

Community Fundraiser Guidelines

Thank you for your interest in hosting a fundraiser to benefit UCSF Benioff Children's Hospitals (BCHs)! We are grateful for your efforts to support our cutting-edge research and the patients in our care. Please review these guidelines prior to completing the Community Fundraiser Application. By signing the application you acknowledge compliance with these guidelines. We look forward to working with you!

For purposes of these guidelines, "sponsor" means the organization, group, or individual sponsoring or holding the Community Fundraiser. UCSF BCHs may change these guidelines at any time without notice, and such changes will be effective immediately.

Use of Name and Logo

- All fundraisers must align with campus and University of California goals and policies and reflect favorably on UCSF BCH's image.
- All materials – including, but not limited to, invitations, advertising, press releases, posters, flyers, t-shirts and public service announcements – that include any UCSFBCHs-related name(s) or logo(s) must be reviewed and approved in writing by UCSF prior to promotion of the fundraiser. Our logo may not be modified other than to increase or decrease size to scale.
- The official name of our organization is "UCSF Benioff Children's Hospitals." "UCSF Benioff Children's Hospital San Francisco" or UCSF Benioff Children's Hospital Oakland" are also acceptable. Any other modifications to our name are not permitted.
- UCSF BCHs and its departments/programs are the beneficiaries, not the sponsors, of all benefit fundraisers. Promotional materials that use UCSFBCHs- related names/logos should use the terms "proceeds to benefit XXXX (department or program name)." In addition, when soliciting sponsors and participants, organizers should state that the fundraiser will benefit UCSF BCHs and not imply that UCSF is sponsoring the fundraiser.
- UCSF BCHs cannot endorse a product or service nor can it participate in such activities.
- UCSF BCHs cannot be involved with a fundraiser involved with the promotion of a political party, candidate, or issue.

Financial and Legal Information

- Sponsor must ensure that the fundraiser is in compliance with municipal, county, state, and/or federal laws governing charitable fundraising, gift reporting, and special events.
- UCSF BCHs will not advance monies or open bank accounts for outside fundraising activities because it is not sponsoring your fundraiser. Sponsors are responsible for all expenses and financial responsibility incurred before, during, and after the fundraiser.
- UCSF BCHs is unable to share mailing lists or solicit donations for Community Fundraisers.

- You may not use UCSF BCH's tax exempt status for the planning or implementation of your fundraiser, nor are you permitted to promote tax exempt privileges as part of your fundraiser (unless you have separate tax exempt status).
- Where applicable, promotional materials should state the percentage of proceeds and/or the portion of the ticket price that will benefit UCSF BCHs.
- Donations are tax-deductible when checks are made payable directly to the UCSF BCHs Foundation or by donating online through the UCSF BCHs website. A person, company, or venue that makes an in-kind good or service donation to your fundraiser is not eligible to receive a tax deduction or donation receipt for the donation.
- Community fundraising organizers are required to submit accounting and attendee/sponsorship lists within 60 days of the completion of the fundraising activity. Fundraiser proceeds should be sent to: Attn: Meghan McMurray, UCSF Benioff Children's Hospital Foundation, 2201 Broadway, Suite 600, Oakland, CA 94612.

Liabilities

- The sponsor is responsible for obtaining liability insurance to cover the fundraiser in case of an accident or negative occurrence. The sponsor and the fundraiser's donors, sponsors, guests, etc., agree to indemnify, defend and hold UCSF BCHs harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities damages, recoveries and deficiencies, including interest, penalties and reasonable attorney's fees that shall be incurred or suffered by UCSF BCHs and its affiliates, which arise, result from or relate to applicant's fundraising event or fundraising program, applicant's performance of its agreement as specified in these guidelines and the **Community Fundraiser Application**.
- Sponsors are responsible for obtaining all permits and licenses – especially those for raffles or games of chance. State and local governments control all charitable gaming activities, and if the fundraiser includes a bingo, raffle, 50/50 draw and/or casino type games and activities, sponsors must acquire the proper permit/license from the state or local government office and abide by all rules and regulations pertaining to such gaming activity.
- UCSF BCHs and its affiliates do not accept or assume any liability associated with alcohol being consumed before, during or after the fundraiser. The sponsor is required to obtain any necessary liquor licenses needed for a Community Fundraiser.
- UCSF BCHs does not endorse the hiring or selection of any special event planners, consultants, or coordinators. The sponsor hereby agrees to adhere to all federal, local and state laws and assures that compensation to any professional fundraiser or promoters shall not be based on commission or percentage of monies raised.

Fundraiser Approval

- Any individual, business or organization that wants to raise money for UCSF must first fill out a Community Fundraiser Application for review and approval by the BCHs Foundation.
- UCSF cannot guarantee support for planning, staffing, or promoting your fundraiser, but we can share ideas and best practices. Please see the UCSF BCHs Community Fundraiser Resource Kit for more details.
- Applications must be submitted to UCSF BCHs at least 45 days prior to the fundraiser. Recurring fundraisers require a new application. Only when an application has been approved in writing may the sponsor begin soliciting sponsors and participants for the fundraiser. Please allow at least 15 days for a response.
- In order to coordinate streamline fundraising efforts, we ask that you provide a list of your targeted sponsors before they are approached.
- Once a fundraiser is approved, organizers must notify UCSF if there are any significant changes or if the fundraiser has been canceled. UCSF BCHs reserves the right to deny or withdraw approval if circumstances warrant.