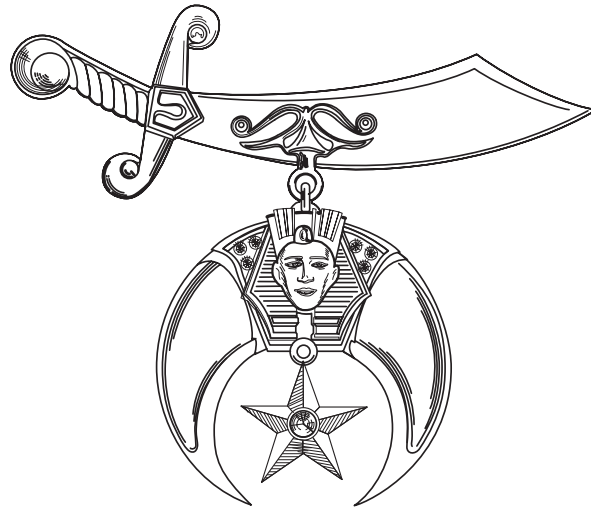


# SHRINE FUNDRAISING



# POLICIES & PROCEDURES

Revised March 2005  
(FP1599)

## INTRODUCTION

Because Shriners have been the driving force behind Shriners Hospitals for Children, it has become natural to associate the Fez with this charity. However, the Shrine of North America and Shriners Hospitals are separate and distinct legal corporations.

Shriners Hospitals for Children is incorporated in the state of Colorado, and it operates 22 hospitals. Its purpose is to provide medical care to children with disabilities without regard to race, creed, sect or nationality. The treatment for the children is provided at no cost. This is the Charitable corporation.

The Shrine of North America is incorporated in the state of Iowa, and it presently has 191 unincorporated fraternal associations in Canada, Mexico, the United States and Republic of Panama. We know them as Shrine Temples. This is the Fraternal corporation.

A study done by Shriners International Headquarters found that Shrine Temples conduct more than 2,000 fundraising activities annually. Many of these fundraisers are strictly for the Temples – and this is perfectly acceptable. Other fundraising activities are for the benefit of Shriners Hospitals for Children – and this is also perfectly acceptable.

However, the individual purchasing a ticket, product, etc., or the donor, should be advised, in advance, how the proceeds will be used. This pamphlet is intended to provide guidance to the Temples, units, clubs and Nobles in their fundraising activities so there can be no criticism directed at them that the solicitation did not conform to the requirements of the law or was deceptive or misleading.

## TYPES OF FUNDRAISERS

There are two types of Shrine fundraisers – Charitable and Fraternal.

**CHARITABLE FUNDRAISERS** – Where 100 percent of the net proceeds benefit Shriners Hospitals for Children. (See pages 3-5.)

**FRATERNAL FUNDRAISERS** – Where the net proceeds benefit the Temple, which in turn may distribute them as it sees fit. For example, profits may be disbursed to the Temple general fund, a building fund, to clubs and/or units, to Shriners Hospitals for Children, to local community or Masonic related projects (DeMolay, Masonic Home, etc.) or any combination thereof. [See pages 4-5].

## PROCEDURES THAT APPLY TO ALL SHRINE FUNDRAISING ACTIVITIES

All fundraising must comply with the law of the land; that is, the law of the jurisdiction where the activity takes place. This includes national, state or province, and local laws.

The use of the name Shriners Hospitals is governed by §503.10 of the bylaws of Shriners Hospitals.

All fundraising is governed by General Orders as may be issued on that subject by the Imperial Potentate.

Insurance. Your attention is particularly called to that portion of the existing General Order #1 pertaining to insurance. Strict compliance is required.

All contracts must be reviewed and approved by the Temple Potentate after receiving the advice of the Temple attorney.

All fundraising promotional materials (including Temple publications) must include a statement indicating the major entity benefited by the funds [Statement of Purpose].

## STATEMENTS OF PURPOSE

All fundraising promotional materials must contain a STATEMENT OF PURPOSE. Below are examples for each type of fundraising activity.

