

Yale SCHOOL OF MEDICINE

Yale School of Medicine Third-Party Fundraising Guidelines

Donations to Yale School of Medicine are extremely important, and your interest in supporting our endeavors in education, patient care, and research is greatly appreciated. The Yale School of Medicine is accountable to the public and Internal Revenue Service for fundraising activities using the name of Yale School of Medicine. To this end, the following guidelines have been developed to serve as standards for those who organize special events, benefits, or promotions on behalf of the School.

Yale School of Medicine is extremely grateful to the many outside persons who wish to organize events to support the many facets of work funded by the School each year. We recognize the great amount of hard work you will assume on our behalf and want your event to be a success. However, only those third-party events which meet specific criteria and benefit the School will be considered for approval. Each event will be reviewed on a case-by-case basis.

Yale School of Medicine defines a “Third-Party Event” as any fundraising activity by a non-affiliated group or individual, where the School has no fiduciary responsibilities and little or no staff involvement. These events include (but are not limited to) golf tournaments, receptions, dinners, parties, walks/runs, arts or entertainment events, and auctions.

Event Application and Approval

Please carefully review the following guidelines, which have been designed for the protection of the fundraiser, Yale School of Medicine and its related entities.

- **Please complete and submit for approval the attached form and return to:** Madison Kester, Yale School of Medicine, P.O. Box 7611, New Haven, CT 06519-0611 or digitalfundraising@yale.edu.
- Approval by Yale School of Medicine must be obtained before you advertise or hold your event, ideally a minimum of 30 days prior to the date of the event. All requests will be answered no later than 15 days after receipt.
- Annual events should be registered with Yale School of Medicine each year.
- Yale School of Medicine reserves the right to refuse funds raised at unapproved events and activities.

Marketing and Promotion

1. Third-Party Events may not be represented as sponsored by Yale School of Medicine.
2. Promotions for the event should reflect Yale School of Medicine as the beneficiary and not conducting the event. All publicity must specifically state within the marketing materials that the event is ***“an independent fundraising event benefitting Yale School of Medicine.”*** Alternatively, when fundraising for a particular department or fund, publicity may state that the event is ***“an independent fundraising event benefitting department or fund at Yale School of Medicine.”***

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3. All promotional materials related to an event benefitting Yale School of Medicine must be reviewed and approved by Madison Kester prior to distribution (e.g., flyers, press releases, tickets, brochures, posters, etc.).
4. The use of Yale School of Medicine logo, trademark or photos is reserved for events conducted by the School itself. Therefore, any requests for the use of the School logo or shield must undergo approval. No use of Yale School of Medicine photos, logos and/or shield will be allowed without specific request and agreement.
5. All references to Yale School of Medicine in publicity and promotional materials for the event or promotion should refer to "Yale School of Medicine."
6. The fundraiser is not permitted to use Yale School of Medicine letterhead or its affiliates. If the event is approved, a letter of support will be provided to validate the event and support event solicitation activities.

Event Income

7. All event donations should be made payable to Yale University. Yale is unable to process gifts made payable to any other name. Event donations may include the name of the event in a memo. Event organizers should plan on thanking individual participants and supporters.
8. Funds raised from a third-party event can be used to provide unrestricted support to the School of Medicine or can be designated to support a particular institute or fund (i.e., Kavli Institute for Neuroscience or Yale Cancer Center) or a particular program or area (i.e., cancer, heart, etc.).
9. The fundraiser is responsible for opening and maintaining his/her own bank account for event expenses. Bank accounts may not be opened in the name of Yale School of Medicine for any reason.
10. The fundraiser agrees to inform Yale School of Medicine of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway by the School.
11. If expenses will be deducted before sending net proceeds to Yale School of Medicine, do not state or imply to donors that any funds given are tax-deductible, and do not use the word "donation," because it implies that they are fully deductible.
12. Event proceeds should be mailed within 30 days (preferably in one check payable to Yale School of Medicine) to: Yale School of Medicine, Attn: Madison Kester, Yale School of Medicine, P.O. Box 7611, New Haven, CT 06519-0611. Please note the institute or program designation (i.e., cancer, heart, etc.) in the memo line of the check.
13. Under no circumstances should third-party event revenue and expenses flow through Yale School of Medicine books. Only the final net proceeds from the event are to be processed by Yale School of Medicine.
14. Yale School of Medicine should receive a complete accounting of all funds collected and expenses related to the event. We reserve the right to inspect all event financial records and participant lists.

