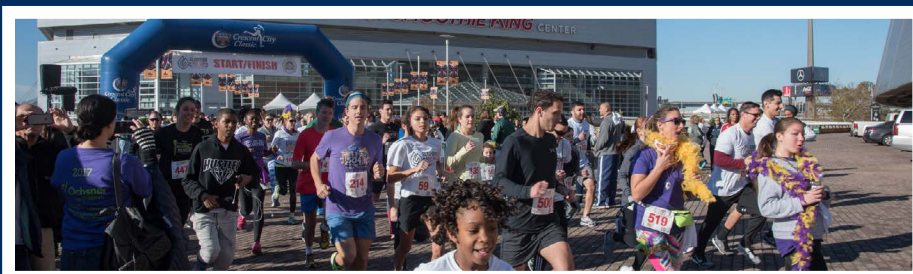
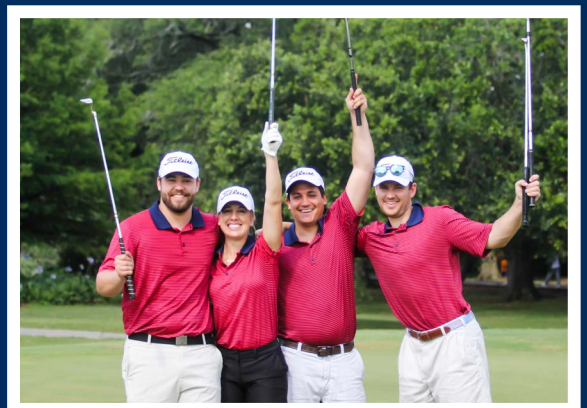




Program Information



Thank You!



Ochsner Health is grateful for your interest in becoming a Community Champion. This information guide will help you manage, plan and host a fundraiser that helps to raise awareness and much needed support of an area of Ochsner in which you are most passionate. All events, large or small, help support Ochsner's innovative care and treatment to change and save lives.

We appreciate your interest in the hopes of making a difference in our local communities.

Sincerely,

A handwritten signature in blue ink that reads "Michelle Dodenhoff".

Michelle Dodenhoff

Senior Vice President & Chief Development Officer
Ochsner Health



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Inspired to Give Back

"I give to meet the unmet needs of cancer treatment. Things like wigs, bras and prosthetics that make life a little more normal."

Corinne Villavaso

Ochsner Cancer Institute Patient
Founder of Hannah's Klozet Foundation

"Community is so important to the people of Louisiana, and it's rewarding for us to give back, not only in dollars, but also in hands-on experiences. It is our privilege to team up with organizations such as Ochsner Health to make a difference in the lives of local families, and to proudly serve the community that has supported Winn-Dixie for nearly 64 years."

Joey Medina

Regional Vice President
Winn-Dixie Stores, Inc.





About Ochsner Health

Ochsner Health's team of more than 27,000 employees and 4,500 providers deliver health with a mission to Serve, Heal, Lead, Educate and Innovate. Ochsner is a not-for-profit committed to serving the people of Louisiana, Mississippi and the Gulf South through preventative screenings, health and wellness resources and partnerships with innovative organizations that share our vision. Ochsner is innovating healthcare by investing in new technologies and research to make world-class care more accessible, affordable, convenient and effective. We are working to reinvent the future of health and wellness in the region.

Ochsner Health healed more than 876,000 people from across the globe in 2019, providing the latest medical breakthroughs and therapies, including digital medicine for chronic conditions and telehealth specialty services. Ochsner is a national leader, named the top hospital in Louisiana and a top children's hospital by U.S. News & World Report. As Louisiana's leading healthcare educator, Ochsner and its partners educate thousands of healthcare professionals annually.

Becoming a Community Champion

We ask that our Community Champions strive to embody our mission, vision, and core values by facilitating one the following opportunities to give back to an area of support at Ochsner Health.



Point of Sale

Give back to Ochsner through your business! Organizations engage with the community to raise money during a given time period.

