UCARE
COMMUNITY FUNDRAISING

COMMUNITY FUNDRAISING
TOOLKIT

A STEP-BY-STEP GUIDE FOR PLANNING A SUCCESSFUL FUNDRAISER

FOR UHEALTH - UNIVERSITY OF MIAMI HEALTH SYSTEM

Providing leading-edge care when and where you need it.
Together, we can create a healthier community.

TOOLKIT OVERVIEW

On behalf of the patients and families we serve, thank you for your interest in hosting an event, creating a giving page or running a promotion to benefit UHealth - University of Miami. We are always grateful for the generous support of individuals like you who share our commitment to exceptional care, teaching and research.

All events and campaigns, large or small, play a significant role in raising awareness and much-needed support. Whether you are new to fundraising or have experience, this toolkit is designed just for you. It includes a step-by-step guide with all the information you need to plan and host a successful fundraiser to benefit UHealth.

We are here to support you throughout your fundraising journey. If you have any questions, please don't hesitate to send an email to **communityfundraising@miami.edu**. Thank you again for your support.

WHAT'S INSIDE

UHEALTH'S MISSION

UCARE is a division of the Development and Alumni Relations department dedicated to igniting philanthropic passions by partnering with community members, individuals, groups and companies to support their initiatives. Through innovative event creation, online fundraisers, impactful marketing campaigns and more, we strive to empower our partners to make a difference in the causes they care about most.

You will work with a member of our UCARE Community Fundraising team who can provide more information on areas of financial need or various programs that are available to support.

UHealth is committed to health and wellness through our entire institution with the goal of understanding how to better heal complex conditions and advance preemptive care for healthier living in Miami and around the world.

Together we can create a healthier community by:

- Delivering high-quality, compassionate health care
- Leading life-changing discoveries and transforming patient care through innovative research
- Educating the next generation of medical leaders

WHERE WILL THE FUNDS GO?

Your donation will support a variety of programs and services within UHealth. If you have a specific passion for a health care specialty and/or specific school within the University, we will work with you to ensure your donation goes directly to that area. You will work with a member of our Community Development team, who can provide more information on areas of financial need or various programs that are available to support.

2.0 HOW CAN WE HELP?

HOW CAN UHEALTH COMMUNITY FUNDRAISING TEAM HELP?

- Provide guidance on best practices for event planning, marketing campaigns and soliciting your network
- Help identify the area of UHealth you want your event to support
- Offer ideas related to campaigns/initiatives
- Offer event-specific guidance on budget planning, event timelines, creative materials
- Provide a peer-to-peer fundraising page to collect online donations
- Publicize your fundraiser on our Upcoming Events calendar
- Provide a letter of authorization to highlight your intent to donate to UHealth
- Coordinate event representation and/or check presentation, if appropriate
- Provide one of the benefiting UHealth logos for promotional materials (any collateral where a logo is used must be approved by UCARE team in advance)

SERVICES WE ARE UNABLE TO PROVIDE

- Tax exemption status to activity organizers for activity-related purchases
- Distribution of flyers or other promotional materials
- Gift recognition letters to individual contributors noting a charitable donation, unless donating directly to UHealth.
- Insurance or liability coverage
- Funding or reimbursement for expenses
- Mailing lists of donors or vendors
- UHealth stationery
- Obtaining event permits

2.0   HOW CAN WE HELP?

COMMUNITY FUNDRAISING APPLICATION PROCESS

1. Submit an application at least ninety (90) days in advance of the fundraiser to help us gather information about your fundraiser (**click here**).

2. The UCARE Community Fundraising Team will review your application within fourteen (14) business days to ensure the event follows UHealth guidelines and is consistent with our mission and values.

3. Once your application is approved, you will receive an approval letter to help with your solicitation efforts and information on logo usage and best practices.

4. Congratulations! You are ready to begin planning and executing your event.

PARTNERING WITH COMMUNITY FUNDRAISERS

When community members choose to host events that benefit Sylvester, these are considered third-party fundraising initiatives. Our role is to partner with organizers by helping connect their efforts to the mission through strategic guidance, coordinating physician or leadership participation when possible, and helping raise awareness of the work being supported. Because these events are independently organized in support of Sylvester, our budgets are not structured to financially sponsor them. Instead, our financial resources are focused on advancing research, patient care, and the programs the fundraising ultimately supports. We are incredibly grateful for supporters who take on the labor of organizing these efforts and are committed to supporting their success through mission engagement and partnership.