Permits, Expenses and Liabilities

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15. The sponsor is responsible for obtaining all permits, especially those for raffles and/or games of chance. The State of Connecticut requires registration of all gaming style events, including raffles, bingo, casino nights, et. al. Visit www.ctgov/dosr for more information about these types of events.
16. Fundraiser is responsible for obtaining any necessary insurance coverage.
17. All third-party events should be accessible to people with disabilities, when feasible. Ideally, the event should take place at a venue that meets ADA regulations. Fundraiser is expected to promote and make arrangements for any special accommodations and needs by participants.
18. Public bulletin boards throughout Yale School of Medicine property are reserved for posting informational material pertaining only to School of Medicine approved events and activities. Informational materials is deemed to be any flier, poster, or other printed item used to promote an event, activity or opinion, or to encourage action, such as the purchase of goods or services. The fundraiser is responsible for printing and posting of appropriate informational materials.
19. Yale School of Medicine is not liable for any injuries sustained by event coordinators, volunteers, participants or any other individuals related to an event benefitting Yale School of Medicine or an affiliate.
20. The School cannot be held liable for details associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.
21. The fundraisers agree to indemnify and hold harmless Yale School of Medicine 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.

If you must buy goods or services for the event and expenses will be incurred, please consider the following:

22. Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the sponsor of the event. Yale School of Medicine will not be liable for any costs or expenses.
23. Yale School of Medicine will not reimburse sponsor for the purchase of goods for a third-party event. No goods may be charged to Yale School of Medicine for any reason.

Suggestions to reduce event expenses:

- Secure donated goods and services
- Negotiate reduced costs

Tax Guidelines and Implications

24. As a responsible steward of public funds, events held to benefit Yale School of Medicine are expected to keep expenses to a minimum.
25. If sponsor represents to the public that proceeds will benefit other organizations in addition to the School, sponsor should be prepared to provide access to an accounting of revenue and

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expenses. If so requested, an accounting and fund distribution will be expected within 60 days after the conclusion of the special event or promotion.

26. Sponsor is responsible for complying with all IRS regulations and registrations applicable to the event.
27. Federal tax laws disallow third-party events from using Yale School of Medicine sales tax exemption number or federal employer identification number when purchasing any goods or services from suppliers or vendors.

Logos/Photos/Website

28. Logo use is not permitted without approval from Yale School of Medicine. This includes downloading Yale School of Medicine logos from the internet.
29. Printed materials in which the name and/or logo of Yale School of Medicine is used must follow with visual communication standards and brand guidelines (<https://medicine.yale.edu/myysm/communications-technology/branding-and-graphic-design/#visual-identity>).
30. Photos on Yale School of Medicine websites are the property of Yale School of Medicine and reproduction of photos is not permitted without approval from Yale School of Medicine.
31. If logo/photo use is permitted, all materials using the logo/photo must be submitted to digitalfundraising@yale.edu at least three (3) weeks prior to the print deadline. The submission must be “proof” quality to represent the true nature of what is being produced.
32. Event logos may be developed, but must remain separate and distinct from the Yale School of Medicine logo(s). Yale School of Medicine reserves the right to approve fundraiser event logos prior to it being used in print or other media.

