



TITLE: Sponsorship/Donation Policy		SEARCH WORD: Sponsorship/Donation
DEPARTMENT: Mission Services/Marketing		
VP APPROVAL: Sr. Patricia Loome- VP Mission Services		DIRECTOR/MANAGER APPROVAL: Lauren Johnson, Manager Community Benefit
EFFECTIVE DATE: 7/8/15		REVIEWED DATE(no changes):
LAST REVISED DATE: 7/8/15		REVISION HISTORY: New policy

PURPOSE:

St. Mary's Health Care System, which includes St. Mary's Hospital, Good Samaritan Hospital, and Sacred Heart Hospital, is dedicated to acting as an involved community partner by donating time, services, money and sponsorship to a rich variety of community causes. In an effort to best serve our community, this policy offers guidelines and parameters to aid in responding to the many requests for charitable donations, event sponsorships and in-kind donations we receive.

POLICY STATEMENT:

Requests for sponsorship/donation will be evaluated based on the following criteria:

1. The sponsorship/donation meets St. Mary's Health Care System's Guidelines and Approval Process.
2. The sponsorship/donation meets current funding capabilities
3. The sponsorship/ donation supports St. Mary's Mission to be a transforming and healing presence within our communities.
4. Priority will be given to requests by organizations that provide services to the poor and underserved population in St. Mary's Health Care System's service areas.
5. Priority will be given to requests that align with the health needs of our community identified in the most recent Community Health Needs Assessment. These include:
 - Access to Health Services
 - Obesity
 - Diabetes
 - Stroke/ Cardiovascular Disease
 - Physical Activity & Nutrition
6. The sponsorship/donation provides for broad community impact.

St. Mary's Health Care System will not provide charitable donations in the following instances:

1. Requests from commercial, for-profit businesses.

2. Requests from organizations that are engaged in political or governmental activities.
3. Requests from organizations or programs that are inconsistent with St. Mary's Health Care System Mission or Values or that would be deemed a conflict of interest.

St. Mary's Health Care System reserves the right to deny any request, at its sole discretion. Funding in prior years does not guarantee continued funding in any subsequent year.

DEFINITIONS:

Charitable Donations

Charitable donations represent support given to a group or organization without the anticipation of benefit to St. Mary's Health Care System in return

Sponsorships/ Event Support

Sponsorships typically represent requests for funding of cash or in-kind products and services that are offered by St. Mary's Health Care System with the expectation of the receipt of something of benefit or value. The benefits to St. Mary's Health Care System may include:

1. Display and promotion of St. Mary's brand and logo.
2. Verbal, written and/or visual acknowledgement at events, functions, etc.;
3. Participation opportunities for employee's, medical staff and board members of St. Mary's Health Care System.
4. The ability to highlight a particular service line or subject matter expertise.
5. St. Mary's priority in providing sponsorships is to non-profit groups that share our Mission and priorities.

PROCEDURE:

Organizations that meet the stated criteria outlined in the Sponsorship/Donation Policy may fill out the St. Mary's Sponsorship/Donation Request Form. Please include supporting materials outlining the details of sponsorship opportunities; current 501(c) (3) not-for-profit status; a brief description of the organization and its purpose; and a clear statement of the project including the population served and expected outcomes.

Requests for Sponsorship/Donation are approved by the Contributions Committee, which is comprised of individuals from within our organization who share an interest in the community and a desire to help St. Mary's fulfill its mission to be a compassionate and transforming healing presence within our community.

Representatives from the committee may request to either visit your facility or ask for you to present to the committee on the services your organization provides and how funds from St. Mary's will be used.

Requests are reviewed monthly by the committee. In order to ensure that the Contributions Committee has enough time to consider each organization's request, we ask that you please try to submit sponsorship/donation requests 90 days in advance of the event date or date funds are due. We cannot guarantee that late requests will be considered by the committee. If you are a St. Mary's employee submitting a request, we ask that you be willing to present your request in-person to the Contributions Committee.