

BUSTOut

COMMUNITY GIVEBACK TOOLKIT



Thank you for your interest in supporting BUST Out through a School or Community Giveback event.

Your support helps bring lifesaving breast cancer screenings directly into our community through Woman's mobile mammography coach while helping women feel seen, supported, and cared for throughout their journey.

Whether you host a small fundraiser, workplace initiative, or a school or community event, your generosity truly makes a difference.

Our Mission

Foundation for Woman's welcomes the creative ideas put forth by school and community supporters like you. As an extension of Woman's Hospital, our work is driven by a single purpose—raising philanthropic support to improve the health of women and infants and addressing some of our community's most critical and complex health needs.

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What is **BUST Out**?

Launched in response to the challenges of the pandemic, BUST Out was designed to unite the greater Baton Rouge community through the familiar places that are part of daily life. By dining at local restaurants, shopping at favorite boutiques, or supporting participating businesses, community members can make a difference while enjoying the experiences they already cherish.

BUST Out is a community-driven initiative supporting breast health services at Woman's Hospital. Funds raised help support our mobile mammography coach, bringing screenings directly into the community to improve access to early detection and care.

Every dollar raised through BUST Out directly benefits breast cancer services at Woman's Hospital, funding lifesaving screenings, patient support, education, and outreach throughout Louisiana. Contributions help expand access to care via our 3D mobile mammography coach, which delivers free or affordable screenings to communities in 33 parishes. The funds also support patient navigation and survivorship programs, ensuring that more women receive early detection and compassionate care when they need it most.

Community Giveback

A community giveback is an event or initiative organized by a local business or organization, with proceeds donated to Woman's Hospital through the Foundation for Woman's. These events offer businesses and community groups a way to contribute to women's and infants' health while connecting with customers, employees, and the broader public.

Community Giveback Activities

Food & Drink

- Percentage Nights at Restaurants
- Specialty Drink Promotions
- Ticketed Tastings or Brunches

Community Events

- Mahjong or Bunco for a Cause
- Trivia Nights
- Yoga or Barre Classes
- Walks or Sporting Events

Retail & Shopping

- Shop & Sip Events
- Pink Product Promotions
- Checkout Roundups
- Donation Promo Codes

Workplace Giving

- Employee Fundraisers
- Pink Shirt Sales
- Raffles or Friendly Competitions

School Giveback

A school giveback is led by a school, student group, club, or parent-teacher association, with funds raised supporting Woman's Hospital through the Foundation for Woman's. These fundraisers give students, families, and educators the chance to work together for women's health while building school spirit and community involvement.

School Giveback Activities

School Events

- Pink Out Spirit Day
- Bake Sale
- Fun Run or Walk-a-thon
- Trivia Night or Game Night
- Talent Show for a Cause

Student Organizations

- Club-Hosted Charity Tournament
- Student Council Fundraiser

Spirit Wear & Shopping

- School Store Pink Product Promotion
- Pink Out Game with Survivor Spotlight

Don't see your idea listed? We'd love to brainstorm with you!

Giveback Event **Approval**

To protect the integrity of our mission, we ask that all third-party events and initiative details be submitted for review prior to launching or promoting your fundraiser. This ensures that every event connected to Foundation for Woman's, Woman's Hospital, and BUST Out accurately represents our patients, our organization, and our ongoing commitment to donors and the community.

If a proposed event or initiative does not align with our mission and values, Foundation for Woman's reserves the right to decline participation or association.

After you submit your BUST Out Partner form—either online at womans.org/BUSTout or by emailing the completed form—the Foundation for Woman's team will review your submission and send a confirmation email with approval details and next steps. If we need more information or clarification about your event, a team member will reach out to you by email with any questions or feedback.



How We Can **Support You**

Our team is here to help guide and support your giveback event. We can provide:

- Guidance on fundraising ideas and event planning
- Approved use of Woman's Hospital/Foundation for Woman's logos
- Authorization letters confirming your partnership
- Personalized donation webpage for direct donations
- Social media toolkit resources and graphics

A Few Things to Keep in Mind

To ensure we can support all school and community partnerships fairly and consistently, there are a few areas that remain the responsibility of the event organizer:

- Event permits, licenses, or insurance
- Event staffing and volunteer management
- Event expenses and reimbursements
- Sponsor solicitation
- Promotional materials, prizes or raffle items

In addition, we cannot guarantee event attendance of our staff, physicians and/or patients.



Branding Guidelines

In an effort to safeguard our brand guidelines, the following rules apply:

- All materials with the Woman's logo must be approved before distribution. Woman's Marketing Department must review and approve all uses of our logo before they become public. Any use of the Woman's logo without approval is not allowed.
- Your community fundraiser may not state or imply that the event is co-hosted by Woman's or involved as anything other than the beneficiary. For example, the event may not be named "Woman's Hospital Game Night". Instead, you can identify it as "Game Night proudly supporting Woman's Hospital".

