

## Community Fundraising Event Guidelines

Thank you for your interest in raising awareness and support for biomedical research and medical education at Northwestern University Feinberg School of Medicine. We are grateful for your gifts of both time and fundraising dollars. Before you plan your event, please review these Fundraising Guidelines, and submit the Community Fundraising Event Application for review no later than six (6) weeks prior to the proposed event. Until written approval is received, please do not solicit contributions for your event or use the name “Northwestern University Feinberg School of Medicine” for any purpose. Please allow ten (10) working days from the receipt of your application for a written response.

### We can help with your fundraising event in the following ways:

- Upon receipt and approval of the community fundraising event application, a letter to validate the authenticity of the event and its organizers will be provided. The letter states that we are aware of the event organizer’s intention to host a fundraising event, and the event is not sponsored by Northwestern University or Feinberg School of Medicine (NU or FSM).
- Provide professional event guidance and advice for hosting a fundraising event.
- Review promotional materials and, if appropriate, approve the use of and provide camera ready artwork and logo for approved printed materials.
  - The name *Northwestern Medicine or Feinberg School of Medicine* may be reproduced on signs, banners, publications, literature, or printed materials only after approval from Northwestern University Feinberg School of Medicine Development & Alumni Relations.
  - Northwestern University Feinberg School of Medicine Development & Alumni Relations must review and approve all promotional materials, including but not limited to, use of logo, advertising, letters, brochures, flyers, and press releases prior to production and distribution.
  - Promotional materials shall state that "Proceeds to benefit Northwestern University Feinberg School of Medicine." This statement may be expanded to include the name of a specific program or area of research. An example might be "Proceeds to benefit the Alzheimer’s Research and Education Fund at Northwestern University Feinberg School of Medicine."
- We will assist in designating your contribution to a specific area of interest within the Feinberg School of Medicine such as research, education, equipment, or a specific fund.
- We will post and promote, when appropriate, the event on the Feinberg School of Medicine Development & Alumni Relations website, Facebook, Twitter, at existing events, and other calendar listings as appropriate along with your contact information.

**Depending on staff availability, the Feinberg School of Medicine may be able to provide:**

- A Feinberg representative to participate in a check presentation at the event.
- A speaker or a recommendation of a speaker for your event.
- Under certain circumstances, provide written tax receipts to donors who make checks payable to “Northwestern University.”

**Additional Guidelines and Protocols:**

**Sponsorships**

- The Feinberg School of Medicine Development & Alumni Relations office reserves the right to review sponsorship proposals and packages for appropriate use of branding, such as name and logo, as well as language regarding charitable deductions.
- When approaching businesses and corporations for assistance with events, please keep in mind that many local organizations are already involved in fundraising for Northwestern University and the Feinberg School of Medicine and may not wish to make additional donations. Please provide a list of potential sponsors, including potential in-kind sponsors, to avoid duplication of efforts and excessive requests to any one potential donor. We reserve the right to limit corporate sponsorships to a certain amount or when corporate support might interfere with the University’s fundraising strategy.

**Volunteer Assistance**

- It will be the responsibility of the event organizer(s) to recruit, train, and thank any volunteers needed for the event.

**Raffles/Drawings**

- Northwestern University Feinberg School of Medicine does not conduct raffles and will not secure raffle permits.
- If you wish to conduct a raffle, please refer to the Illinois Gaming Board at: <http://www.igb.illinois.gov/> and any other applicable state or municipal authority.

## Event Budgeting, Expenses, and Revenue Reporting

- Event organizer(s) will be liable for all event expenses. If the event expenses exceed revenue, Northwestern University and the Feinberg School of Medicine will not be liable for the expenses.
- Within 30 days after the event, the organizer(s) must submit net proceeds to Northwestern University Feinberg School of Medicine Development & Alumni Relations. The check should be payable to "Northwestern University."

## Insurance/Permits

- The event organizer(s) will obtain all necessary permits, licenses, and insurance. Northwestern University and the Feinberg School of Medicine cannot be held responsible in any way for casualties and/or situations that occur at your special event.

## Liability

- Northwestern University and the Feinberg School of Medicine are not financially or otherwise liable for the promotion or staging of a Community Fundraising Event. All outside organizations sponsoring events on University premises must provide proof of general liability insurance. Such insurance shall be in the amount of **\$1 million per occurrence and \$3 million per event and shall name Northwestern University as an additional insured**. Please contact **Elizabeth Gordon**, 312-503-0759 or [elizabeth.gordon@northwestern.edu](mailto:elizabeth.gordon@northwestern.edu), for more information about sponsoring an event on University premises and proof of general liability insurance requirements.

## Receipting and Tax-Deductibility of Charitable Donations

- Please make a check representing proceeds payable to "Northwestern University" within 30 days after the event.
- If your organization is not a 501 (c)(3), please contact **Elizabeth Gordon** (312-503-0759) or [elizabeth.gordon@northwestern.edu](mailto:elizabeth.gordon@northwestern.edu) for further guidance on how to proceed.

## Indemnity Clause

- The event organizer(s) agree to indemnify, defend, and hold harmless Northwestern University and its affiliates, 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 period of the event.

**As policy, Northwestern University and/or the Feinberg School of Medicine *cannot* perform the following activities or functions for events it does not directly sponsor:**

- Extend our sales tax exemption.
- Issue receipts for donations not made directly to Northwestern University, which includes In-kind donations.
- Provide insurance coverage or secure permits.
- Provide mailing lists of donors, physicians, employees, or volunteers.
- Provide Northwestern University or Feinberg School of Medicine letterhead for your event use.
- Provide banking, funding, or reimbursement of expenses.
- Solicit sponsorship revenue for your fundraising activities.
- Guarantee attendance of Northwestern University or Feinberg School of Medicine staff, faculty, physicians, or patients at the event.
- Provide auction services or systems.

Thank you for reading our guidelines. By completing and signing the Community Fundraising Event Application, you agree to adhere to the Community Event Fundraising Guidelines.

For additional information or to schedule a meeting to discuss your event, please contact **Elizabeth Gordon** at 312-503-0759 or [elizabeth.gordon@northwestern.edu](mailto:elizabeth.gordon@northwestern.edu).