

# Community Contribution Policy and Criteria

## Policy

It is the policy of Terre Haute Regional Hospital to contribute to activities, organization and causes in the Wabash Valley which advance both a public purpose (health/wellness, safety, cultural, general welfare) of the citizens of the Wabash Valley and a corporate purpose (furtherance of the interests, image and responsibilities) of Terre Haute Regional Hospital.

## Based on this policy, Terre Haute Regional Hospital may contribute to:

- Safety, health/wellness and human services
- Education
- Community/Civic organizations
- Economic Development
- Environmental causes
- Arts, culture and humanities

## Terre Haute Regional Hospital will not contribute to:

- individuals
- political campaigns/parties
- religious organizations
- solicitations received by form letter groups that discriminate on the basis of age, race, sex or national origin
- activities that do not advance our public or corporate purpose

## Application and Processing of Requests

Requests for monetary contributions are submitted in writing to the Marketing Coordinator and include:

- purpose and mission of group requesting funds
- expected or intended results for use of funds
- description of what kind of recognition the organization will receive (advertising, announcements at event, banners, etc.)
- description of benefits organization will receive (tickets, event admissions, etc.)

## Top Ten Reasons to Fund Major Sponsorships

1. Primary consideration will be given to sponsorships related to healthcare.
2. The event should fit into the marketing strategic plan.
3. The event should offer media exposure.
4. There should be a mass audience and/or audience appeal.
5. There shall be ample budget to pay for the sponsorship.
6. Results of the sponsorship should be measurable.
7. Regional Hospital representation should be involved in the event planning appropriately.
8. Sponsorship should be exclusive among hospitals/healthcare companies.
9. The event should be well organized and/or have a history of successful planning.
10. Sponsorship of the event should "make sense".