

UPMC Hillman Cancer Center Community Partner Event Guidelines

We are grateful to our community partners who support UPMC Hillman Cancer Center through community fundraising events. Events, big and small, help support our work at UPMC Hillman – from conducting groundbreaking research and providing patients with access to innovative treatments to implementing community outreach and cancer education programs to spread awareness and help reduce risks.

Whether you are a fundraising novice, or a seasoned expert, planning and organization are vital to the success of your event. We are here to support you. The following information will assist you in planning a successful event.

Plan Early

- Form a committee of family and friends to help organize and run your event
- Decide on a theme, location, food and beverages, prizes, and programming
- Check dates with other community events
- Submit the community partner application 60 days before the tentative date of your event

Create a Budget – Establish a Fundraising Goal

Keep expenses to 25% of gross revenue.

- Identify sources of income
- Identify potential sponsors for funds
- Identify local businesses to donate items you need
- Set up a separate bank account for the event and pay all expenses by check
- Get all estimates in writing
- Factor in permits and insurance required for the event
- Record all expenses

Spread the Word

UPMC Hillman Cancer Center can only be identified as the beneficiary of the activity.

- Promotional materials need to be reviewed by UPMC Hillman staff before production and distribution
- Create invitations, emails, fliers, fundraising websites, and social media posts
 - First reference should be listed as “UPMC Hillman Cancer Center”
 - Subsequent references can be listed as “UPMC Hillman”

Create a Photo Release

Print and display the following consent message if you plan to submit photographs and videos for UPMC Hillman to share on their social channels and digital platforms.

By entering and by your presence here, you consent to be photographed, filmed, and otherwise recorded by or on behalf of UPMC.

Your entry constitutes your consent to such photography, filming, and recording and to any use by UPMC, in all media throughout the universe in perpetuity, of your appearance, voice, and name for any purpose whatsoever in connection with the production presently entitled: **{enter event name}**.

You understand that all photography, filming, and recording will be done in reliance on this consent given by you by entering this area. Please let the event coordinator know if you do not agree to the foregoing.

Create a Shot List

Prepare for the event by creating a list of key photos you would like to take before, during, and after. Some examples are below.

- Photo of event organizers
- Photo of speaker(s) and/or special guest(s)
- Candid and staged photos of the event (i.e., on a golf course, action shots at a game, etc.)
- Team photo (for sporting events)
- Photos of event-specific T-shirts, pins, etc. (if applicable)
- Photo of check presentation (if applicable)

What We Can Do:

- Provide authorization letters to validate the authenticity of your event
- Provide you with approved logos and necessary language for promotional materials
- Provide information about how the funds you raised will impact cancer research and cancer care
- Provide guidance and answer questions
- Provide thank you letters to sponsors of your event

What We Cannot Do:

- Provide mailing lists of donors, faculty, staff, or vendors
- Provide permits and/or insurance for your event
- Solicit corporate sponsors for your event
- Provide our tax-exempt number to make purchases related to the event
- Plan, implement, finance, or staff your event
- Actively promote your event, although we may provide internal UPMC communications via onsite fliers and internal electronic communications
- Print posters, flyers, or signage for your event

After the Event:

- Submit the donation within 30 days of your event (one check)
- Acknowledge and thank your volunteers, participants, and sponsors
- Submit photos with captions (who, what, when, where, why, and how) from the event to UPMC Hillman

Legal Liability Information

Events must comply with all federal, state, and local charitable fundraising laws. This IRS training document describes these requirements in greater detail: <http://www.irs.gov/pub/irs-tege/eotopic01.pdf>.

The Pennsylvania Bureau of Corporations and Charitable Organizations administers the state's charitable solicitation law. You can access Pennsylvania's requirements and register your group at the state's website: <https://www.dos.pa.gov/BusinessCharities/Charities>.

In addition, Pennsylvania has strict regulations about gambling and games of chance, including raffles. PA law provides that all forms of "gambling" are illegal unless specifically authorized by statute. If you are interested in raffling any items at your event, you should determine your eligibility and obtain any necessary licenses or special permits before the event. Visit the Pennsylvania Department of Revenue Small Games of Chance website at: <https://www.revenue.pa.gov/taxtypes/sgoc>.

Third-party fundraising organizations/individuals should consider obtaining insurance for the event. UPMC Hillman Cancer Center is not responsible in any way for casualties and/or other situations that may occur at your fundraising event or promotion.

Before any event activity, contact the UPMC Hillman Cancer Center Development Office to obtain approval. Your request will be reviewed, and you will be contacted within two weeks of receipt. UPMC Hillman Cancer Center reserves the right to request additional information before approving a planned event or activity.

All inquiries should be directed to:
UPMC Cancer Pavilion, Suite 1B
Attention: Volunteer Coordinator
5150 Center Avenue
Pittsburgh, PA 15232

You can contact the Development Office by phone at 412-623-4700 or via email at givetohillman@upmc.edu.

Frequently Asked Questions

Will I be held responsible for the amount estimated on my proposal form?

No. Any amount raised is appreciated.

When will I be notified if my event is approved?

You will receive notice if your event is approved within 10 business days of applying.

If I am approved for one event, do I need to submit a new event application each year?

No, you do not need to submit a new yearly application for a repeated event. However, a new form must be submitted if you hold a different type of event (5K vs. golf tournament). You are required to submit any promotional material for the current event/year.

Can someone from UPMC Hillman Cancer Center attend and/or speak at my event?

We cannot guarantee physicians or staff at your event. We will do our best to accommodate requests.

How can I obtain the proper logos?

Before use, submit all materials on which you would like the name and logo to appear, and we will insert them. Also, Hillman must approve all invitations, advertisements, and printed materials related to the event before printing and distribution.

Can UPMC Hillman Cancer Center help promote my event?

We cannot actively recruit support for your fundraising efforts. However, we may be able to advertise your event internally at UPMC via on-site fliers and internal electronic communications and message boards.

Can my event name include UPMC Hillman Cancer Center or the University of Pittsburgh?

No, your event name cannot include our name in the title. However, we can be listed as the beneficiary of your fundraiser—for example, ABC Event benefiting UPMC Hillman Cancer Center.

Can I pay myself back for the expenses I have incurred to host the event?

You are responsible for covering all event expenses. You must deduct these from the funds raised before you send the proceeds to us. We recommend that your expenses do not exceed 25% of the income raised.

Can I choose where to designate my event proceeds?

Yes! UPMC Hillman Cancer Center encompasses both the conduct of basic and clinical research in affiliation with the University of Pittsburgh and patient care in affiliation with the UPMC network. Our gift officers will happily discuss your needs and ensure your gift will be used for your intended purposes.

Will each of my donors get a receipt?

We cannot issue receipts for donors or sponsors who make payments directly to your fundraising event. If a donor requests a receipt, please confirm with the Development Office to whom the check should be designated. Checks with your event name in the message line can be mailed to:

UPMC Cancer Pavilion
Development Office, Suite 1B
5150 Centre Avenue
Pittsburgh, PA 15232