

# UnityPoint Health – Des Moines

## Community Contributions and Sponsorship Policy

### **POLICY**

It is the policy of UnityPoint Health – Des Moines (including Blank Children’s Hospital, UnityPoint at Home, UnityPoint Clinic and John Stoddard Cancer Center) that we are committed to being a mission-driven, value-based, community-oriented organization. Iowa Health recognizes our role as a corporate leader and our responsibility to contribute its resources (i.e. financial, leadership, time and other in-kind support) to those activities that improve community health and assist community social service organizations and other non-profit organizations ability to enhance the quality of life in our community.

### **PURPOSE**

To provide guidelines for administering financial and other contributions that will enhance community benefit by supporting community organizations, projects, activities and initiatives that improve community health and secondarily, the economic and social well-being of the communities we serve.

### **GENERAL INFORMATION AND DEFINITION OF TERMS**

The intention is to align its community benefit and sponsorship funding to support efforts to improve general health and wellness within central Iowa. We also recognize the need to support other community and client initiatives that may not be directly associated with community health although they should be a considered a secondary priority.

Requirements and criterion to be used in decision-making progress for community benefit/sponsorship solicitations:

### **Requirements**

- Current and projected operating financial performance of the system and affiliates supports capability to provide financial contributions. Community benefit and sponsorships will not exceed 10% of budgeted operational margin of the system or an affiliate.
- Solicitation must be from a not-for-profit organization
- Solicitation must be received no less than 60 days prior to the deadline for funding commitment
- In order to have contributions qualify as a Community Benefit, the donation must come from the specified expense line item.
- The President/CEO may authorize exceptions to this policy.
- The Iowa Health logo must appear on all printed materials, advertisements, etc.

### **Criteria**

The request must satisfy **3** of the requirements below or be denied.

- Is the amount reasonable
- Mission critical and strategic plan supportive
- Supports healthcare initiatives in the region

- Supports economic development in the service area
- Provides goodwill
- Must be health related

**The following requests may not be considered for charitable support:**

- Individuals
- Political campaigns, candidates, parties or partisan activities
- Programs outside the regions service area
- Solicitations from for-profit organizations
- Annual fund support
- Beauty contests
- Scholarships, fellowships or internships

Golf outing and charitable event attendance shall be in accordance with the above listed criteria. Participation in the actual event shall be in the following order of priority:

- Clients and business partners
- Physicians
- Board Members
- Employees

**EXAMPLES of CONTRIBUTIONS OR SPONSORSHIP**

- Cash donations
- In-Kind Donations – printing and refreshments may be permitted
- Special Promotions – may provide small give-away items such as notepads, pens or bags

**LIMITATIONS**

- Contribution do not exceed \$10,000
- UnityPoint Health shall not continually fund any organization or event. Each sponsorship will be reviewed on an annual basis.
- UnityPoint Health shall not make multi-year contributions. We encourage organizations to make one request for all of their events/programs for the year.
- Organizations may submit only one request per calendar year

**PROCEDURE**

- All requests must be submitted in writing utilizing the Community Contribution Request
- All requests must be forwarded to the Public Relations Department for initial review and approval
- Requests with then be reviewed by our contributions committee and finalized by the Vice President of Business Development.