



Your Care is Our Cause

## COLLINGWOOD GENERAL & MARINE HOSPITAL FOUNDATION

### THIRD PARTY PROMOTIONAL ACTIVITIES

#### PREAMBLE

The Collingwood General & Marine Hospital Foundation (CGMHF) organizes and coordinates the fundraising and promotional events, which result in publicity and support for the Collingwood General & Marine Hospital (Hospital). It is also the beneficiary of some third party events which reflect on the Hospital and in some cases require limited input of resources from CGMHF.

It is the intent of this policy to establish guidelines outlining the extent to which the CGMHF will become involved in events organized and coordinated by parties other than the CGMHF.

1. All first time events must be approved by the Special Projects Committee and or the Executive Director before being allowed to use the Hospital and/or CGMHF name for publicity purposes. All approved events must be in keeping with healthy lifestyles.
2. Upon approval by the Executive Director, staff time and budgeted funds **may** be allocated to these events to ensure their success and to establish firm ties with the event organizers. The CGMHF may utilize any means at its disposal to help promote these events provided the allocated funds fall within the Annual Budget. Total allocated funds will not exceed 50% of the anticipated total donation.
3. Any event that utilizes CGMHF staff or funds to organize the event, must allow distribution of CGMHF promotional materials.
4. The CGMHF Office may arrange for media coverage, inclusion in the On Call newsletters and notices to all Board and staff members.
5. All publicity by event organizers must use the approved Hospital and/or CGMHF name and logo.
6. A member of the CGMHF Board of Directors or staff may represent the CGMHF at the event if schedules permit. *In these cases, the representative will be allocated a maximum of five minutes to make comments to those in attendance about CGMHF and its use of the proceeds of the event.*
7. The CGMHF will not participate in nor will it allow the use of its name for fundraising events which could cause damage to its reputation in the community.

**The Collingwood General & Marine Hospital and CGMHF will make known to the public any individual, business or organization which falsely represents their event or product promotion as supporting the CGMHF.**