Your fundraiser may **not** be authorized if it:

- Does not support the mission and values of The University of Miami and UHealth

- Promotes a political party/candidate or appears to endorse political issue(s)

- Potentially conflicts with marketing or public relations campaign

- Requires The University of Miami and UHealth to sell tickets/coupons or involves telemarketing or door-to-door solicitation

3.0 ORGANIZING A SUCCESSFUL FUNDRAISER

HOSTING A FUNDRAISING EVENT

Before planning your event, there are many logistics to consider. Below is a step-by-step guide to help you get started.

1. **Form a planning committee**
   Don't do it alone. Bring together your friends, family, coworkers – anyone who shares a similar interest in raising funds for your cause. Assign roles according to your team's strengths and interests. Schedule meetings or calls throughout the planning process to help you stay on track.

2. **Choose the right event for you and your network**
   Use the Fundraising Ideas section in the toolkit to brainstorm. Choose an event that is exciting to your network. Select an event location that's convenient, visible and safe. When choosing an event date, be sure to consider other events in your area, and holidays.

3. **Let our team know**
   Complete our Community Fundraising Application (**click here**) before launching your fundraiser. Once your application is approved, our staff will send you a letter to help with your solicitation efforts and all the information you need to get started.

4. **Develop a timeline**
   Start early, stay organized and plan ahead! A detailed timeline will help you and your team stay on track. Feel free to use the template in the toolkit.

5. **Create a budget**
   Set a realistic—but challenging—fundraising goal. Develop a detailed budget using the template in the toolkit. Try to keep expenses low to maximize your donation to UHealth. Identify items in your budget that could be donated by local businesses. You can also seek in-kind goods and services from local vendors, such as food, venue and entertainment.

6. **Set up an online fundraising page**
   Create a personalized online fundraising page to make it easier to share event details with your network of friends. Get some tips from the Create an Online Fundraising page in the toolkit.

7. **Spread the word!**
   After identifying your contacts and potential supporters, let the community know about your event. Consider who will be most likely to attend your event and determine the best way to reach them. Get tips from the Promoting Your Event page in the toolkit.

8. **Collect donations**

3.0 ORGANIZING A SUCCESSFUL FUNDRAISER

HOSTING A FUNDRAISING EVENT (CONT.)

Depending on the type of fundraiser, there will be different ways to raise money. You might collect donations or pledges, charge admission or sell goods or services. Use UHealth's online fundraising platform to simplify the collection process.

9. Host your event

Prepare a day-of folder that includes an event timeline, vendor contact information, registration lists and other important information. Make sure you have volunteers on the day of your event. If possible, don't assign yourself a role so that you can be free to oversee the event and handle any issues.

10. Show your appreciation

Be sure to acknowledge everyone who participated in or supported your fundraiser and let them know how much you appreciated their help.

11. Mail donations from the event to UHealth

Please indicate that the funds were raised from your event. Send all funds raised in one check made payable to UHealth and mail to:

12. Share your success

Checks sent via USPS:	Checks sent via FedEx/ UPS:
Sylvester Development	Sylvester Development
Don Soffer Clinical Research Center	Don Soffer Clinical Research Center
1120 NW 14th Street	1120 NW 14th Street
9th Floor (M867)	9th Floor Suite 970
Miami, FL 33136	Miami, FL 33136

Share your success story with our UCARE Community Fundraising team, local media and social media.

4.0 FUNDRAISING IDEAS

Whether your fundraiser is large or small, there are many ways to help make a difference at UHealth.

