

# EXTERNAL FUNDRAISING EVENT GUIDELINES



**FRED HUTCH**  
CURES START HERE™

# External Fundraising Events for Fred Hutch

**Thank you for your interest in supporting Fred Hutchinson Cancer Research Center!**

Every year Fred Hutch supporters in Seattle and in communities around the country host events to raise awareness and funds for lifesaving cancer research. Since the inception of our external fundraising event program in 2008, Fred Hutch supporters have organized nearly 300 events and raised more than \$2.9 million for our lifesaving research. Thank you to all the individuals and groups that have helped make our external fundraising events a success over the years.

Organizing a fundraising event is a fun way to be a part of the Fred Hutch community while advancing the extraordinary work of our scientists. All events that benefit Fred Hutch must be approved in writing by Fred Hutch’s Development office prior to commencing any activities, promotions or advertising relating to the event that uses Fred

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Swim Across America: Seattle

Hutch’s name, logo, or marks. We want to help ensure that your event will be a success, so please carefully review the following External Fundraising Event (EFE) guidelines and policies.

# What is an External Fundraising Event?

An External Fundraising Event (EFE) is a fundraising event developed by a third party group(s) and/or individual(s) to benefit Fred Hutch. The event organizer is fully responsible for executing the event.

## General guidelines

All fundraising events to benefit Fred Hutchinson Cancer Research Center must be approved in writing by Fred Hutch's Development office prior to commencing any activities, promotions or advertising relating to an event that uses Fred Hutch's name, logo or marks. Event organizers must agree to comply with the terms and conditions outlined in the External Fundraising Event (EFE) Proposal and Agreement.

Fred Hutch appreciates the efforts of all who wish to organize events to support our mission. However, there may be reasons that require Fred Hutch to decline certain events including, but not limited to:

- ▶ Scope of the event
- ▶ Lack of infrastructure
- ▶ Inadequate return – expenses may not exceed 30 percent of the gross proceeds
- ▶ Timing of the event – should not conflict with a Fred Hutch Signature Fundraising Event of the same format
- ▶ Events affiliated with or directly sponsored by tobacco or liquor-related products or companies who sell such products or from any organization associated with terrorist activities or donations obtained by illegal means

Approval of all EFEs is within the sole discretion of Fred Hutch's Development office and reviewed by an internal committee.

## Fred Hutch as Your Event Beneficiary

Approved EFEs are not produced by Fred Hutchinson Cancer Research Center. Fred Hutch may only be identified as the beneficiary of the event and may not be listed as the sponsor. Fred Hutch cannot take a coordinating role in planning any part of an external event, and its employees cannot assist in funding event expenses, soliciting of prizes, publicity, or providing goods and services.

If another organization will also benefit from the event, please clearly note this information in the Proposal and Agreement. Promotional materials should also disclose that the event is benefiting multiple organizations.



Shop to Make a Difference

# How can I get started?

**Step 1: Decide what kind of fundraiser you want to host.** It could be a bake sale, a golf tournament, a performance, an auction — there are many creative ways to raise money and involve your community. Browse fundraising examples online for inspiration. [fredhutch.org/event-fundraising](https://fredhutch.org/event-fundraising)

**Step 2: Complete the External Fundraising Events Proposal and Agreement.** Tell us all about your event and promotional plans. The EFE Proposal and Agreement should be submitted no less than four weeks prior to your event date to allow time for our internal review. After you submit the agreement, we are usually able to respond within seven to 14 business days. Event organizers will be notified via email on the status of their proposed event.

Submit to: [extfundevents@fredhutch.org](mailto:extfundevents@fredhutch.org)  
206.667.6252

**Step 3: Know the facts.** Learn about our research and mission so that you can share with your family and friends why you are supporting cancer research at Fred Hutch.

**Step 4: Create your own Personal Fundraising Page on the Fred Hutch website as part of your fundraising strategy.** After your EFE proposal has been approved, check out the Hutch's Personal Fundraising Pages. You can use this online tool to receive and record your contributions. Please notify your Development contact if you create an online fundraising page at [fredhutch.org/waystogive](https://fredhutch.org/waystogive).



Dance for a Cure

# Event Donations

## Donation Submission

All donations should be given to Fred Hutch immediately following the event; no later than six months after the event date.

If you have checks made out directly to Fred Hutch, those should be submitted as close to the date written on the check as possible.

