

TOGETHER, WE CAN CREATE A HEALTHIER KENTUCKY

A helpful guide for planning a fundraiser for UK HealthCare, Kentucky Children's Hospital or the UK College of Medicine

Welcome to the UK HealthCare family! Thank you for offering to host an event to benefit one of our units, programs or research.

Gifts made to UK HealthCare units or the UK College of Medicine support patient care and major research initiatives as we pursue our mission to create a healthier Kentucky.

Are you ready to get started? Before you raise funds for a UK HealthCare, Kentucky Children's Hospital or UK College of Medicine unit, you must first receive approval.

This guide covers the steps you need to take to obtain approval for your event, as well as some helpful hints to make your event a success.

In this packet, you will find information about hosting and planning your event, as well as UK HealthCare's promotional and financial guidelines.

Please read the information carefully and be sure to submit the proposal form for third-party event consideration (on the last page of this guide or online). A member of the UK HealthCare Corporate & Community Giving Philanthropy team will reach out within three days to discuss your event.

Community support is essential to our mission, and we thank you for your interest in supporting UK HealthCare, Kentucky Children's Hospital and the UK College of Medicine.

EVENT-PLANNING TIPS

Ask yourself these questions as you begin your planning process.



1. How do I want the proceeds of my fundraiser to be used?

Decide whether your gift will be unrestricted — which will support the area of greatest need in the unit you select — or will support a specific purpose. For example, your gift could benefit Kentucky Children's Hospital generally (in which case we will distribute it to the area of greatest need), or you can direct your gift to a specific Kentucky Children's Hospital fund, such as Child Life.



2. Who can help me?

Planning an event takes a lot of work, so share the responsibility with a committee. Enlist family,

friends and business contacts to help. The more the merrier! Make sure to define clear duties for each committee member and hold check-ins throughout the process to ensure everyone stays on track.



3. What type of fundraiser is the best use of my committee's time and talents?

Evaluate your bandwidth: How much time do you have to plan and execute an event? How many people are pitching in? If your planning committee is small, you might want to skip a silent auction, which requires a lot of time to solicit, collect and log items.

Once you have the basics set up, it's time to roll!

Secure approval from our Corporate and Community Giving Team

Review UK HealthCare's third-party event regulations (below). If you have any questions about our financial and promotional guidelines, this is the time to ask.

Submit the third-party event proposal online (include link to web form) or by mail to UK HealthCare Philanthropy at least two months in advance of your tentative date. If your event is scheduled to take place in the next two months, we still require you to submit a proposal form.

UK HealthCare Philanthropy reserves the right to request additional information before approving any event or activity.

Here are some more tips for success:

Set realistic expectations

Establish realistic, measurable goals for attendance and money raised. Write those goals down and refer to them often.

Who's coming?

The key to a successful grassroots fundraising event is to involve the people you know. What kind of event will draw your friends and acquaintances? How much will they be willing to pay to attend? What will set your event apart from others?

Don't run out of time

Create a timeline of due dates for each committee member. Be sure to plan extra time for last-minute surprises. (There are always surprises!)

Pay attention to the dollars and cents

Create a detailed budget of expenses and income. Research expenses thoroughly and get estimates in writing. Instead of competing with other fundraisers to get money from big businesses in town, leverage your personal contacts and ask those businesses to help.

Generate buzz

Mail invitations. (We recommend a six-week lead time.) Get people excited about your event with flyers, emails, ads and social media posts. Creating your own hashtag can amplify your social media impact.

(Remember that UK HealthCare Corporate and Community Giving must approve your use of the UK HealthCare logo or name before materials are printed and distributed.)

Don't forget your manners

A simple "thank you" goes a long way. Take time to show your appreciation to your volunteers, guests and sponsors.

After the event, don't forget to forward your donation to UK HealthCare within 45 days.

Proceeds should be directed to:

UK HealthCare Philanthropy

Attn: Corporate & Community Giving

P.O. Box 34184

Lexington, KY 40588

Prior to any event activity:

Please contact UK HealthCare Philanthropy at least two months before the event to obtain approval. Our team will contact you within three days of receiving your proposal form.