50/50 Raffle	Fashion Show	Restaurant or Retail
Art/Craft Show	Fitness Class	Running Event (5K)
Bake Sale	Football Game	School Fundraiser
Barbeque	Gala	Sports Tournament
Bike-a-Thon	Golf Outing	Staff Olympics
Car Wash	Holiday Party	Spin-a-Thon
Coin Drive	Ice Cream Social	Swim-a-Thon
Comedy Show	Jewelry Sale	Principal for a Day
Concert	Karaoke	Talent Competition
Cook-Off	Lemonade Stand	Triathlon
Dance Marathon	Luncheon	Trivia Night
Dine Out for a Cause	Open Mic Night	Walk-a-Thon
Donations in lieu of a Birthday/Wedding Gift	Paint Night	Yard Sale
Dress-Down Day	Promotion	Yoga Event
	Recipe Book	

5.0 EVENT BENEFITS

OPPORTUNITIES	All Approved Events/ Campaigns	Committed to Raise $1,000 - $5,000	Committed to Raise $5,001 - $15,000	Committed to Raise $10,001 - $25,000	Committed to Raise $25,001 - $50,000	Committed to Raise $50,001 - $100,000	Committed to Raise >$300,000
Official UCARE Logo	✔	✔	✔	✔	✔	✔	✔
Official Benefitting Logo (Sylvester, Uhealth, Bascom Palmer and/or Miller School of Medicine)	✔	✔	✔	✔	✔	✔	✔
Official UCARE Fundraising Toolkit	✔	✔	✔	✔	✔	✔	✔
Access to UCARE Personal Fundraising Website	✔	✔	✔	✔	✔	✔	✔
(50) Giveaway Items		✔					
Check Presentation			✔	✔	✔	✔	✔
(100) Giveaway Items			✔				
(1) Social Post Through the UCARE Marketing Channels (If We Can Guarantee)			✔	✔	✔		
(250) Giveaway Items				✔			
Potential Doctor(s) Available for Event (Pending Availability)				✔	✔	✔	✔

5.0 EVENT BENEFITS

OPPORTUNITIES	All Approved Events/ Campaigns	Committed to Raise $1,000 - $5,000	Committed to Raise $5,001 - $15,000	Committed to Raise $10,001 - $25,000	Committed to Raise $25,001 - $50,000	Committed to Raise $50,001 - $100,000	Committed to Raise >$300,000
(350) Giveaway Items					✔		
Sebastian Available for Event (Pending Availability)					✔	✔	✔
(500) Giveaway Items						✔	
(2) Social Posts Through the UCARE Marketing Channels						✔	✔
(750) Giveaway Items							✔
(1) Event Manager and (1) Additional Staff to Advise and Assist in the Coordination of (1) Fundraising **(Local Events only)**							✔

6.0 CREATING AN ONLINE FUNDRAISING PAGE

Online fundraising can greatly increase your total donation to UHealth and makes it easier to share your fundraiser with your network of friends. Visit **ucare.miami.edu** to create your free online fundraising page. Know that 100% of donations will be applied directly to your cause.

Create a personalized page about your fundraiser
Add your own text and pictures. Make sure to include why you're hosting the event and/or creating the fundraising page. Your contacts will be interested to see what your connection is to the cause.

Set a realistic fundraising goal and try to beat it!
Set a weekly goal for yourself. You will be able to track up-to-the-minute donations to monitor your fundraising success. Accept credit card donations online from sponsors and participants, if possible.

Be the first to donate to your fundraising page
By making your own donation, others will see how dedicated you are to fundraising for your cause and are more likely to donate. Send updates as your hit fundraising goals to create excitement among your supporters.

Set a fundraising deadline
Establish a timeframe for reaching your goal. Make sure to communicate the fundraising deadline with your contacts.

Reach out to your closest contacts first
Your distant contacts are more likely to donate when others are supporting the cause. When reaching out to contacts, make sure to explain what their donation would fund at UHealth.

Link your fundraising page to social networking sites
Keep your audience informed and active through social media like Facebook and X.
Check out the Social Media Tips page in the toolkit.