Please mail all donations to:  
Fred Hutchinson Cancer Research Center  
Attn: External Fundraising Events  
1100 Fairview Ave. N., J5-200  
Seattle, WA 98109

Fred Hutch can only provide a written acknowledgement for tax purposes for a donation [monetary or donated/in-kind goods] if the donation is made payable to Fred Hutchinson Cancer Research Center and received directly by Fred Hutch. Please note:

- ▶ If donations from the event are deposited into an account outside of Fred Hutch and then donated in a single sum [e.g. one check], only the individual or entity whose name appears on the check is eligible to receive a tax acknowledgment for the donation.

*It is the responsibility of the event organizer to ensure their event donors understand that a gift will not be acknowledged as a tax-deductible donation by Fred Hutch in this instance.*

- ▶ If a donor pays in cash and wants to receive a tax acknowledgement, the event organizer must submit full donor information along with the cash contribution. Event organizers can request a transaction form from Fred Hutch if needed to submit cash.
- ▶ Tax ID: Fred Hutch is unable to provide its tax ID number to any event coordinators or events to benefit Fred Hutchinson Cancer Research Center.
- ▶ Under federal income tax law, if goods or services are received by a donor in return for a donation [e.g. auction purchases, meals, gifts], the portion of the donation that is deductible for tax purposes is limited to the amount by which the donation exceeds the value of the goods or services received. *Event organizers are responsible for communicating this information to all event attendees and donors.*
- ▶ We encourage donors to consult tax advisors regarding the deductibility of contributions.

## In-kind Donations

In-kind donations to EFEs are not tax deductible. Fred Hutch can only provide acknowledgment for a donation received directly by the Hutch.

Fred Hutch cannot solicit in-kind donations on behalf of any event coordinator or EFE.

# Event Donations

## Designating Event Donations

Donations may be directed to Fred Hutch's general fund (area of greatest need), or to a general restricted purpose (e.g. breast cancer research, family assistance fund, etc.). Donations may only be restricted to a specific purpose if the purpose is outlined in the original EFE Proposal and Agreement. All event promotions must include language about donation designation. This language must be included on all promotional materials (including invites, flyers, web-based, advertising, TV/radio) so your donors understand what their dollars will support. Donations that are not specifically directed prior to being received by Fred Hutch will be directed to the general fund.

EFE organizers can only raise funds in the name of "Fred Hutchinson Cancer Research Center" for the purpose outlined in the signed, approved proposal and agreement.

## Event Permits

The event organizer is responsible for obtaining all necessary licenses and permits relating to the event and ensuring that the event is conducted in accordance with all applicable laws and regulations. Fred Hutch cannot be involved in any manner and Fred Hutchinson Cancer Research Center's name cannot be used on any permits.

## Liability and Insurance

Fred Hutchinson Cancer Research Center is not financially or otherwise liable or responsible in any way for the promotion or staging of any external fundraising events, or for any claims, damages,

liabilities, injuries, losses or expenses that arise out of or relate to an external fundraising event. The event organizer, at his or her own expense, agrees to maintain liability insurance that is appropriate and acceptable to Fred Hutch. If necessary, Fred Hutch may request proof of insurance, and event approval will not be granted without evidence of insurance and will be declined if the organizer cannot show satisfactory proof of insurance.

## Raffles

Fred Hutchinson Cancer Research Center's raffle license number cannot be used for any EFE. Per the Washington State Gambling Commission, only certain bona fide charitable or nonprofit organizations can offer a raffle in Washington State. A private citizen or commercial business cannot offer a raffle, even if the money raised is given to charity.

If you are interested in hosting a raffle at your event, you should review the Washington State Gambling Commission's frequently asked questions web page about raffles and determine if you are eligible to host a raffle. You must be sure to comply with all rules and regulations. Any EFE hosting a raffle outside of these rules and regulations may be declined by Fred Hutch.

<http://www.wsgc.wa.gov/activities/raffles.aspx>

# Event Marketing and Promotion

## Use of Fred Hutchinson Cancer Research Center's Name

The event organizer is fully responsible for marketing and promoting the EFE to benefit Fred Hutch. Some events may qualify for supplemental marketing support (please review the benefits section to determine if your event qualifies).

All materials and publicity for EFEs must be approved by the Fred Hutch Development office prior to printing or production. This includes any commercial art, posters, press releases, flyers, TV/radio spots or advertising. Please work with your Development contact to ensure brand guidelines are met and to obtain final approval. Requests may take at least seven business days to process, so please submit all materials early.

