



Sponsorship and Donation Policy

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Authoring Department: Marketing and Communications
Primary Department: Administration

Overview

Southwest Health exists to serve the healthcare needs of the people of southwest Wisconsin. Providing exceptional care with great compassion is what we do.

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

And that is why we seek opportunities to make an impact beyond the walls of our facilities. We give careful and diligent consideration to requests for financial and in-kind support for events and organizations as they relate to our mission, vision and values. This policy offers guidelines and parameters to help us respond to the many requests we receive each year.

Policy

Sponsorship definition: support made by SH in exchange (partially or wholly) for public relations or advertising benefits that may include:

- Display of logo or promotion of SH brand
- Verbal, written, or visual acknowledgement at events, functions, and locations
- Speaking opportunities for SH employees or representatives

Donation definition: support made by SH (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 SH makes decisions at its discretion. Requests up to \$200 may be made at the discretion of the Director of Marketing and Communications. Requests greater than \$200 will be made by the CEO 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:

- Consistent with Southwest Health's stated mission, vision, and values
- Meets promotional objectives of Southwest Health or provides positive public awareness of Southwest Health, our brand, or our services
- Supports organizations with close relationships to Southwest Health or organizations that complement our key service lines

- Supports activities of not-for-profit organizations that promote health or economic development
- Supports schools or other key educational organizations in geographic proximity to or within our primary service area

Preference will be given to requests related to these priorities:

- Health needs identified in the Southwest Health Community Health Needs assessment
- Health needs identified through Grant, Iowa, or Lafayette County Community Health Needs Assessments
- Unmet community health or social service needs
- Education, especially that intended to advance health and wellness in populations in proximity to our facilities or 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

Limitations: Southwest Health 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 its patients who may have financial issues with medical expenses, Southwest Health 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 greater community we serve
- Programs outside the SH service area

Procedure

Requests for sponsorships, donations, and in-kind or other assistance must be submitted in writing using the online Community Sponsorship/Donation Request Form. Requests must be received at least six weeks in advance.

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 donations for community benefit reporting. This may be in the form of a letter, email or official receipt.

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 Marketing and Communications staff at 608-342-0941.