7.0 MARKETING CAMPAIGNS
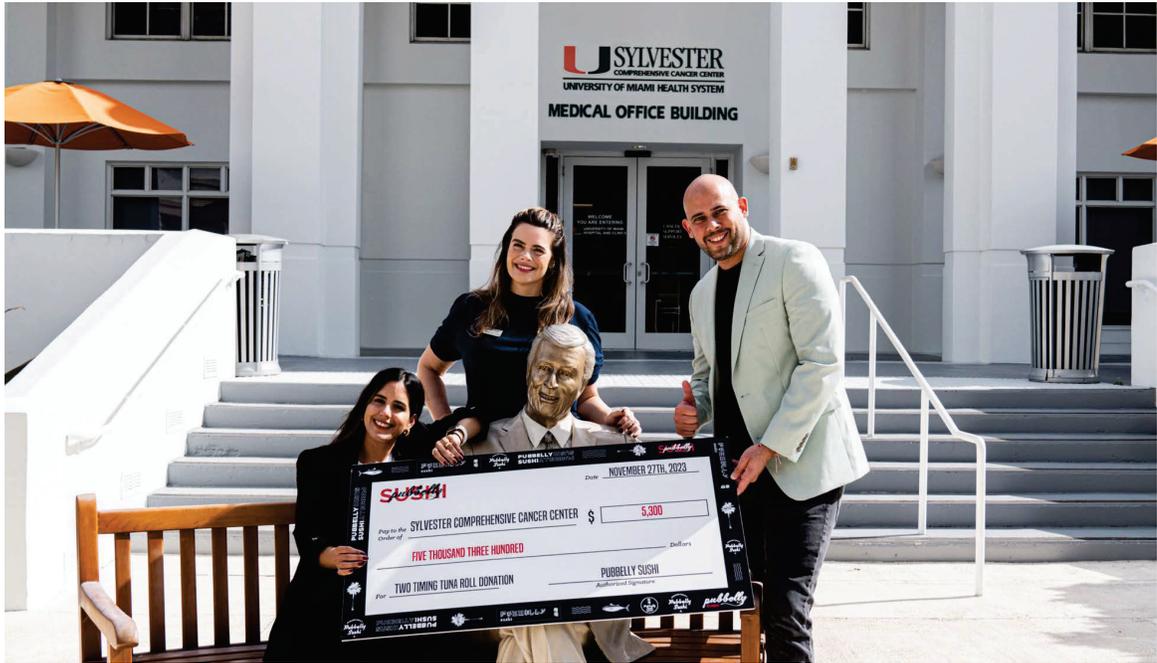
There are many different styles of marketing campaigns that can also be used to fundraise. If you own a business or have friends that own businesses or have relationships with various companies, you can run a successful campaign. Use your network!

Examples include:

1. **Restaurant Promotion**

    • Featured drink or food items

    • All proceeds from purchases are donated to your cause

    • Percentage of bill during designated time frame

2. **Roll-up**

    • Provide opportunity at every sale to donate to the cause by rounding up to the nearest dollar

3. **Coupons**

    • Sell a coupon book or offer a membership special discount

8.0 PROMOTING YOUR FUNDRAISER

Promoting your fundraiser is one of the most important keys to success. Reaching out to people throughout your campaign makes it easy for them to learn more about the event. It is important to keep them engaged—from initial contact to reminders and thanking donors.

LOCAL MEDIA (EVENT SPECIFIC)

- Create a news release using the template in the toolkit and send it to our UCARE Community Fundraising team for helpful tips and feedback. Then, send it to local media. Call to make sure they received it and ask to be added to their event calendar and social media.
- The day before the event, send your media contact the basic information about your event (who, what, where, when and why). Follow up with a call to encourage event participation and media coverage.
- After the event, send a post release with fundraising totals and photos.

EMAIL

- Include a link to your fundraising page.
- Asking for a specific amount can help your supporters determine an appropriate donation.
- Include a fundraising deadline. This will encourage donations as soon as possible.
- Send updates as you hit fundraising goals to keep your audience excited and engaged.
- Personalize your emails—include your personal story and reason for fundraising.

SOCIAL MEDIA

Social media is a great way to publicize your fundraiser. Posting information about your campaign on your social media pages makes it easy for your friends and family to learn more. You can even create new social media pages specifically for your fundraising!