Crowdfunding

Create your own digital online giving page to encourage friends and family to support Ochsner by celebrating a loved one, a birthday or a life milestone!



Special Event

Create your own event where the proceeds directly benefit patients and programs at Ochsner! These social events are great for promoting and raising awareness for Ochsner.

How Can Ochsner Help

What are some examples of support I can expect from Ochsner?*

- Listing on the Ochsner Health website
- Social media promotions
- Philanthropy email blast (10K+ donors)
- Ochsner This Week newsletter (27K+ employees)
- Digital and printed media advertisements
- Ochsner Community Champion window display clings
- Check presentation celebrations
- Private behind-the-scenes hospital or facility tour

*Ochsner Marketing and Philanthropy departments reserve the right to decide which channels to promote Community Champion events.

What is Ochsner unable to provide?

- Ochsner will not be responsible for producing any marketing materials related to the event.
- Ochsner will not be responsible for any expenses incurred for the preparation or execution of an event.
- Community Champions are responsible for obtaining all necessary permits, including gaming and liquor permits when needed. Ochsner will not be involved in the procurement of these permits.
- Ochsner will not accept any donations from an event that does not comply with the local, state and federal laws.
- Ochsner is not liable for any injuries or bodily harm that may occur at a Community Champion event.
- Ochsner will not provide mailing lists for vendors, donors, patients or employees.
- Community Champions may not use the Ochsner Clinic Foundation tax ID number for the purposes of the event or the act of fundraising. This number may only be used for tax reporting purposes.

Charitable Giving and Financial Guidelines

- If the Community Champion is not a registered 501(c)3 organization, all materials related to the event must state that donations to the event are not tax deductible.
- Donations made directly to a Community Champion event can be used to cover the event's expenses but are not tax deductible.
- A donation solicited on Ochsner's behalf, whether the donation is an item or cash, is fully tax deductible only when it is made directly and entirely to Ochsner, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS.
- In order for a tax receipt to be issued, Ochsner must be provided with the donor's contribution, name, address, and phone number. Contributions cannot include any exchange of goods and services.
- All checks made payable to Ochsner Clinic Foundation must be forwarded to Ochsner for processing and deposit.
- For check presentations, the check may be made payable to the area of Ochsner the event was benefitting (i.e., Ochsner Hospital for Children).
- All event donations must be received by Ochsner thirty (30) days after the event and made payable to Ochsner Clinic Foundation.
- Ochsner will not incur or provide funds for a Community Champion event or promotions. Bank accounts or holding accounts may not be established under Ochsner Health.
- Community Champion shall not retain any portion of event proceeds as personal profit or compensation. No fees, commissions or salaries may be retained from event proceeds by your organization or its members.
- Applications should be submitted at least thirty (30) days prior to the requested start date.
- In order to prevent scheduling conflicts, the Ochsner Philanthropy Office must approve the Community Champion event date.
- Community Champion is responsible for meeting all city, state or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. Copies of all licenses and permits must be sent to the Ochsner Philanthropy Office.
- Community Champion events must solely benefit Ochsner Health, no individuals or organizations.

Communication Guidelines

- Community Champions may not use copyrighted information, logos or photos on the Ochsner website without the express written consent of the Ochsner Philanthropy and Marketing Departments.
- All promotional materials should clearly state the event is sponsored by you or your organization with net proceeds going to Ochsner. If a specific percentage of event proceeds are coming to Ochsner, this must be stated in your materials.
- Promotional materials should be submitted to the Ochsner Philanthropy and Marketing Departments for review and approval. You will receive a response from Philanthropy within five (5) business days of submission.
- Ochsner cannot be used as in event title but may be identified as the beneficiary of the event/promotion. For example, an event may not be referred to as “Ochsner Hospital for Children Bake Sale.” Instead, it should be promoted as “XYZ Bake Sale to Benefit Ochsner Hospital for Children.”
- Ochsner will make their best effort to promote Community Champions via its digital assets.

Inspired to Give Back

“I give to Ochsner and the New Orleans Lympho-Maniac Cancer Fund to make cancer care more efficient and more affordable for everyone who needs it.”