## Fred Hutch Logo and Marks

The name "Fred Hutchinson Cancer Research Center," "Fred Hutch," and its logos and other promotional materials or photographs relating to Fred Hutch (including any that appear on its website) are trademarked and copyrighted materials. These materials cannot be displayed, copied or used in any manner without prior written consent.

Consent to use any logos or collateral is at the discretion of Fred Hutch and you will be notified at the time your EFE proposal is approved. Please review the benefits section to determine if your event will qualify for name usage and/or logo usage.



Jail and Bail

# Event Staffing and Support

Fred Hutch is unable to provide event staffing and support for EFEs. Fred Hutch can provide administrative staff support to answer questions pre-event or post-event via phone and email.

## Speaker Requests

Speaker requests can be submitted for qualifying EFEs. Requests must be received at least six weeks prior to the event and will be evaluated by the Fred Hutch Development office. Please

review the benefit document to determine if your event is eligible for a speaker. For those events that do not meet the benefit threshold, a request may be submitted, however, due to limited staff availability, submission does not guarantee that a speaker or representative can be provided.

## Volunteers

Fred Hutch is unable to provide event volunteers or staffing for EFEs.



Athena Rainier Challenge

# Event Benefits

The following levels indicate assistance that Fred Hutch can provide as you plan your fundraising event.  
*Green indicates benefits received.*

	<b>Level One</b> Events Grossing \$1 - \$999	<b>Level Two</b> Events Grossing \$1,000 - \$4,999	<b>Level Three</b> Events Grossing \$5,000 - \$9,999	<b>Level Four</b> Events Grossing* \$10,000 - \$49,000	<b>Level Five</b> Events Grossing* \$50,000 - \$149,000	<b>Level Six</b> Events Grossing* \$150,000 +
<b>Fred Hutch Name</b> Use of Fred Hutchinson Cancer Research Center’s name as beneficiary organization, outlined in guidelines and subject to approval.						
<b>Web-Based Personal Fundraising Page</b> Use of Fred Hutch’s online fundraising tool.						
<b>Fred Hutch Administrative Support</b> Administrative point person to field questions via email or phone and approve all event collateral.						
<b>Annual Report**</b> Recognition in Fred Hutch’s online annual report. (3,064 unique visitors)						
<b>Fred Hutch Visual</b> Up to three Fred Hutch banners to display on-site at your event; must be requested.						
<b>Fred Hutch Collateral</b> Up to 150 Fred Hutch “About Us” rack cards to display at your event. Additional requests will be evaluated; must be requested.						
<b>Twitter Promotion</b> One Tweet promoting your event pre-event on the Fred Hutch Twitter feed; must be requested.					Plus 1 tweet during or after event	Plus 1 tweet during or after event
<b>Promotion to Fred Hutch Employees</b> Promotion of your event through Fred Hutch’s internal intranet.						
<b>Fred Hutch Logo</b> Use of Fred Hutch logo to promote event; all collateral must be approved and within guidelines.						
<b>Fred Hutch Online Public Calendar</b> Event promoted through Fred Hutch’s online calendar listing and dedicated landing page; must be requested.						

Continued on next page

# Event Benefits

The following levels indicate assistance that Fred Hutch can provide as you plan your fundraising event.

	<b>Level One</b> Events Grossing \$1 - \$999	<b>Level Two</b> Events Grossing \$1,000 - \$4,999	<b>Level Three</b> Events Grossing \$5,000 - \$9,999	<b>Level Four</b> Events Grossing* \$10,000 - \$49,000	<b>Level Five</b> Events Grossing* \$50,000 - \$149,000	<b>Level Six</b> Events Grossing* \$150,000 +
<b>Invitation to Science Event</b> Two invitations to a Fred Hutch education event.						
<b>Check Acceptance at Your Event***</b> May submit a request for a Fred Hutch representative to attend your event for a check acceptance.						
<b>President’s Circle Membership**</b> Enrollment in Fred Hutch’s President’s Circle program with exclusive benefits.						
<b>Facebook Promotion</b> One pre-event post on the Fred Hutch Facebook page.						
<b>Tour of Fred Hutch with Check Presentation</b> Tour Fred Hutch and have the opportunity to present a check on campus; must be requested.						
<b>Scientific or Patient Speaker</b> Opportunity to submit a request for a scientific or patient speaker at your event.						
<b>Fred Hutch Hosted TeamRaiser Web Page</b> Enhanced marketing opportunity to create custom web page to raise funds via Fred Hutch’s system.						
<b>Media and Publicity Plan</b> Creation and execution of a media/publicity plan by Fred Hutch Media Relations team.						

