



Dear Friend,

Thank you for considering Rogers Behavioral Health Foundation as the beneficiary of your fundraising activities. On behalf of the patients we serve, we sincerely appreciate your thoughtfulness and generosity as we work together to provide individuals and families with life-saving access to our specialty treatment programs.

Our team will work with you to provide various levels of support and assistance as you plan and hold your fundraiser or project. This packet contains the following information:

- 1. Guidelines** - An overview of our fundraising policies and expectations. Please review this information thoroughly.
- 2. Proposal and Agreement Form** - Scan QR code below to fill out and submit form.



or click on this link: <https://fundraise.givesmart.com/form/RU1KTA?vid=1jymqc>

Please note: The fundraising events must be submitted for approval prior to promotion or execution. This is an important safeguard in preserving the integrity of Rogers Behavioral Health and the Foundation.

We truly value your commitment to our cause and look forward to collaborating with you. If you have any questions, don't hesitate to reach out.

Warmly,

Rogers Foundation

262-646-1646

foundationevents@rogersbh.org



34700 Valley Road, Oconomowoc, WI 53066

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Fundraising Event Guidelines

Rogers Behavioral Health Foundation has created these guidelines for all *Fundraising Events* proposed by organizations, businesses, groups, or individuals wishing to raise funds in support of our programs and services.

- **Event Approval Required:** All events must be approved by the Foundation before being publicized or held.
- **Confidentiality:** We cannot release mailing lists or contact information for fundraising purposes.
- **Mission Alignment:** Only events that reflect the values and mission of Rogers Behavioral Health will be approved. The Foundation cannot assume liability for any event conducted on our behalf.
- **Brand Usage:** Approval is required to use our name (including written name), logos, or trademarks in any event materials. Rogers must review and approve all public-facing content. Unauthorized or misaligned usage may require immediate removal of branding, including our written name.
- **Proper Naming:** *Our name should be indicated as Rogers Behavioral Health or Rogers Behavioral Health Foundation when used alone or for the first time in text. After the first time use, Rogers or Rogers Foundation may be used.*
- **Event Expenses:** No marketing or other expenses related to your event will be chargeable to Rogers.

Foundation Branding support: Rogers Foundation **may** provide limited support upon approval, including:

- Customized online donation page
- Use of logo
- Website/social media posts
- Event speaker
- Rogers' informational materials and display

Not provided by Rogers:

- Raffle license
- Liability insurance
- Bank accounts or payment processing
- Liquor license
- Graphic design services
- Customized (event-specific) apparel and other promotional items

All content must be approved before public release. Rogers reserves the right to withdraw approval at any time if guidelines are not followed.

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