

# The University of Kansas Health System Third-Party Fundraising Event Procedures and Guidelines

## I. INTRODUCTION

Thank you for your interest in raising funds for The University of Kansas Health System and its affiliates. Our hospital is grateful to individuals and community organizations that wish to sponsor fundraising events. Such events/projects are an important source of support for providing our patients with the region's most medically advanced care – by creating and upgrading facilities, enhancing programs, purchasing the latest technologies and equipment and providing advanced training and educational opportunities for our staff.

The University of Kansas Health System has developed third-party fundraising event guidelines to ensure high-quality projects that are consistent with the hospital's mission, reputation and commitment to excellence.

All charitable contributions made to The University of Kansas Health System are processed and managed by the Hospital through our partnership with KU Endowment, a 501(c)(3) organization.

## II. PROCEDURES

Your fundraising event/project will be evaluated for approval by Hospital Fund Development based on hospital priorities, projects and events, as well as on the potential demands on department resources.

To initiate the process, please read the following guidelines, then complete and sign the Third-Party Fundraising Event Application and mail, fax or email it to:

**The University of Kansas Health System  
Hospital Fund Development, Attn. Jennifer Laubinger  
2330 Shawnee Mission Parkway, Suite 305  
Westwood, KS 66205  
Fax: 913-588-8008  
jlaubinger@kumc.edu**

The completed application must be submitted at least **90 days prior** to your event. More notice is always appreciated.

You will be contacted by Hospital Fund Development within 14 business days after we receive your application. Until you receive approval, please do not solicit contributions for your event under the name The University of Kansas Health System or any other entity associated with our campus.

Should The University of Kansas Health System decline the application or choose not to be affiliated with your event/project, reference to the hospital and its affiliates in any form will not be permitted.

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## III. GUIDELINES

Once Hospital Fund Development has approved your application, these guidelines apply.

### Assistance

Hospital Fund Development **can provide:**

- An endorsement letter that confirms you are raising money on behalf of the hospital
- Help directing your contribution to a specific area of interest that has a special meaning to you/your organization
- Direction in accepted use of the hospital's name and/or logo in promotional materials for your event/project
- Review of promotional materials containing the hospital name and/or logo prior to printing, emailing or posting
- Event listing on the hospital's website: kumed.com

Hospital Fund Development **cannot provide:**

- Staff support for event coordination
- Recruitment of event sponsors/participants
- Mailing lists of donors, physicians, vendors, employees or volunteers
- Financial support
- Tax-exempt status
- Guaranteed staff and/or volunteer attendance at your event
- Responsibility of any nature or kind associated directly or indirectly with the event
- Necessary contracts and/or permits
- Official receipts for donations not made directly to The University of Kansas Health System
- Insurance coverage

### Requirements for marketing/promotion

1. The University of Kansas Health System Marketing Communications **must review and approve** all publicity and/or promotional material containing the name and/or logo of the hospital and/or its affiliates before these materials are printed, emailed, posted or released to the public in any way. Please email materials for review to Jennifer Laubinger at [jlaubinger@kumc.edu](mailto:jlaubinger@kumc.edu). If you have no access to email, contact her at 913-945-5717 to arrange to have the materials reviewed.
2. Publicity and/or promotional materials must state the event/project is "sponsored by (your organization's name) for the benefit of The University of Kansas Health System." The hospital may not be listed as a sponsor or co-sponsor.
3. All media appearances promoting your event/project must be discussed in advance with the hospital Public & Government Relations at 913-588-5246.

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## Liability

The University of Kansas Health System cannot assume responsibility of any nature or kind associated directly or indirectly with your event/project.

## Tax deductibility and receipting

All donations made to The University of Kansas Health System are tax deductible to the extent allowed by law, in accordance with IRS requirements.

An individual/organization making a donation payable to and received by The University of Kansas Health System will be sent an official receipt for tax purposes outlining the tax-deductible portion of the donation. The name appearing on the check received by The University of Kansas Health System will be used for receipting purposes, and that individual, corporation, foundation, etc., will be the eligible party for tax benefits received as a result of the donation.

The hospital prefers to collect one check at the time of the donation, made payable to The University of Kansas Health System. Individual donations included in that check will be issued a receipt only if proper documentation (in the form of a spreadsheet or some other legible, organized document with the donor's name, contact information and donation amount) is provided to the Fund Development office when the donation is made. Otherwise, the name appearing on the check received by The University of Kansas Health System will be used for receipting purposes, and that individual, corporation, foundation, etc., will be the eligible party for tax benefits received as a result of the donation.

If goods and/or services are received in return for charitable donations (auction purchases, beverages, meals, tickets, etc.), the fair market value of those goods and/or services should be determined and communicated to individuals before they make a donation. The value of goods and/or services will be deducted from the total donation amount to determine the tax-deductible portion of the donation.

## Event proceeds

All proceeds from your event/project should be received within 90 days. Please mail a check made payable to [The University of Kansas Health System](#) to:

The University of Kansas Health System  
Hospital Fund Development  
2330 Shawnee Mission Parkway, Suite 305  
Westwood, KS 66205

If you have questions about these guidelines or need more information, please call Hospital Fund Development at 913-588-2800.