- Get to the point! The shorter the post, the better. Make sure to include a fundraising link, time, date, location of event, how to sign up or how to support!
- Use pictures or videos to provide weekly status updates with photos and/or videos.
- Recommend sharing. Encourage your friends and family to share your social media posts to expand your reach.
- Post updates. A post does not always have to include an "ask." It could be about a new sponsor or food vendor.
- Create a unique hashtag for your fundraiser. This will let your audience quickly and easily find all social posts related to your fundraiser.
- Remember to say, "Thank you!" After the fundraiser, post photos from your event. Don't forget to tag and thank your supporters.

8.0 PROMOTING YOUR FUNDRAISER

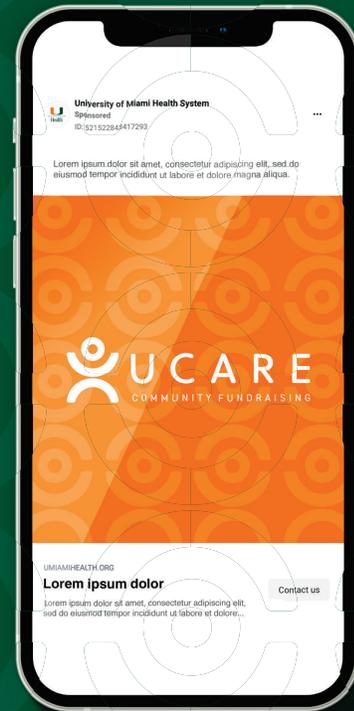## FIND, FOLLOW AND TAG US!

INSTAGRAM
@UCareMiami

X (FORMERLY KNOWN AS TWITTER)
@UCareMiami

FACEBOOK
@UCareMiami

LINKEDIN
@UCareMiami

9.0 POST FUNDRAISER REMINDERS

There are a few simple tasks that need to be completed following your fundraising event.

- The UCARE Community Fundraising team will direct you on who to make your donation/ proceeds payable to, based on what you are fundraising for:

Checks sent via USPS:

Sylvester Development
Don Soffer Clinical Research Center
1120 NW 14th Street
9th Floor (M867)
Miami, FL 33136

Checks sent via FedEx/ UPS:

Sylvester Development
Don Soffer Clinical Research Center
1120 NW 14th Street
9th Floor Suite 970
Miami, FL 33136

- Provide links where people can continue to donate.
- Encourage people to find out if their employers will match donations. It is an easy way to double the amount people give.
- Announce the amount raised and share photos or videos from the event via social media or email.
- Show your appreciation and thank everyone who supported your event. Use personal notes and letters.
- Start thinking of your next fundraiser. Take notes on your event as soon as you can—what worked, what didn't, etc.—to make planning your next fundraiser easier. Be sure to debrief with others who were involved with the event.

10.0 FAQs

How do I know if my event has been approved by UHealth?
The UCARE Community Fundraising team will respond to your submission within fourteen (14) business days to either approve your event or request further information.

Can I use UHealth's tax exemption number?
UHealth is not hosting your event, as it's considered a third-party event. Because of this, UHealth is not able to provide its tax ID number to the organizer, and the organizer cannot use UHealth's 501(c)(3) status to apply for funding. However, if a business makes a donation to the event and would like the tax-exempt number for tax purposes or to verify the tax status of UHealth, we'll provide the information to the business upon request.

Can someone from the UCARE Community Fundraising team or UHealth Staff help me plan our event?
Because of the large number of events and limited number of staff, staff members can't plan your event. However, we're happy to provide guidance and best practices to get you started, and we'll answer questions throughout your planning process.

For tax purposes, what can I give people who made donations?
Individuals who donate through UHealth's online personal fundraising pages will receive an automatically generated receipt. Offline gifts, such as checks, should be mailed to Development and Alumni Relations, Don Soffer Clinical Research Center, 1120 NW 14th Street, 9th Floor (M867), Miami, FL 33136, UPS/FEDEX: Don Soffer Clinical Research Center, 1120 NW 14th Street, 9th Floor Suite 970, Miami, FL 33136 for proper processing and a receipt will then be mailed to the donor. When submitting offline gifts to UHealth, please be sure to include information as to where the gift should be routed, by including UCARE Community Fundraising in the notes as well as the campaign name or fund the donation is supporting.