### FOR CHARITABLE FUNDRAISERS:

“Net proceeds from this (activity, event, etc.) are for the benefit of Shriners Hospitals for Children.”

### FOR FRATERNAL FUNDRAISERS:

“Net proceeds from this (activity, event, etc.) are for the benefit of XYZ Temple/Unit/Shrine Club.”

DISCLOSURE (for Fraternal fundraisers) “Payments are not deductible as charitable contributions.”

*NOTE: All fraternal fundraising materials must include both the statement of purpose and disclosure.*

## CHARITABLE FUNDRAISERS

It should be emphasized at this point that a Noble (in his capacity as a Shriner), a Shrine Temple/unit, an organization of Nobles, or affiliated/appendant corporations SHALL NOT engage in any charitable fundraising effort other than for the benefit of Shriners Hospitals for Children.

When a decision is made to conduct a charitable fundraiser, the responsible Noble (club/unit president, committee chairman, etc...) must submit a written request to the Temple Potentate having jurisdiction thereof. If he approves, the Potentate must then obtain the written consent of the Imperial Potentate and Chairman of the Board of Trustees. This request shall be sent to the Executive Vice President – Imperial Council, Shriners International Headquarters, P.O. Box 31356, Tampa, Florida 33631-3356. Final approval for a charitable fundraising activity is effective upon the Temple's receipt of a Charity Activity Form. If a request is denied by the Imperial Potentate and Chairman of the Board of Trustees, the Temple Potentate will receive a full explanation in writing.



Fig. 1– Sample ticket for Charitable fundraiser

All solicitation materials, tickets, programs and documents must include factual information (Statement of Purpose) regarding use of the proceeds. [See figure 1.]

Information about our hospitals (obtainable from the Imperial Public Relations Department), such as patient success stories, facts and figures, photos or other appropriate material, may be used in programs for **charitable** fundraisers. [See figure 2.]

The Temple shall report the results of each charitable fundraising activity within 60 days of the activity to Shriners Hospitals for Children on the Charity Activity Form provided to the Temple. A Temple that fails to remit the net proceeds within 60 days of the activity shall be assessed interest retroactive to the date of the activity.

The Temple shall maintain detailed financial records of all fundraising activities involving Nobles, clubs, units, organizations of Nobles or affiliated/appendant corporations for a period of seven years. Details of all revenues and disbursements shall be maintained in such financial records.

**State Solicitation Laws:** Some states have solicitation laws that may require Shrine compliance. Temples must have their attorney review such laws. By way of example, the State of Florida requires that the following statement be included in all printed solicitation materials, receipts, written confirmation, or reminders of contributions soliciting charitable contributions for Shriners Hospitals. The statement must be conspicuously displayed in all capital letters.

SHRINERS HOSPITALS FOR CHILDREN ARE DULY REGISTERED WITH THE STATE OF FLORIDA AS REQUIRED BY ITS SOLICITATION OF CONTRIBUTIONS ACT. THEIR REGISTRATION NUMBER IS CH 433. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

### One hundred percent of the net proceeds from charitable fundraisers must be given to Shriners Hospitals for Children.

Expenses for operating the event must be actual, and no labor charges can be made for volunteer work by Shriners and/or their families.

Under certain conditions, existing General Orders allow the use of a portion of funds raised for the hospitals to be used for patient transportation. [See “Special Purpose Funds” section of General Order #1 for complete details.]

All solicitation materials, tickets, programs and documents must

Fig. 2– Sample insert for Charitable fundraiser

**DELL EAST-WEST SHRINE GAME**

## THE DELL EAST-WEST SHRINE GAME HEADED FOR HOUSTON

**SATURDAY, JAN. 20, 2007**

The 82nd annual East-West Shrine Game is scheduled for **Saturday, Jan. 20, 2007**, at Reliant Stadium, home of the National Football League's Houston Texans. Dell is the title sponsor of the game, which will kickoff at 6 p.m. CST and be nationally televised on ESPN2.