Chadwick Landry

Ochsner Cancer Institute Patient
Founder of New Orleans Lympho-Maniac Cancer Fund



Frequently Asked Questions

May someone from Ochsner attend and/or speak at my event or committee meetings?

We will make our best effort to have Ochsner representatives present. However, we cannot guarantee the attendance of physicians, staff or volunteers at your event.

Are there any guidelines around sponsorship and in-kind donations?

To avoid duplicate solicitations, we kindly ask that you notify us before asking a business or company for a donation, cash or in-kind.

May I have a raffle at my event?

To legally conduct any gambling activity or “game of chance” in Louisiana, including raffles, bazaars, and “Las Vegas Night” events, your organization must maintain 501(c)3 status and acquire a permit from the clerk of the city in which the fundraiser will take place. For more information, visit the Louisiana Office of Charitable Gaming website.

May I have an auction?

Yes! You can absolutely host a silent or live auction. As a reminder, when advertising any items in a silent or live auction, you must display the fair market value. Items valued as “priceless” will not be eligible for a tax receipt. Ochsner will only issue IRS-compliant tax receipts if the donor pays beyond the fair market value and if payment is made directly to Ochsner Clinic Foundation.

Does Ochsner provide event insurance?

The Community Champion is responsible for obtaining event insurance.

Are there restrictions on fundraisers?

Your fundraiser must align with the mission, vision, and core values of Ochsner for us to endorse it. We will let you know if we are concerned with any aspect of your fundraiser during our initial meeting.





May I designate my funds raised?

Yes! If you have a specific hospital in mind, please discuss this during the initial call with your staff partner. Please note, certain funds might not be available if this is your first-year fundraising.

Do I need to create a 501(c)3 organization to host a fundraiser for Ochsner?

No need. You just need to apply online.

Will Ochsner issue tax receipts to my donors?

Ochsner will only issue a tax receipt to the Community Champion. The Community Champion should collect all donations and submit as one payment to the Ochsner Clinic Foundation.

Why would my application be denied?

In general, Ochsner may not approve your event that:

- Does not align with the mission, vision and core values of Ochsner
- Promotes a political party/candidate or appears to endorse political issue(s)
- Potentially conflicts with an existing special event, marketing or public relations campaign
- Requires Ochsner to sell tickets, coupons, involves telemarketing or door-to-door solicitation
- Involves gambling or games of chance

Community Champion Application

Applicant Information

Contact Name:

Organization Name: Is Organization ☐ Yes Tax ID:
501(c)3: ☐ No _____

Phone:

Email:

Website:

Mailing Address:

Social Media Handle(s):

City:

State:

Zip Code:

Your connection to Ochsner and this cause:

Event Information

Proposed Event Name:

This Event is: ☐ Annual ☐ One Time
☐ Ongoing

Description of Event:

Type of Event: ☐ Point of Sale ☐ Special Event
☐ Crowdfunding
☐ Honor
☐ Memorial

Start Date:

End Date:

Time:

Will you serve food and/or alcohol?

☐ Food
☐ Alcohol

Address of Event:

The event will be: ☐ Public ☐ Age 21+
☐ Private ☐ Family Friendly

Has this event occurred before? ☐ Yes
☐ No

Financial Information

Admission Fee?

Estimate Gross Revenue:

Sponsor Information

If there is more than one sponsor, please list and send with form.

Sponsor Name:

Mailing Address:

Phone:

City:

State:

Zip Code:

Website:

Signatures

By signing this form, I certify I have filled out this application and have read the Community Champion fundraising guidelines.

Name of Applicant (Please Print):

Signature of Applicant:

Date:



Ochsner Health's Community Champions program is designed to engage businesses and individuals in our community who are inspired to help advance Ochsner's mission to Serve, Heal, Lead, Educate and Innovate through fundraising initiatives benefitting an Ochsner program or fund.

Riley Donohue
Community Champions Program Manager
communitychampions@ochsner.org | 504-842-7123