

GETTING STARTED

The University of Texas MD Anderson Cancer Center is extremely grateful for the efforts conducted on our behalf through Third Party Fundraising and for the generosity and support of all who wish to join our mission to end cancer. By participating in Third Party Fundraising, you help us grow not only our monetary resources but also our geographic outreach as a community representative in our efforts towards Making Cancer History®. Given our status as a state institution and our limited staff, we include a list of guidelines below outlining the fundraising process and our ability to support your efforts. We look forward to working with you. Thank you again for your interest in supporting MD Anderson.

1. THIRD PARTY FUNDRAISING BASIC PROCESS FLOW

- i) To begin the Third Party Fundraising process, the event/project organizer (“organizer”) must complete and sign the Third Party Proposal Form and submit it to Special Programs and Events, Philanthropy at myfundraising@mdanderson.org. Forms are preferred at least six weeks prior to the event/project start date.
- ii) Third Party Proposal Forms received by Special Programs and Events are submitted for approval to Public Relations.
- iii) If the MD Anderson name is to be used by the organizer, Philanthropy will send approved Proposal Forms to the Legal Department requesting a Trademark License Agreement. Once signed and dated by the organizer, this Agreement grants the organizer permission to use MD Anderson’s name.
- iv) Organizer submits for approval a draft of any promotional materials for the event/project. The drafts may be sent via email through attachments, screen shots or standard text.
- v) After the event, organizer mails all donations to:
MD Anderson Cancer Center
Third Party Events: _____ *event name* _____
Post Office Box 4470
Houston, TX 77210-4470

2. INSTITUTIONAL LIMITATIONS

- i. MD Anderson cannot endorse or sponsor Third Party events or projects.
- ii. MD Anderson cannot release its mailing list or send mailings on behalf of Third Party organizers.
- iii. MD Anderson staff may not participate in the sale of event tickets, solicit event sponsorships or in-kind donations or sell merchandise to benefit MD Anderson.
- iv. Third Party Fundraising efforts may not result in any cost or expense to MD Anderson, including the use of MD Anderson facilities.

3. MD ANDERSON FACULTY / STAFF REPRESENTATION

- i. Please request faculty/staff representation at least six weeks prior to your event with a brief explanation of the representative's role (i.e., speaking on behalf of MD Anderson, accepting a check, judging a contest, etc.)
- ii. Due to the volume of requests, we cannot guarantee a representative, but we will do our best to accommodate your request.
- iii. Representation at events requiring travel outside the Houston area will be determined on a case-by-case basis.

4. LEGAL

- i. MD Anderson reserves the right to approve any and all co-beneficiaries.
- ii. Organizer is responsible for complying with Internal Revenue Service regulations governing charitable activities.
- iii. MD Anderson will not be held responsible for any act incurred by the organizer of an event including, but not restricted to, personal injury or death, damage to, theft of, or loss of personal, private or community property.
- iv. MD Anderson will not be held responsible for provision of trophies, monetary prizes or other gift items advertised by the organizer(s).
- v. Fundraisers involving raffles or other drawings for prizes are permitted as long as (1) the raffle is not advertised as benefiting MD Anderson and (2) the entity is otherwise legally authorized to conduct raffles.
- vi. Organizer may not open a bank account in MD Anderson's name or use MD Anderson's tax ID number for that purpose.

5. DONATIONS

- i. Organizer may contribute the donations as unrestricted monies for use determined by MD Anderson or may assign them to a specific program or fund.

- ii. Organizer should contact Philanthropy and submit the net proceeds to Special Programs and Events within four weeks after the event or project conclusion.
- iii. Checks should be made payable to MD Anderson Cancer Center with the Third Party event/project name noted on the memo line.
- iv. Mail all proceeds to:
 - MD Anderson Cancer Center
 - Third Party Events: _____ *event name* _____
 - Philanthropy
 - Post Office Box 4470
 - Houston, TX 77210-4470

QUESTIONS?

Please contact Special Programs and Events at 866-262-9029 or
myFundraising@mdanderson.org.