From its inception in 1925 until 2005, the East-West Shrine Game was held in the San Francisco Bay Area, and the 2006 game took place in San Antonio, Texas. In April 2006, the Shriners Hospitals for Children Boards of Directors and Trustees voted to move the game to Houston.

"We decided it's important for the game to be held in a city that's home to one of our 22 Shriners Hospitals," said Imperial Potentate Nick Thomas. "Players should be able to learn and see first-hand what a Shriners Hospital is all about."

During the festivities surrounding the Dell East-West Shrine Game, players will be shuttled to the Houston Shriners Hospital to tour the facility, visit patients and experience the Shriners Hospitals mission. The hospital will also be open for public tours, and visitors are encouraged to visit the Shriners Hospital in Galveston, as well.

The NFL will have a stronger presence at the upcoming Dell East-West Shrine Game than in years past. Besides being played in the Houston Texans' stadium, the game is fortunate to have two legendary NFL figures serving as head coaches: Dan Reeves and Don Shula.

Reeves coached in a record nine Super Bowls as an assistant coach for the Dallas Cowboys and head coach for the Denver Broncos. He earned AP Coach of the Year honors as head coach of the New York Giants. As head coach of the Atlanta Falcons, he accomplished an impressive turnaround, leading them to Super Bowl XXXIII. Reeves retired with an overall record of 201-174-2.

Shula retired after the 1995 season as the NFL's all-time winningest coach. He was inducted into the Pro Football Hall of Fame in 1997. Shula is one of five coaches to lead two different teams to the Super Bowl, along with Reeves. He guided the Baltimore Colts to Super Bowl III and the Miami Dolphins to win back-to-back World Championships in Super Bowls VII and VIII. His 1972 Dolphins team achieved the only perfect season in NFL history.

The East-West Shrine Game is held each year to raise awareness and funds to support Shriners Hospitals for Children – an international system of 22 hospitals in the U.S., Mexico and Canada. The hospitals provide specialized care at no charge to children with orthopaedic conditions, burns of all degrees, spinal cord injuries, and cleft lip and palate.

**Shriners Hospitals for Children**  
www.shriners.org

For more information about the game or to purchase tickets, please visit [www.shrinegame.com](http://www.shrinegame.com).

PROCEEDS ARE FOR THE BENEFIT OF SHRINERS HOSPITALS FOR CHILDREN

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## FRATERNAL FUNDRAISERS

A Noble (in his capacity as a Shriner), or a Shrine Temple/club/unit, or an organization of Nobles or affiliated/appendant corporations must obtain the prior written consent of the Temple Potentate having jurisdiction thereof before engaging in any fundraising activity.

There can be no representation, express or implied, that the proceeds will be for the benefit of Shriners Hospitals for Children.

When the Potentate gives his written consent for a fraternal fundraising activity, a copy of the same shall be mailed to the Executive Vice President – Imperial Council. Further, any printed materials pertaining to the fundraising activity shall be sent to Executive Vice President, Imperial Council if so requested.

All promotional material, tickets, programs and documents must contain a Statement of Purpose and Disclosure. [See figure 3.] Information about our hospitals may be used in programs for fraternal fundraisers *provided that each contains the appropriate Statement of Purpose and Disclosure.*

This information must appear in a conspicuous location used lettering bold enough to be easily read. Programs and other 'booklet' type materials must include the Statement of Purpose and Disclosure on the front cover or the first page. [See figure 4.]

The Statement of Purpose and Disclosure should also be included as a part of each fundraising activity advertised in Temple publications.

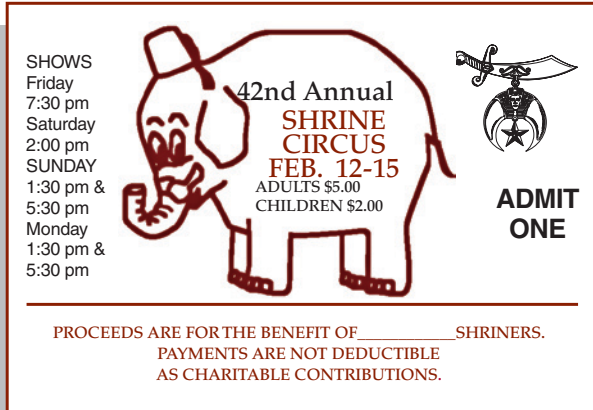


Fig. 3 – Sample ticket for Fraternal fundraiser

ations.