Can you guarantee the attendance of physicians or staff at our event?
Due to the large number of requests, we cannot guarantee that a UHealth staff person (including medical staff) will be able to attend/participate. Please request staff representation when submitting your application.

Who can I contact if I have questions?
Contact Allison Fitzsimmons at **communityfundraising@miami.edu**

11.0 STYLE GUIDE & POLICIES

THIRD-PARTY FUNDRAISING PROCEDURES AND GUIDELINES

Your desire to support UHealth by hosting an event, creating a giving page or running a promotion is greatly appreciated. Such campaigns are an important source of support for our institution as we strive to transform lives through education, research, innovation and service.

UHeath has developed these third-party fundraising event guidelines (the "Guidelines") to ensure high-quality projects that are consistent with the UHeath's mission, reputation and commitment to excellence.

These Guidelines reflect any third-party campaign to benefit any of our three campuses, including Coral Gables, the Rosenstiel School of Marine and Atmospheric Science and the Leonard M. Miller School of Medicine.

I. PROCEDURES

Your fundraising application will be evaluated for approval by the Division of Development and Alumni Relations at the University of Miami. Approval by the University must be obtained before you advertise or hold your event /campaign. The University reserves the right to refuse funds raised at unapproved events, campaigns and activities.

A completed application must be submitted at least **90 days prior** to your campaign. Please submit the application form (**click here**) or by email **communityfundraising@miami.edu**

You will be contacted within 14 days after we receive your application. Until that time, please do not begin any solicitation of contributions for your campaign under the name of the University of Miami or any other entity associated with our campus. Should the University of Miami decline your application or choose not to be affiliated with your campaign, reference to the University of Miami or any other entity associated with the University in any form is not permitted..

II. GUIDELINES

If your fundraising application is approved, the following Guidelines apply.

Marketing and Promotion

1. Third-party campaigns may not be represented as being sponsored or hosted by the University. All promotional materials must state that the campaign is "hosted/sponsored by (your organization's name) for the benefit of the University of Miami."
2. Business Services at the University must approve any and all use of the University logo or any logo related to any other area of the University. The use of the logo may be allowed only in a limited fashion.

11.0 STYLE GUIDE & POLICIES

3. The appropriate Communications office at the University must review and approve all publicity and promotional materials containing the name and/or logo of the University before the materials are printed, emailed, posted or released to the public in any way.

4. All promotional materials must clearly state that only the proceeds of the campaign will benefit the University of Miami.

5. All media appearances promoting your fundraising effort must be approved in advance by the appropriate Communications office at the University.

6. Provide the University a list of all vendors and sponsors associated with a fundraising event at least (30) days in advance of the event.

Event Related Permits, Expenses and Liabilities

1. The event organizer is responsible for securing the appropriate venue, staff and/or volunteers and services desired for the event. All billing, contracts, agreements, vendor accounts, etc. must be in the name of the event organizer, not in the name of the University.

2. The event organizer is responsible for obtaining all necessary permits, licenses and necessary insurance coverage.

3. The event organizer is responsible for complying with all applicable laws and regulations.

4. If any raffles and/or games of chance are going to be held they must comply with the laws of the State of Florida.

5. The University is not liable for any injuries sustained by event coordinators, volunteers or participants, or any other individuals related to an event benefiting the University.

6. The University cannot be held liable for details associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.

7. The event organizer must agree to indemnify and hold harmless the University from all claims and liabilities that may arise from any acts or omissions of its agents, volunteers or employees, or from any claim by it or anyone else relating to the quality, performance or failure to perform during the specified time of the event.

8. Expenses incurred for conducting the event are the sole responsibility of the event organizer, and the University will not be liable for any costs or expenses.

9. The University of Miami will not reimburse the event organizer for the purchase of goods or services for a third-party event. No goods or services may be charged to the University for any reason.

10. The event organizer will be responsible for all losses incurred by the event. The University will not be responsible for such losses.

11.0 STYLE GUIDE & POLICIES

Event/Promotion Income

1. All proceeds from your event should be received within **60 days**. Please mail one check payable to University of Miami, along with the approved application form to:

   Development & Alumni Relations
   Don Soffer Clinical Research Center
   1120 NW 14th Street, 9th Floor (M867)
   Miami, FL 33136

   Development & Alumni Relations
   Don Soffer Clinical Research Center
   1120 NW 14th Street, 9th Floor Suite 970
   Miami, FL 33136

2. Funds raised from a third-party event must be designated to the specific purpose that is decided at the time of application.

