System Policy

Subject: Fundraising Policy

Policy #:

Applies to All Listed Below:

CAMC Health System               CAMC Women and Children’s Hospital
CAMC General Hospital             IHCPI
CAMC Memorial Hospital            CHERI
CAMC Teays Valley Hospital

All fundraising activities for the benefit of CAMC Health System and each of its subsidiary entities are exclusively the responsibility of the CAMC Foundation. Accordingly, any and all fundraising activities of any CAMC Health System entity will be performed or coordinated by the CAMC Foundation Office consistent with this policy.

1. Fundraising activities, including solicitation of in-kind donations, are conducted by the CAMC Foundation in support of established priorities and programs. Fundraising activities are not conducted to benefit specific individuals.

2. Fundraising priorities are developed by the CAMC Foundation in collaboration with hospital and system leadership, and approved by the CAMC Foundation’s governing board if applicable. This is an ongoing process that is designed to be responsive to evolving needs and innovations within CAMC Health System.

3. With the sole exception of the United Way’s annual employee campaign, all activities, either taking place on CAMC Health System property or using CAMC employees or resources, for the purposes of cultivating or soliciting a philanthropic gift, must be for the sole benefit of CAMC and coordinated through the appropriate CAMC Foundation contact. Activities include, but are not limited to, tours for donors, prospective donors, soliciting pledges or donations for campaigns or events, and soliciting participation in campaigns or events.

4. External organizations are not permitted to conduct fundraising activities or solicit participation of CAMC employees and doctors for their benefit on CAMC property or using CAMC employees or resources with the sole exception of the United Way.

Revision on 11.10.11
5. When approached by anyone interested in donating to CAMC or its patients and families in any way (such as a grateful patient or family member, interested community member or external organization) CAMC employees, medical employees and volunteers are to refer the interested party to the CAMC Foundation Office for the appropriate follow-up and engagement.

6. Given the importance that philanthropy of CAMC and the many needs of CAMC, the CAMC Foundation Office does not partner with other non-profit organizations in fundraising activities that aren’t focused solely on CAMC’s mission.

7. If there is any proposed activity that has a philanthropy or fundraising component to it, even if it is not the primary purpose of the activity, then the CAMC Foundation Office is to be involved in the fact-finding and decision-making stages of whether or not to pursue the activity.

8. Without written consent or approval of the CAMC Foundation, individual departments, programs, family, advisory councils, or family support groups can not solicit donations, either cash or in-kind, to benefit their own programs, events (such as picnics) or the organization (such as employees appreciation gifts.)

9. CAMC Health System employees and medical employees who elect to serve in an advisory, governance, or operational capacity to an external organization must sign and abide by the applicable CAMC Health System conflict of interest policies. Per CAMC’s non-solicitation policy, employees are prohibited from distributing literature or soliciting employees for membership for any organization in a work area on company property during working time. In addition, under no circumstances may an employee solicit any gift or contribution from a vendor or supplier or potential vendor or supplier. Vendors who want to make a philanthropic contribution to the company should do so through the CAMC Foundation.

10. The CAMC Foundation Office brands may be used by an external organization for the purposes of fundraising for the benefit of CAMC Health System only with the express written permission of the CAMC Foundation and CAMC Marketing & Public Affairs offices. Any external organization that wishes to fundraise for the CAMC Foundation but follow the written guidelines for fundraising events. A copy may be obtained from the CAMC Foundation office.

11. While CAMC Health System encourages the active participation of its employees and medical employees in the community, all employees must abide by all applicable policies regarding fundraising, grant review and sign off, solicitation and distribution and vendor solicitation. Per CAMC’s non-solicitation policy, employees are prohibited from selling or distributing tickets, chances, merchandise or services in a work area on company property during working time.

Revision on 11.10.11
12. Any employee who violates the CAMC non-solicitation policy will be subject to disciplinary action, up to and including termination. If an employee witnesses a violation of this policy, the employee must immediately notify his or her manager or member of Human Resources or call the Compliance Hotline at 1-877-777-0787.

13. A non-employee who violates this policy may be trespassing on CAMC Health System property. An employee should never attempt to remove a non-employee member from CAMC Health System premises. Security will address any trespassers on CAMC property. If an employee witnesses a non-employee violating this policy, they should immediately notify their manager. If a manager witnesses or is notified of a non-employee violating this policy, the manager should politely request that the activity stop immediately. If that request is not acknowledged, the manager must immediately contact Security. Security will request that the person(s) leave the premises, may escort the person(s) from the premises and will prepare and file an appropriate report of the incident. Any such report should include the identity of the organization for which the person was acting. Under no circumstances should employees other than Security attempt to remove a trespasser from the premises. The CAMC Foundation should receive notice of this attempt to solicit on CAMC property.

14. If a manager discovers or is notified of a violation that did not occur in the presence of the manager (for example leaflets distributed on cars, email solicitation) the manager must preserve and forward proof of the violation, and all other information concerning the violation, to Security and the CAMC Foundation. Any materials posted or distributed in violation of this policy should be removed and given to the CAMC Foundation.

15. The President and Chief Executive Officer of CAMC Health System (or a person designed by him/her in writing) ("CEO") may make written exceptions to this policy, if, in the judgment of the CEO, the best interests of CAMC Health System would be served by granting such an exception.

CAMC Health System reserves the right to alter, amend, modify or eliminate this policy/procedure at any time without prior written notice.

Author by: Gail Pitchford, President, CAMC Foundation
Reviewed by: [Signature]
Date: December 21, 2011

Approved by: [Signature]
Date: 12/21/11

Revision on 11.10.11