



Sponsorship and Donation Policy
Authoring Department: Office of Community Health
Equity and Engagement

Policy Statement

Rush University Medical Center and The Office of Community Health Equity and Engagement exist to improve the health of individuals and diverse communities we serve on the West Side of Chicago, through the integration of outstanding patient care, education, research, and community initiatives and partnerships.

Excellence in healthcare also requires us to be the best possible stewards of our financial resources. At the same time, we recognize our role as an anchor institution in our region, and that we are an important partner in our community.

As we seek opportunities to make an impact beyond the walls of our institution, we give careful and diligent consideration to requests for financial and in-kind support for events and organizations as that:

- Provide support to local organizations to foster civic engagement, consistent with Rush's strategic goals;
- Build strategic relationships and partnerships; and/or
- Enhance the Rush's overall mission, reputation and image, consistent with the Medical Center's strategic goals.

This policy offers guidelines and parameters to help us respond to the many requests we receive each year.

Policy:

Sponsorship definition: support made by the Office of Community Health Equity and Engagement in exchange (partially or wholly) for public relations or advertising benefits that may

- Display of logo or promotion of Rush University Medical Center brand or the Office of Community Health Equity and Engagement
- Verbal, written, or visual acknowledgement at events, functions, and locations
- Speaking opportunities for Rush employees or representatives

Donation definition: support made by the Office of Community Health Equity and Engagement (or a portion of support above a fair market value) with no anticipated exchange of any of the above benefits.

Not all requests can be funded, and the Office of Community Health Equity and Engagement makes decisions at its discretion. Requests will be approved by the VP in concert with the Administrative Team. Funding in prior years does not guarantee continued financial support/ sponsorship in subsequent years.

Sponsorship/donations will be considered for events and organizations that meet some or all of these criteria:

- Aligned with Rush's [Community Health Improvement Plan](#) goals and strategies
 - Prevent and/or manage chronic conditions and risk factors
 - Increase access to mental and behavioral health services
 - Reduce inequities caused by the social, economic and structural determinants of health
 - Increase access to quality health care
 - Improve maternal and child health outcomes

Preference will be given to requests related to these priorities:

- Health needs identified in the Rush Community Health Needs Assessment
- Unmet community health or social service needs
- Education, especially that intended to advance health and wellness in populations in our primary service area
- Civic/community events that advance health and/or quality of life
- Economic community development
- Arts and cultural efforts that enhance diversity and quality of life
- Events located in or sponsored by organizations in the RUSH system's community service areas

Limitations: The Office of Community Health Equity and Engagement will not sponsor or donate resources to these types of activities or organizations:

- Political or fraternal causes
- Individuals for individual endeavors or for private use, regardless of the intent or need
- Individuals seeking to cover health care expenses by conducting fundraising events or activities. Due to the volume of such request, varying types, and inability to manage all such requests, we do not participate in promoting, funding, or coordinating these activities. For the benefit of our patients who may have financial issues with medical expenses, Rush UMC provides other avenues to defer or reduce expenses.
- Events, activities and organizations that do not contribute to the health, wellness, or economic well-being of the communities we serve
- Programs outside the Rush service area

Procedure

Requests for sponsorships, donations, and in-kind or other assistance must be submitted in writing to the Office of Community Health Equity and Engagement. Requests must be received at least **six weeks** in advance of the event.

Requests will be reviewed on an individual basis in light of available funds, and amounts will vary.

As a not-for-profit 501(c)(3) we are required to have written acknowledgement of our sponsorship/donations for community benefit reporting. This may be in the form of an emailed letter or official receipt.

To request sponsorship support, please complete the online [Sponsorship Request form](#).

Note: *we receive many requests every year, and we are unable to fulfill all of them. Requests are evaluated monthly. Applicants will be notified by email of approval or denial. Questions may be directed to the Office of Community Health Equity and Engagement staff at CHEE@rush.edu.*