3. The third-party fundraiser is responsible for opening and maintaining their own bank account for event expenses. Bank accounts may not be opened in the name of the University for any reason.

4. Events held to benefit UHealth are expected to keep expenses to a minimum.

5. Event organizer agrees to inform the University of any effort to recruit major financial sponsors to ensure there is no duplication of sponsorship efforts already underway by the University.

6. Federal tax law disallows a third-party event organizer from using UHealth's sales tax exemption number or federal employer identification number when purchasing any goods or services from suppliers or vendors.

7. **Do not state or imply to attendees at your event that any funds given are tax-deductible, and do not use the word "donation," because it implies that the funds are fully deductible. UHealth will only receive one check for the event proceeds, therefore only the entity writing the check will be sent an official receipt for tax purposes outlining the tax-deductible portion of the donation.**

Role of the University

The University *can* provide assistance in the following areas for your event:

1. The University can provide an endorsement letter confirming you are raising funds on behalf of the University.
2. Help in directing your funds to a specific area of interest for your organization.
3. Direction on the acceptable use of the University's name and logo in promotional materials.

11.0 STYLE GUIDE & POLICIES

The University *cannot* provide assistance in the following areas for your event:

1. Staff support for event coordination.

2. Recruitment of event sponsors or participants.

3. Providing mailing lists of donors, vendors, employees, volunteers.

4. Payment of expenses (all costs for the event must be paid either from proceeds or by the event organizer).

5. Tax-exempt status for purchases for your event.

6. Insurance coverage.

7. Necessary contracts and/or permits.

If the above Guidelines are not followed, the University reserves the right to disassociate its name and involvement with the event organizer or the event and may refuse acceptance.

Any questions about these Guidelines, or the application form, please email **communityfundraising@miami.edu**.

11.0 STYLE GUIDE & POLICIES

TERMS AND CONDITIONS FOR COMMUNITY EVENT FUNDRAISERS

For purposes of these Terms and Conditions, "you" means the organization, group or individual sponsoring or holding the community fundraising event. "We", "our" or "UCARE" means University of Miami Health System's Community Fundraising program. UCARE may change these Terms and Conditions at any time without notice, and such changes will be effective immediately.

Use of Name and Logo

Your event should complement UCARE's mission, vision and values. We reserve the right, in our sole discretion, to deny applications for events that do not project a positive image of UCARE, and to prohibit sponsorship by companies that conflict with UCARE's mission, vision and values.

You may not state or imply that you are an agent, subsidiary or partner of UCARE, or that you hold any other business relationship with UCARE.

You may not make public announcements or promote your event until you receive written approval of your application. If the media (such as TV, radio, newspaper or bloggers) is requested or expected to cover or publicize the event/campaign, you must notify UCARE as soon as possible but in any case no later than one business day prior to the event/campaign. Publicity for your event/campaign may not imply that the event/campaign is hosted or co-hosted by UCARE or that UCARE is involved as anything other than as the beneficiary. For example, you should not call an event/campaign "UCARE's 5K." Instead, your event may identify the relationship with UCARE, such as "Apple Academy 5K, benefiting UCARE."

You will be authorized to use the official name "University of Miami Health System" in conjunction with your event/campaign only upon written approval of your application. The name "University of Miami Health System" may not be altered or abbreviated in any way. We require review and prior written approval of all marketing and promotional materials using our name including, but not limited to, advertising, solicitation or support letters, brochures, flyers, press releases and website content prior to production or distribution.

You will be authorized to use UCARE's logos only after you sign a separate License Agreement with UCARE. Under this License Agreement, we will provide you with a form of the appropriate UCARE logo to use, which may not be altered in typeface, color, configuration and/or position. Any use of the logo must adhere to established graphic standards.

You may only commence marketing, publicity and advertising efforts after we provide our prior written approval of your marketing and promotional materials. UCARE is not responsible for marketing, publicity and advertising efforts related to your event/campaign.

