



# The Children's Hospital Trust

Advancing Child Healthcare through the  
Red Cross War Memorial Children's Hospital.

## APPLICATION FOR EXTERNAL FUNDRAISING INITIATIVES

### **STEPS THAT WILL BE FOLLOWED TO REGISTER YOUR EXTERNAL FUNDRAISING INITIATIVES:**

Step 1: Complete the External Fundraising Initiatives application form & return to the Trust

Step 2: If approved, an Agreement will be drafted and signed by both parties.

Step 3: Organiser will then be issued with a Letter of Authorisation

**PLEASE NOTE:** Only events/projects approved by the Children's Hospital Trust (the Trust) will be entitled to raise funds in aid of the Trust.

### **PERSONAL INFORMATION:**

TITLE: ..... NAME: ..... SURNAME: .....

DATE OF BIRTH: .....

COMPANY / ORGANISATION / SCHOOL / GROUP:

.....

DESIGNATION: .....

PHYSICAL ADDRESS .....

..... POST CODE.....

POSTAL ADDRESS .....

..... POST CODE.....

TELEPHONE (HOME) ..... (WORK) .....

(CELL) ..... (FAX) .....

EMAIL .....

I'd like to receive the Children's Hospital Trust newsletter

TWITTER HANDLE: .....

WEBSITE: .....

**EXTERNAL FUNDRAISING INITIATIVE INFORMATION:**

PROJECT       EVENT

NAME OF INITIATIVE .....

VENUE .....

DATE                      START ...../...../.....      END      ...../...../..... (if applicable)

PLEASE PROVIDE A FULL DESCRIPTION OF THE INITIATIVE (*If available please attach a short business plan*)

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.....  
.....  
.....

EXPECTED FUNDS (APPROX) / MINIMUM DONATION: (please note there is a minimum donation of R5000 for any external fundraising event or project)

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FUNDRAISING MECHANISM: (how will money be raised at the event / through the project)

.....  
.....  
.....

EXPECTED / PLANNED MARKETING AND PUBLICITY

.....  
.....

WHAT INVOLVEMENT IS REQUIRED FROM THE CHILDREN'S HOSPITAL TRUST?

Logo                       Social media                       Trust Marketing material                       None

**WHERE DID YOU HEAR ABOUT THE CHILDREN'S HOSPITAL TRUST?**

Website                       Newspaper / Magazine                       Television / Radio  
 Twitter                       Facebook                       Direct Marketing  
 Past Patient                       Parent of past patient                       Cause-Related Marketing  
 A friend                       Worked at the Hospital

**CHILDREN'S HOSPITAL TRUST EVENT GUIDELINES & PROTOCOLS**

- The Children’s Hospital Trust is a children’s charity and due to legislation cannot be associated to any alcohol, tobacco or adult entertainment or receive funding directly from such companies.
- Ensure your event complies with all laws, event regulations and has appropriate insurance and licenses where applicable. The Trust cannot accept any responsibility for your event or anyone who participates in it. Events and Projects are held at the organisers own risk and will not hold the Trust liable for any theft, damages, injury or death.
- The donation amount agreed upon by the organisers and the Trust has to be stated on all material related to the event or project including, but not limited to, invitations, letters, posters, advertisements and media coverage. E.g. 10% of all ticket sales or R50 of each ticket sold / R100 from each four-ball entry etc.
- In the case of the event needing to secure sponsorship, the income amount must equal or better the sponsorship amount. For example: if the organizer secures a venue sponsor worth R40 000, the event should raise at least R40 000 or more.
- All event or project organisers will allow auditors nominated by the Trust to review related donation figures if required.
- All material with the Trust and Red Cross War Memorial Children’s Hospital logo and/or name needs to be sent to the Trust for approval. Such approval will not be unreasonably held. The Trust will make every effort to respond within two working days.
- The Trust has a limited amount of branding for use at events. All promotional material loaned to the organiser must be collected and returned within an agreed time period and in the original condition. The material must be replaced by event / project organiser timeously if damaged or lost.

WHAT THE TRUST CAN DO	WHAT THE TRUST CANNOT DO
<ul style="list-style-type: none"> <li>• Mention the event/project on the Trust’s website, Facebook page and Twitter account. Mention, placement, frequency and content will be at the Trust’s discretion.</li> </ul>	<ul style="list-style-type: none"> <li>• Assist with securing sponsorship or the sale of tickets.</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide donor information or contact details.</li> </ul>
	<ul style="list-style-type: none"> <li>• Assist with event logistics.</li> </ul>
	<ul style="list-style-type: none"> <li>• General publicity such as generating and issuing media releases.</li> </ul>

I have read and agree to abide to the stipulated conditions and protocols. I agree that all proceeds as stipulated here will go to the Children’s Hospital Trust to support the nominated fundraising project in aid of the Red Cross War Memorial Children’s Hospital and/or Paediatric Healthcare in the Western Cape.

NAME ..... SIGNATURE .....

DATE ..... PLACE .....

**Please complete and return to the Children’s Hospital Trust.**

Reception: (021) 686 7860 / Fax: (021) 686 7861 / Email: cht@chtrust.org.za

***Thank you kindly for choosing The Children’s Hospital Trust as the beneficiary of your fundraising event!***