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How we can help

To ensure that your event will be as successful as possible, our philanthropy team can provide a variety of support and services to guide you in your fundraising efforts. After your event is approved, we will:

- Provide a letter of authorization to validate the authenticity of the events and its organizers.
- Provide permission and promotional requirements for use of UK HealthCare unit names and logos.
- Provide tax receipts to donors who make checks payable to the University of Kentucky.
- Provide gift recognition for event donations as outlined in this guide.
- While we cannot guarantee availability, speaker requests can be made at the time of application.

We appreciate your gift of time and talent but, unfortunately, we cannot:

- Handle securing a venue or other service (e.g. food, entertainment).
- Share UK HealthCare mailing lists, including donors, physicians, employees, volunteers, vendors or patients.
- Provide insurance coverage, permits or licenses for your event.
- Provide UK HealthCare letterhead.
- Secure or guarantee sponsorship for your event.
- Reimburse for expenses related to your event.
- Provide publicity for your event (TV, radio, print or social media).
- Guarantee attendance of staff, physicians or patients at your event.
- Assume liability for the planning or execution of any third-party event.

UK HealthCare reserves the right to adjust the contents of this packet to meet the needs of individual event circumstances. These situations are evaluated internally and on a case-by-case basis. Unless otherwise approved, all third-party event activities must follow the guidelines outlined in this packet.

FINANCIAL GUIDELINES

Fundraisers are subject to financial and federal tax regulations that require detailed accounting of your event revenues and expenses. The following information will help guide you in understanding UK HealthCare's role and responsibilities as they relate to your event.

Event expense liability

The event organizer is responsible for all event expenses. Third-party expenses will not be reimbursed by the University of Kentucky or UK HealthCare units. UK HealthCare Philanthropy cannot process any invoices on your behalf.

Federal and state tax exemption

We cannot provide the event organizer with the university's EIN Number or sales tax-exempt certificate.

Donor intent

In order for UK HealthCare, Kentucky Children's Hospital or the UK College of Medicine to accept donations from your event, the promotions and solicitations should clearly indicate the purpose for which the funds are being raised.

We will provide you with "proceeds benefit" logos to use on your fundraising materials. In text, we recommend this statement: "Proceeds from this event will benefit (name of UK HealthCare unit or UK College of Medicine)."

Receipts and fair market value

If you are not using event revenues to pay event expenses, you may elect to have your donors/participants make their **checks payable to the University of Kentucky**. In this case, UK HealthCare will provide receipts and an acknowledgment letter to the check issuers. If the check writer received no goods or services in exchange, then UK HealthCare will receipt the full amount.

If a donation is made directly to UK either by cash*, check, or credit card, and goods or services are

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received, such as ticket/table costs, auction items, T-shirts or meals, then you must provide us the fair market value of these item(s)**. UK HealthCare will receipt individuals for the donation made **beyond the fair market value**. If the fair market value is greater than the donation, no receipt will be provided.

You may also create a custom fundraising page to accept credit card gifts if you are not paying event expenses out of revenue. UK HealthCare will provide receipts and an acknowledgment letter for each online donation.

UK HealthCare cannot accept your gift without a copy of the printed event materials that state what portion of a donor's contribution or payment is tax deductible. A copy of the invitation, printout of online event details or program explaining details will suffice.

UK HealthCare cannot issue gift receipts for donors/ participants who *make a payment to your event* via cash, credit/debit card or check. This includes

participants who donate auction items and those who sponsor your event. If you wish to issue gift receipts to your donors/participants, you may apply for an IRS Charitable classification. The necessary information can be found in IRS Publications 526 & 1711 at irs.gov/charities.

*If a cash donation is made, the donor name and their full mailing address must be provided to properly receipt.

**Fair market value, as defined by the IRS, is: "the price that property would sell for on the open market. It is the price that would be agreed upon between a willing buyer and willing seller, with neither being required to act, and both having reasonable knowledge of the relevant facts." For example, someone purchasing a gallon of milk can check pricing with a local grocery store to determine what the market is willing to pay for a gallon of milk.