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Event Approval

You must complete and submit your application no less than four weeks prior to your event. Approval is specific to dates listed on your application. If you would like to repeat the event, you must submit a new application. Please allow a minimum of five business days for a response.

You must immediately notify us in writing if there are any changes to the event once it has been approved.

We reserve the right to observe your event.

UHealth will not plan or provide staffing for the event, nor solicit sponsors or auction/raffle items on your behalf, but can help by sharing best practices and templates. Also, please remember that many individuals and businesses already support UHealth and may not wish to make additional donations.

If circumstances warrant, we may, at any time and for any reason, direct you to cancel the event, and you further agree to release UHealth, its officers, directors and employees from any and all liability in connection with any such action.

UHealth will not solicit our donors, patients/patient families and staff on behalf of your event in furtherance of our commitment to our donors, patients/patient families and staff to not sell or provide others with their information.

When beneficiary status of an event is shared between UHealth and other organizations, we must have the opportunity to approve beneficiary status in writing prior to the event, and all beneficiaries of an event should be listed on invitations, promotional items and press releases.

Financial and Legal Information

In order to provide your donors with important information concerning their contribution, all promotional materials should clearly state the percentage of proceeds (from gross or net proceeds) and/or the portion of the ticket price that will benefit UHealth.

You should limit expenses to 50% of the total raised by the event/campaign. We cannot advance any funds or pay anticipated expenses or reimburse expenses related to the event/campaign. If event expenses EXCEED the money raised, you are responsible for paying those expenses.

You may not keep or use any portion of the proceeds as profit or compensation for organizing the event/campaign.

You may not hire a professional fundraiser, telemarketer and/or enter into any other fundraising agreement with a third party without our knowledge and prior written approval.

11.0 STYLE GUIDE & POLICIES

Because UHealth is not the event/campaign host, your event/campaign's revenues and expenses cannot flow through UHealth's accounts. Accordingly, unless your application specified a different percentage and was approved, 100% of net proceeds (gross revenues minus expenses) from the event/campaign must be donated to UHealth. Similarly, you cannot set up a temporary bank account in UHealth's name.

Proceeds should be sent to UHealth no later than 30 days following the event/campaign and should be mailed to Sylvester Development, Don Soffer Clinical Research Center, 1120 NW 14th Street, 9th Floor (M867), Miami, FL 33136, Attn: UCARE Community Fundraising.

Because of our responsibility as the recipient of community assets, we reserve the right to audit and inspect all event/campaign records if any questions are raised about your event/campaign.

UHealth may receive funds from other similar promotions. Our acceptance of your application creates no exclusive rights for you.

You are responsible for obtaining and filing all applicable government permits, licenses and/or applications. You also agree to carry out your event so as to not do or allow any of the prohibited acts and practices described in the Florida Nonprofit Alliance (Government Code section SB 638/ HB 629).

Events/campaigns must comply with all federal, state and local laws governing charitable fundraising and gift reporting. We may only issue gift receipts for checks/money orders made out to "University of Miami Health System" or "UM Sylvester Comprehensive Cancer Center." If your donors send their contributions directly to UHealth, you must inform us of the value of any goods or services the donor received in return for the contribution. UHealth will issue gift thank-you letters for in-kind donations if you provide complete information for all applicable donors and return all required documentation.

You agree that you will not represent to the public that you enjoy any tax-exempt rights or privileges as a result of your role in your event/campaign (unless you have separate tax-exempt status).

You may be required to obtain your own liability insurance to cover a fundraising event and all other insurance including premises liability and worker's compensation. You agree to indemnify and hold harmless UHealth and its officers, directors, employees and agents from any and every claim, demand, suit and payment related to or caused by your event.

UHealth will not insure your event. UHealth and its officers, directors, employees and agents are not responsible for the cost, planning or staffing of your event. UHealth will not assume any legal or financial liability associated with your event nor will we indemnify you, nor any party involved in your event, for any damage, expense or other costs arising from or in any manner related to your event. UHealth is not liable for any personal injuries or damage to property occurring during your event, and we cannot assume any type of liability for the event.

UHealth has the right to confirm or deny location of venue for event.

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