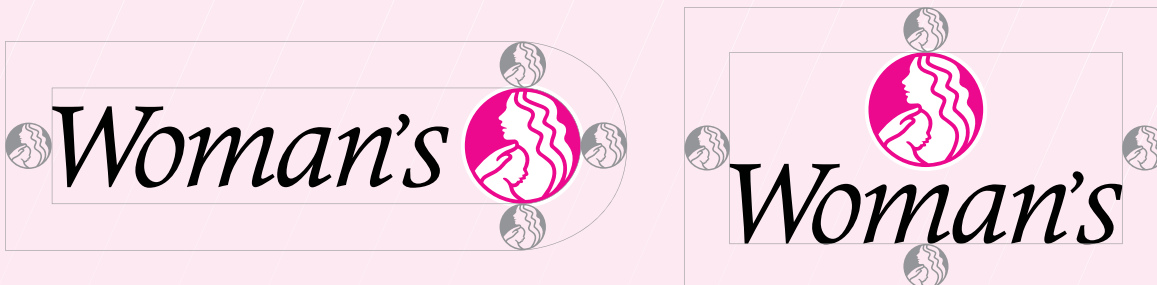
Once the event or campaign is approved, the requested logos will be provided. The logos provided here in this toolkit may not be copied or otherwise used. Each logo should be used as-is and cannot be altered in any way.

All materials must be reviewed and approved prior to use.



Clear Space

Give the logo space. To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design, and ensures the logo can be seen quickly, and uncluttered by other logos, symbols, artwork or text.



Social Media

When posting on social media in connection with Woman's Hospital, please ensure that all content reflects our organizational values and brand standards. Posts should not contain or depict alcohol, illegal drugs, nudity, violence, or identifiable children without prior approval. Content associated with partnership events must not be discriminatory, hateful, harassing, profane, sexually explicit, political in nature, or promote political candidates, partisan causes, or controversial issues. Additionally, content should not be posted if it could reasonably harm the reputation of Woman's Hospital or the Foundation for Woman's.

School and community partners are welcome to tag or mention Woman's Hospital in social media posts. However, Woman's Hospital reserves the right to remove tags, mentions, or associations from any content that does not align with our brand standards, mission, values, or partnership guidelines.

We ask all partners to use good judgment, professionalism, and respect when creating and sharing content related to partnership events.

Important Details to Know

Financial Guidelines

- Tax receipts for donations can only be issued for contributions made directly to the Foundation for Woman's. If your event includes raffles, auctions, or games of chance, you must disclose these in advance and obtain any required permits or licenses from the state.
- Events must be funded by the organizer or covered by event proceeds. Woman's Hospital and the Foundation for Woman's do not provide financial support or cover event expenses.
- All materials promoting your event must clearly state how the funds will be used, especially if less than 100% of net proceeds go to Woman's Hospital.

Legal Guidelines

- Organizers are responsible for obtaining their own event insurance. Woman's Hospital and the Foundation for Woman's do not provide insurance or assume responsibility for planning, staffing, or event-related costs.
- The Foundation for Woman's does not take on legal or financial responsibility for third-party events and cannot provide indemnification for any damages or expenses.
- Woman's Hospital and the Foundation for Woman's are not responsible for personal injury or property damage that may occur during your event.

Ways to Donate



Checks

Make payable to:

Foundation for Woman's

Please include:

- BUST Out Giveback
- Event Name
- Event Date



Online Giving

Donate* online at:

womans.org/foundation/make-a-gift

**See FAQ section about personalized donation webpages for more information.*



In Person

Deliver donations to:

Foundation for Woman's
100 Woman's Way

We kindly encourage check or online donations whenever possible instead of cash.



Frequently Asked Questions

Will someone from Woman's Hospital help plan or attend my event?

- We're happy to answer questions and provide guidance as you plan your fundraiser, but the day-to-day organizing and details are up to you. We love supporting community events and will do our best to attend, but can't guarantee staff, physicians, or volunteers will be available for every event.

Can I request a donation link for my fundraiser?

- Yes! If your goal is at least \$250, we can set up a unique donation link so supporters can give directly to Foundation for Woman's. Request your link at least two weeks before your event. Please note, donations made through this link go straight to the Foundation and can't be used to cover your event's costs.

Will my donors get a tax receipt?

- Donors who give directly to Foundation for Woman's—whether through the donation link or by check—will receive a tax receipt. Donations made directly to your event, such as ticket or item purchases, are not tax-deductible and we cannot provide receipts for those. Encourage supporters to use the official donation link for tax-deductible gifts.

Can we do a check presentation at Woman's Hospital?

- Definitely! For qualifying donations, we'd love to host you at Woman's Hospital for a check presentation after your fundraiser. Contact us at giving@womans.org to set up a time that works for everyone.

Giveback Event Checklist



Submit your giveback event form for approval to womans.org/BUSTout or email giving@womans.org.



Receive an approval from Foundation for Woman's via email.



Plan your activity and/or event.



Submit your promotional materials that involve our organization logo for approval.



Host your event!



Submit event proceeds to the Foundation for Woman's.



Foundation for *Woman's*

Connect with Us!

Website: womans.org/giving

Email: giving@womans.org

Call: 225.924.8982