

# Financial and In-Kind Contributions to Community Projects

Grinnell Regional Medical Center's mission is to provide "healthcare for life." One way of accomplishing this mission is to support community projects and events that relate to the mission, values, strategic plans, and community benefit objectives of the medical center and that enhance the health of the people we serve.

As a charitable organization that also receives philanthropic contributions, GRMC gives careful consideration to requests for financial and in-kind support as they relate to the mission of the medical center and its limited financial resources. The purpose of this policy is to ensure a uniform and consistent process for decision-making in regard to contributions, sponsorships, and support made by GRMC. This policy recognizes our role as a major employer whose economic survival is tied to the economic vitality of the region.

The following sponsorship guidelines are designed to help determine what organizations will be considered.

## Guidelines

GRMC is selective in the events and/or programs it supports. When the medical center sponsors an event, our good name and reputation is associated with the coordinating organization and the event itself. All sponsorship and support activities shall reflect positively on GRMC and adhere to the following criteria established for participation:

- The event/activity must be in keeping with GRMC's mission, vision, and values.
- Preference will be given to sponsorship opportunities that have a direct healthcare focus/benefit. Community and civic organizations, education and youth groups, and the arts receive secondary consideration.
- Preference will be given to sponsorship opportunities that allow GRMC to reach desirable target audiences, including potential donors, large employers, physicians, and so forth.
- Preference will be given to nonprofit organizations within the GRMC service area.
- The organizing agency/group must have an outstanding reputation within the local community and beyond.
- The requesting organization must submit their request in writing using the GRMC website and articulate the specific details of the sponsorship.

The following requests **will not be** considered for charitable support:

- Athletes or athletic team events.
- Capital campaigns.
- Individuals (such as sponsoring an individual trying to earn money to go on a trip).
- Labor or fraternal groups.
- Political campaigns, candidates, parties, or partisan activities.
- Programs outside of our service area.
- Solicitations on hospital properties.
- Organizations whose purpose is in direct competition to GRMC.

## **Procedures**

Contributions (donations) may be financial (cash) or in-kind. In-kind support includes equipment, supplies, promotional items, massage services, fitness center memberships, and administrative services such as printing, editing, and graphic design.

Requests for monetary or in-kind support will be directed to the director of public relations. With the advice of the administrative management team, the director will make decisions about financial and in-kind contributions.

Requests must be made in writing and should accompany the contribution request form. Forms and these guidelines are available on the medical center's website at [www.grmc.us/donationrequest.html](http://www.grmc.us/donationrequest.html). Telephone solicitations will not be accepted.

Each request will be reviewed and evaluated based on the criteria listed on the previous page and available funding.

Proposals are reviewed on a regular basis. The requesting organization should hear from GRMC within two to four weeks of receipt of the proposal. If there is a need for additional information, GRMC will contact the organization directly.

The director of public relations will provide an annual report to the finance department on all charities and events supported by GRMC through this policy.

We're here for you when you need us.

210 4TH AVENUE, GRINNELL • 641-236-7511 • WWW.GRMC.US

