, Overlook Medical Center, nor Atlantic Health accepts any liability for this event.

Signature of Applicant _____

Please mail, fax, or scan and e-mail the completed form to
Kenneth D. Cole
Overlook Foundation
46-48 Beauvoir Avenue
Summit, NJ 07901
TEL: 908.522.2181
FAX: 908.273.3968
E-MAIL: kenneth.cole@atlantichhealth.org

**OVERLOOK
FOUNDATION**

Overlook
Foundation

When your heart is in the right place

What to Do When You Want to Do Good!



Community-based fundraising for Overlook Medical Center, Carol G. Simon Cancer Center, Atlantic Neuroscience Institute, Meri and Sol Barer Pediatric Unit, Valerie Fund Center, Mimi and Frank Walsh Maternity Center, and more

Thank You for Thinking of Us

We value your interest in the healing work of Overlook Medical Center and are grateful you are considering a fundraising opportunity. By partnering with Overlook Foundation, you are extending the foundation's reach and connecting more friends to the cause and future of Overlook.

How We Can Help You

The foundation offers a number of services to ease the burden with your event. The foundation can thank donors for gifts made directly to the foundation, the hospital, or any of its programs or divisions and can supply donors with a formal acknowledgment needed for charitable income-



tax deductions. The key is that the gifts must be made directly to the foundation. We also approve all uses of the foundation's logo and provide it to you in various formats. As needed, the foundation also furnishes letters of authorization for vendors or letters to validate the event as foundation-approved and for a non-profit purpose. To a

limited degree we can advise you on publicity and logistics. We are always ready to discuss how your efforts can help Overlook help others.

Guidelines for Your Event

The foundation has established the guidelines below to ensure that the quality of your event reflects well on Overlook Foundation (OF) and Overlook Medical Center.



- OF expects third parties seeking to benefit the hospital or foundation through a special event to project proceeds of at least \$3,000 before we approve use of the foundation's logo.

- Anyone seeking to use OF's name in a fundraising effort is required to file an application (see reverse) at least 90 days before the event.

- An effort may benefit charities other than OF, but organizers must declare via the application all other charities receiving proceeds from the event.

- OF cannot supply staff or volunteers, its tax-exempt number, mailing lists, letterhead, start-up funds, sponsorships, or reimbursements to organizers.

- No organizer may keep any portion of the proceeds as profit or compensation for his or her effort, other than vendors rendering a contractual service for the event. OF expects that costs will amount to no more than 50 percent of the event's proceeds.

- Approved events must comply with all federal, state, and local laws, regulations, and licensing requirements, especially those related to gaming, liquor, fundraising, and gift reporting and acknowledgment.

- OF must approve in advance all printing, invitations, advertisements, publicity, and program text bearing the foundation logo.

- OF expects event organizers to turn over proceeds within 45 days of the event. The organizers are responsible for filing any required reports to federal, state, or local authorities.

- Before OF approves an event or effort, it will discuss the use of event proceeds with the organizers. Depending on the complexity of restrictions, OF may require a separate agreement on usage.

- OF requires an application for approval whether or not organizers have staged a previous event to benefit the foundation or hospital.



- OF will not permit the use of its name or logo in endorsing any procedure, device, product, or service.

- If organizers wish to solicit contributions, sponsorships, or in-kind gifts from local businesses, they must first present a list of potential targets for approval.

- Organizers must advise OF if plans change after filing application.

A Successful Partnership

As partners, you and the foundation can attract community-minded citizens to the Overlook cause and bring the hospital's healing touch to more families, friends, and neighbors. We look forward to working with you.