



Frequently Asked Questions

EVENT APPROVAL

After I submit my event application form, how long is the approval process?

You will hear back regarding your application within 5 business days.

PROMOTION AND LOGO USE

Can I use the Arkansas Children's logo to help promote my event or in marketing materials?

Yes. Once your event application is approved, you will receive access to our logos. All event materials containing our name or logo must be sent to a Foundation staff member for approval prior to printing or distribution.

Can the Foundation provide publicity or contacts with the media?

Our staff is unable to provide media contacts or publicity for individual events to outside media sources. We recommend that you put together your own media plan. However, we can provide advice or information about how to conduct a successful media campaign.

Can I use patient photos or stories to promote and/or raise awareness at my fundraiser?

Yes. Having a patient/patient family sharing personal experiences is one of the best ways to demonstrate the amazing care provided by Arkansas Children's. There are likely people in your own community who are willing to share their story. Arkansas Children's Foundation has a program called Arkansas Children's Ambassadors, consisting of former and current patients who represent Arkansas Children's by sharing their personal hospital experiences. Contact a Foundation staff member to see if there is an Ambassador in your area who could attend your event.

EVENT PLANNING

Can funds raised be used for expenses?

We recognize that some coordinators may need funds to run an event and pay reasonable expenses. However, the Foundation cannot fund or financially support community fundraisers. Coordinators are responsible for covering all expenses and will not be reimbursed by the Foundation or the hospital.

Can I use the hospital's or Foundation's sales tax exemption number?

Unfortunately, sales tax laws do not allow event coordinators to use or tax exempt status for purchases.

Can someone from the hospital or Foundation attend or speak at my event?

While we will review and consider all requests, because of the large demand on clinical and support staff time, we can't guarantee attendance of physicians, Ambassador families, or volunteers at your fundraiser.

Can I have a silent auction at my event to raise more funds?

Yes. However, the Foundation is unable to procure silent auction items for your event and cannot facilitate your auction. Once your auction is approved, we are available to provide guidance on how to hold a successful silent auction, and can also provide our [in-kind donation form](#) to track donations provided to benefit Arkansas Children's.

Can the Foundation or hospital provide volunteers for my event?

We recommend you recruit volunteers for your event and suggest you reach out to friends, families and those in your community to volunteer. If you are unable to recruit the volunteer support you need, please let us know, and we can review and consider being able to assist in providing a few volunteers.

Does Arkansas Children's or the Foundation provide event insurance?

Event manager agrees to obtain all required permits and licenses for the event. Because Arkansas Children's is the ultimate beneficiary of your event and has no direct involvement with running the fundraiser, we cannot provide event insurance. The event manager is responsible for obtaining event insurance and certificates of insurance.

FOLLOW UP & RECEIPTING

Who do I make checks payable to after the fundraiser?

Please make checks payable to Arkansas Children's and mail within 30 days to:

Arkansas Children's Foundation
Attn: Community Events
#1 Children's Way, Slot 661
Little Rock, AR 72202

Do donors receive a charitable gift receipt from Arkansas Children's Foundation?

The Foundation will issue acknowledgement letters that include our tax ID to substantiate donations made payable directly to Arkansas Children's for tax purposes. This includes donations of money, in-kind items, and services. If you need help in capturing donor information for your event, please contact the Community Events department at the Foundation for assistance.