Community Fundraising Event Guidelines

- All fundraising events for the University of Michigan Health System (UMHS) require express, written consent from the Community Fundraising Department in advance. Please submit the application at least 60 days prior to the event.

- A letter to validate the authenticity of the fundraising event and its organizers will be provided. The letter states that we are aware of the fundraising event organizer’s intention to host a fundraising event and the fundraising event is not sponsored by the UMHS.

- The UMHS must review all promotional materials and, if appropriate, approve the use of and provide camera ready artwork (the Health System logo) for approved promotional materials.

- We kindly request that public announcements or promotions of the event NOT be made until your event has been approved by the Community Fundraising Events Coordinator.

- Fundraising events should reflect the appropriate image for the University of Michigan Health System.

- Promotional materials shall state that “Proceeds to benefit the University of Michigan Health System.” This statement may be expanded to include the name of a specific program or research. An example might be “Proceeds to benefit the Breast Cancer Research Program at the University of Michigan Health System.”

- The University of Michigan Health System’s registered trademark may not be reproduced without the express written permission of the Community Fundraising Department.

- We will post and promote when appropriate, the event on the University of Michigan Health System website, Facebook, and other calendar listings along with your contact information.

- Event organizer(s) will be liable for all event expenses. If the event expenses exceed revenue, the UMHS will not be liable for the expenses.

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

- The event organizer(s) agree to indemnify and hold harmless the University of Michigan Health System or the University of Michigan 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.

(over)
• Please forward event proceeds to the University of Michigan, Office of Medical Development, 1000 Oakbrook, Suite 100, Ann Arbor, MI 48104-6815 within 60 days of the completion of the fundraising event. The check should be payable to “The Regents of the University of Michigan.” To assist with processing of your event proceeds, please indicate on the memo line, the name of your event.

As policy, the University of Michigan Health System (UMHS) CANNOT perform the following activities or functions for events it does not directly sponsor:

• Extend our tax exemption.

• Issue receipts for donations that are not made directly to the UMHS which includes in-kind donations.

• Provide insurance coverage or secure permits.

• Provide mailing lists of donors, physicians, or staff.

• Provide UMHS letterhead for your event use.

• Provide banking, funding, or reimbursement of expenses.

• Solicit sponsorship revenue for your fundraising activities.

• Guarantee attendance of UMHS staff, faculty, physicians, or patients at the event.

• Provide auction services or systems as well as autographed items.

• Provide volunteer assistance at your fundraising event.

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, Emily Pelak, Assistant Director of Stewardship at (734) 998-7012 or e-mail at echartow@umich.edu.