How We Can Help

Yale School of Medicine is extremely appreciative of the volunteers who manage third-party events to benefit its programs. The School is limited in the amount of assistance it can provide a third-party event. Volunteer third-party management of the event or project minimizes the cost per dollar raised for our programs and allows School staff to continue the work they are already doing to support the mission of the School.

Yale School of Medicine can provide the following:

- Acknowledge event organizer for direct contributions to the School of Medicine.
- Confirm relationship between the event and the School for tax-exemption status.
- Coordinate event representation or check presentation, if appropriate and staff are available.
- Review all printed materials to ensure proper use of Yale School of Medicine-approved nomenclature and logos.
- Advice and suggestions on fundraising tactics and event planning, as time allows.

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- Promotion of your event, when appropriate, to the School of Medicine and community through regular advertising venues such as our website, social media accounts, newsletters and internal communications.

Yale School of Medicine **is unable** to provide the following:

- Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees or collecting monies.
- The University's tax-exemption number for making any purchases related to your event.
- Guaranteed volunteer, faculty, physician, patient or staff attendance at any event.
- Access to donor, physician, employee, or volunteer lists or contacts.
- Yale School of Medicine letterhead.
- Responsibility of any nature or kind associated directly or indirectly with the event including, but not limited to, expenses, purchases, insurance or liability coverage.
- Permission to use our name or logo if less than 100% of the proceeds are charitable.
- Frequent updates on gifts received by Yale toward your event

Please understand the volume of requests exceed the number of staff able to attend or assist with events. Please call 203-436-8527 as early as possible to discuss your plans with Madison Kester. Thank you in advance for selecting Yale School of Medicine to be part of your event.

Third-Party Fundraising Application

Thank you for considering Yale School of Medicine as the beneficiary of your event.
We look forward to working with you to create a successful event.

Please note: If you wish to host an event on behalf of Yale School of Medicine,
you must submit this application for review a minimum of 30 days before your event.
Completion of this form does not guarantee approval.

CONTACT INFORMATION

Name of Individual/Organization/Group Planning Event: _____

Purpose of Organization: _____

Relationship with the School of Medicine: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Publicity Phone Number: _____

Email: _____ Fax: _____

EVENT INFORMATION

Event Name: _____

Event Date (month/day/year): _____ Time: _____

Event Location: _____

Event Address: _____

Event City: _____ Event State: _____ Event Zip: _____

Event Description: _____

Has this event taken place before (circle one)? Yes No If yes, when? _____

This event is (circle one): By invitation only Open to the public Projected Attendance _____

Will a raffle or silent auction be part of the event (circle one)? Yes No

FINANCIAL INFORMATION

Department, Program, or Area within Yale School of Medicine to benefit: _____

Admission Fee: \$ _____ Estimated Income: \$ _____ Estimated Expenses: \$ _____

Percentage of Gross Sales to be donated: _____

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Estimated Gross Revenue from event: \$ _____

Values of goods and services received by each donor/attendee: \$ _____

Expected net proceeds will be given to Yale School of Medicine: \$ _____

SPONSOR INFORMATION

Do you intend to seek sponsorship for this event? If so, from whom? _____

How will this event be publicized/promoted? _____

Will other charitable organizations benefit from this event? If yes, please list their names and describe their involvement and or/benefits _____

I/we have read the attached Yale School of Medicine Third-Party Fundraising Guidelines and application process 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 fundraiser. The School of Medicine and all of their respective affiliates do not accept or assume liability associated with the event/activity.

Signature

Date

Title/Name of Company or Organization

Please complete this form and submit to:

Email: digitalfundraising@yale.edu

Or Fax: (203) 436-8500

Or mail to:

Yale School of Medicine

Office of Development and Alumni Affairs

Attn: Madison Kester

P.O. Box 7611

New Haven, CT 06519-0611

If you have any questions regarding this application, please contact
Madison Kester, at (203) 436-8527

Updated 2.8.2024

For Office Use Only

Date Submitted: _____

Event Approved

Not Approved:

Notes: _____