The Temple shall maintain detailed financial records of all fundraising activities involving Nobles, clubs, units, organizations of Nobles or affiliated/appendant corporations for a period of seven years. Details of all revenues and disbursements shall be maintained in such financial records.

## FURTHER INFORMATION

If you have any questions regarding the procedures for fundraising, you are to communicate with:

Executive Vice President – Imperial Council  
 Shriners International Headquarters  
 P.O. Box 31356  
 Tampa, FL 33631-3356  
 (813) 281-0300

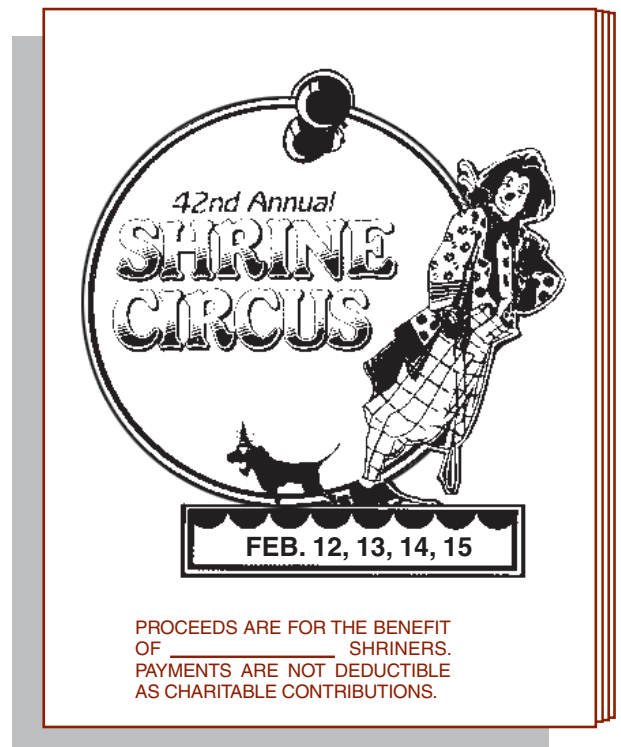


Fig. 4 – Sample program cover for Fraternal fundraiser

## CHARITABLE FUNDRAISER CHECKLIST

- Has written permission been obtained from the Temple Potentate, Imperial Potentate and Chairman of the Board of Trustees?
- Has the Temple Potentate reviewed and approved any necessary contracts?
- Has the appropriate insurance been obtained?
- Has the Temple Potentate examined all solicitation and promotional material to assure compliance with Shrine law?
- Have federal, state/province and local laws been complied with?
- Has there been compliance with The Revenue Act of 1987 (if the Temple is located in the United States)? (See General Order #1)
- Has a "Statement of Purpose" been included on all tickets, solicitation and promotional material?
- Has the Charity Activity Form been completed and returned to Shriners International Headquarters within 60 days of the activity to avoid an interest penalty?

## FRATERNAL FUNDRAISER CHECKLIST

- Has written permission been obtained from the Temple Potentate?
- Has a copy of the approval been sent to the Executive Vice President – Imperial Council?
- Has the Temple Potentate reviewed and approved any necessary contracts?
- Has the appropriate insurance been obtained?
- Has the Temple Potentate examined all solicitation and promotional material to assure compliance with Shrine law?
- Have all federal, state/province and local laws been complied with?
- Has there been compliance with The Revenue Act of 1987 (if the Temple is located in the United States)? (See General Order #1)
- Have a "Statement of Purpose" and "Disclosure" been included on all tickets, solicitation and promotional material, including Temple publications?