FOUR STEPS TO DETERMINE QUID

1

Determine the total amount paid for the sponsorship, ticket or item.

2

Determine the fair market value of that item according to IRS guidelines.

3

Print the tax deductible amount on all forms and documentation received by donor/ sponsors

4

Subtract the fair market value from the total amount paid.

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Proceeds

Proceeds from your event should be remitted to UK HealthCare via check or money order within 45 days of your event's conclusion.

Promotion

UK HealthCare works hard to ensure the messaging connected to its brand image is positive and consistent, as it reflects the important efforts of our researchers, physicians, faculty and staff.

Publicity for third-party events must not suggest the event is being sponsored, co-sponsored or produced by UK HealthCare or its units, but instead must state that UK HealthCare (or designated unit) is the beneficiary. As the third-party event organizer, you assume the responsibility of adhering to UK HealthCare brand policies.

All promotional materials must be submitted to UK HealthCare Office of Philanthropy before printing, posting or production. UK HealthCare Philanthropy will work with UK HealthCare Brand Strategy to ensure that the promotional material meets brand standards.

Logo options

Our logos are available for use by approved third-party events. The logo is to be used as is and cannot be altered in any way. These are the only logos approved for third-party event usage. All promotional materials must be submitted to UK HealthCare before printing, posting or production.

Decide what logo you need for your promotional materials. Once your event is approved, you will receive the requested logo and guidelines for appropriate use.

Spread the word

Facebook, Twitter, Instagram and LinkedIn are easy and inexpensive ways to spread the word about your event. UK HealthCare is not able to use our social media accounts to promote community fundraising events. You can still tag UK HealthCare and the relevant unit accounts in your own social media posts.

Questions?

Need to return your forms? Here's how you can reach us:

PHONE: 859-562-2157

FAX: 859-257-3723

EMAIL: fundraise@uky.edu

ADDRESS: UK HealthCare/College of Medicine Office of Philanthropy

ATTN: Corporate and Community Giving

PO Box 34184

Lexington, KY 40588

FUNDRAISING EVENT APPLICATION FORM

Please note, an asterisk (*) indicates that you must include this information.

Contact information

*Name of individual/organization/group planning event _____

*Purpose of organization, if applicable _____

*Any existing relationship with UK HealthCare or College of Medicine? Yes No

*Contact person first and last name _____ Title, if applicable _____

*Mailing address _____

*City _____ *State _____ *Zip _____

*Phone number _____ *Email _____

Event information

*Event name _____ *Event date _____ Event time _____

Event location _____

*Event description _____

*Has this event taken place before - Yes No If yes, when? _____

Please list any corporate sponsors that will be involved (if known) _____

*This event is: By invitation only Open to the public

*Projected attendance _____

Proposed event promotion and publicity Press release Fliers Radio/TV Billboards Magazine
 Newspaper Social media

Financial information and use of funds

*Please indicate the UK HealthCare or UK College of Medicine unit you wish to receive the proceeds from your event:
(please make these checkable boxes)

UK HealthCare greatest need

Markey Cancer Center

Kentucky Children's Hospital

Gill Heart Institute

Barnstable Brown Diabetes Center

UK College of Medicine

Kentucky Neuroscience Institute

Other (fill in) _____

*If your fundraiser will benefit other organizations in addition to a UK HealthCare/UK College of Medicine unit, please list them here: _____

*Is this fundraiser part of the Kentucky Children's Hospital Children's Miracle Network program: Yes No

Event ticket price _____ *Percentage of proceeds to be donated _____

*Estimated revenue to be donated _____

I have read the UK HealthCare and UK College of Medicine's event guidelines and application in full; I/we agree to adhere to those guidelines in planning and executing our event/activity. I/we understand that the guidelines are not comprehensive and that all decisions for the event/activity, including safety precautions, remain the responsibility of the event/activity sponsor. UK HealthCare and UK College of Medicine and all other respective affiliates do not accept or assume liability associated with the event.