



Sentara Foundation

Third Party Fundraiser Guidelines

A Third-party fundraising event for the Sentara Foundation refers to a charitable event or initiative organized by individuals, groups, or organizations (who are not directly part of the Sentara Foundation) to raise funds on behalf of the Sentara Foundation. These events may include activities such as charity runs, galas, auctions, concerts, or other community-driven events, with the proceeds benefiting the Sentara Foundation's programs, healthcare services, or initiatives aimed at improving community health.

The third-party organizers are responsible for planning, promoting, and executing the event, while the Sentara Foundation provides guidance, support, and ensures that the funds raised are used in alignment with its mission and goals. To be a qualified Third-party fundraising event, we request a minimum of 25% of the proceeds be designated as your event donation. You can direct the funds to support the cause of your preference.

Approving Your Event

- Third party events must be approved by the Sentara Foundation. Please fill out the [approval form](#) at least 30 days before your event.
- Include all marketing material and any social media links you will be using to advertise your event, such as Facebook, Instagram, X etc.
- The Sentara Foundation will contact you if your event meets fundraising criteria.

Promoting Your Event

- When using the Sentara name to advertise your event, please title your event with Sentara listed at a beneficiary. An example would be "Gala to Benefit Sentara."
- Organizers of third-party events cannot be named as representatives of Sentara.
- The Sentara logo may not be used on any personal marketing materials.
- All advertising and promotional materials must be approved by the Sentara Foundation.
- The Sentara Foundation is unable to provide any information regarding donors or donor lists.

Financial Guidelines for Donations

- Individual checks must be payable directly to the "Sentara Foundation" to receive a receipt for tax deduction.
- Your donation to Sentara should be at least 25% of the gross proceeds.

Liability

- Event organizers are responsible for all permit fees, and insurance and liability costs.

If you have additional questions, email foundation@sentara.com or call 757-455-7976.