**Need more information about planning an external fundraising event to benefit Fred Hutch?**

Contact [extfundevents@fredhutch.org](mailto:extfundevents@fredhutch.org) or call 206.667.6252

Please Note: For Levels five and six, additional requests for support will be considered annually and based on availability of resources.

\* Benefits will be provided following one year of grossing in that category. To continue receiving benefits in a given year, the event must have grossed the necessary amount in the preceding year.

\*\* Annual report and President Circle recognition only available if the donation received is in a single sum to Fred Hutch by one individual, organization, corporation, or entity.

\*\*\* Requests for Fred Hutch representatives, scientific speakers, or patients speakers must be received at least four to six weeks in advance, event must be located in greater Seattle/Eastside area only, and are based on staff availability.

# Proposal and Agreement

Primary contact/EFE Organizer \_\_\_\_\_

Organization or Company Affiliation \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Website[s] \_\_\_\_\_

Please answer the following, attaching additional pages if necessary.

1. Name of your event \_\_\_\_\_

2. What inspired your event \_\_\_\_\_

3. Describe your event [e.g. auction, golf tournament] \_\_\_\_\_

4. Event date \_\_\_\_\_

5. Event time \_\_\_\_\_

6. Event location \_\_\_\_\_

7. Number of expected attendees \_\_\_\_\_

8. How long will your event take from planning to completion \_\_\_\_\_

9. How do you plan to promote your event? Please remember all promotional materials must be reviewed and approved by Fred Hutch's development office [e.g. web page[s]; invitation; solicitation letter[s]; program, etc.]

10. Please itemize your sources of income [check all that apply]:

- Ticket sales/entry fee
- Sponsorship [e.g. corporate or individual sponsorship]
- Auction sales [auction items, fund a need, etc.]
- Other

11. Do you intend to solicit for sponsorship of your event \_\_\_\_\_

If yes, please detail the businesses and individuals \_\_\_\_\_

# Proposal and Agreement

12. Itemize your estimated expenses [please note that expenses may not exceed 30 percent of the gross proceeds]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

13. Will Fred Hutch be the sole beneficiary of the event \_\_\_\_\_  
 If splitting proceeds with another entity please note the other beneficiary[s] and also the percent  
 of proceeds designated for each beneficiary \_\_\_\_\_

14. What is the gross contribution you hope to raise for Fred Hutch \$ \_\_\_\_\_

15. What is the net contribution you hope to raise for Fred Hutch, after expenses \$ \_\_\_\_\_

16. Will you submit one check for all event income or multiple checks \_\_\_\_\_

17. Have you hosted a fundraising event for Fred Hutch before \_\_\_\_\_  
 If yes, please provide event name: \_\_\_\_\_

18. Will the donation[s] from the event be directed to Fred Hutch’s general fund or restricted to a specific purpose [e.g., breast cancer research]? Donations may only be restricted to a specific purpose if the EFE Coordinator promotes the fact that donations will be directed for that purpose in advance on all promotional materials. Also, if the donations will be restricted, describe the specific purpose for which the donations may be used: \_\_\_\_\_

**By signing below and submitting this Agreement to Fred Hutchinson Cancer Research Center, the event organizer agrees to comply with all terms of the attached External Fundraising Event Guidelines, which are part of this Agreement. The event will be promoted and conducted strictly in accordance with all these terms and the EFE organizer will obtain all necessary approvals from Fred Hutch.**

Accepted and agreed to:

\_\_\_\_\_  
 Event Organizer [please print]

\_\_\_\_\_  
 Fred Hutch Development Representative [please print]

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date

Please return to:

**extfundevents@fredhutch.org or mail to  
 Fred Hutchinson Cancer Research Center  
 Attn: External Fundraising Events  
 1100 Fairview Ave. N., J5-200  
 Seattle, WA 98109**

# Event Speaker Request

Use this form if you'd like a Fred Hutch representative, researcher or scientist to speak at your event.

Today's date \_\_\_\_\_

Primary Contact/EFE Organizer \_\_\_\_\_

Organization or Company Affiliation \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Event name \_\_\_\_\_

Event date \_\_\_\_\_

Event time \_\_\_\_\_

Event location \_\_\_\_\_

Describe your event (e.g. auction, golf tournament) \_\_\_\_\_

What type of speaker are you requesting? \_\_\_\_\_

When will the requested speaker start his/her speech? \_\_\_\_\_

How long is the speaker requested to speak? \_\_\_\_\_