Community Fundraising Event Guidelines

Thank you for your interest in raising funds for the Feinberg School of Medicine at Northwestern University. We are grateful for your gift of both time and fundraising dollars. Before you plan your event, please review these Fundraising Guidelines, and submit the Community Fundraising Event Application for review no later than six (6) weeks prior to the proposed event. Until written approval is received, please do not solicit contributions for your event or use the name(s) of our center(s) for any purpose. Please allow ten (10) business days from the receipt of your application for a written response.

We can help with your fundraising event in the following ways:

- Upon receipt and approval of the community fundraising event application, a letter to validate the authenticity of the event and its organizers will be provided. The letter states that we are aware of the event organizer’s intention to host a fundraising event, and the event is not sponsored by the Feinberg School of Medicine.
- Provide professional event guidance and advice for hosting a fundraising event.
- Review promotional materials and, if appropriate, approve the use of and provide camera ready artwork, the Feinberg School of Medicine logo, and Northwestern Medicine logo for approved printed materials.
  - The name Feinberg School of Medicine and any of our center names may be reproduced on signs, banners, publications, literature, printed or electronic materials only after approval from Northwestern University Feinberg School of Medicine Development & Alumni Relations.
  - Northwestern University Feinberg School of Medicine Development & Alumni Relations must review and approve all promotional materials, including but not limited to, use of logo, advertising, letters, brochures, flyers, and press releases prior to production and distribution.
  - Promotional materials shall state, "Proceeds to benefit the Feinberg School of Medicine at Northwestern University." This statement may be expanded to include the name of a specific program or research area. An example might be "Proceeds to benefit the Breast Cancer Research Program at the Robert H. Lurie Comprehensive Cancer Center of Northwestern University."
  - We will assist in designating your contribution to the Feinberg School of Medicine to a specific area of interest, such as research, education, equipment, or a specific program within the Feinberg School of Medicine.
  - We will post and promote, when appropriate, the event on the Feinberg School of Medicine and/or center’s website, Facebook, Twitter, at existing events, and other calendar listings as appropriate along with your contact information.

Depending on staff availability, the Feinberg School of Medicine MAY be able to provide:

- A Feinberg School of Medicine representative to participate in a check presentation at the event.
- A speaker or a recommendation of a speaker for your event.
- Under certain circumstances, written tax receipts to donors who make checks payable to “Northwestern University.”
Additional Guidelines and Protocols

Sponsorships
The Feinberg School of Medicine Development & Alumni Relations Office reserves the right to review sponsorship proposals and packages for appropriate use of the center names, as well as language regarding charitable deductions.

When approaching businesses and corporations for assistance with events, please keep in mind that many local organizations are already involved in fundraising for the Feinberg School of Medicine and Northwestern University and may not wish to make additional donations. Please provide a list of potential sponsors, including potential in-kind sponsors, to avoid duplication of efforts and excessive requests to any one potential donor. We reserve the right to limit corporate sponsorships to a certain amount or when corporate support might interfere with the University’s fundraising strategy.

Volunteer Assistance
It will be the responsibility of the event organizer(s) to recruit, train, and thank any volunteers needed for the event.

Raffles/Drawings
The Feinberg School of Medicine and Northwestern University do not conduct raffles and will not secure raffle permits.

If you wish to conduct a raffle, please refer to the Illinois Gaming Board at: http://www.igb.illinois.gov/ and any other applicable state or municipal authority.

Event Budgeting, Expenses, and Revenue Reporting
Event organizer(s) will be liable for all event expenses. If the event expenses exceed revenue, the Feinberg School of Medicine and Northwestern University will not be liable for the expenses.

Within 30 days after the event, the organizer(s) must submit net proceeds to Northwestern University Feinberg School of Medicine Development & Alumni Relations. The check should be payable to “Northwestern University”.

Insurance/Permits
The event organizer(s) will obtain all necessary permits, licenses, and insurance. The Feinberg School of Medicine and Northwestern University cannot be held responsible in any way for casualties and/or situations that occur at your special event.

Liability
The Feinberg School of Medicine and Northwestern University is not financially or otherwise liable for the promotion or staging of a Community Fundraising Event. All outside organizations sponsoring events on University premises must provide proof of general liability insurance. Such insurance shall be in the amount of $1 million per occurrence and $3 million per event and shall name Northwestern University as an additional insured. Please contact Ashley May Coussens, 312-503-0759, for more information about sponsoring an event on University premises and proof of general liability insurance requirements.

Receipting and Tax-Deductibility of Charitable Donations
Please make a check representing proceeds payable to “Northwestern University” within 30 days after the event.

If your organization is not a 501(c)(3), please contact Ashley May Coussens at 312-503-0759 or ashleymay@northwestern.edu for further guidance on how to proceed.

Indemnity Clause
The event organizer(s) agree to indemnify, defend, and hold harmless Northwestern University 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.
As policy, Northwestern University and/or the Feinberg School of Medicine CANNOT perform the following activities or functions for events it does not directly sponsor:

- Extend our sales tax exemption.
- Issue receipts for donations not made directly to Northwestern University, which includes In-kind donations.
- Provide insurance coverage or secure permits.
- Provide mailing lists of donors, physicians, employees, or volunteers.
- Provide Feinberg School of Medicine or Northwestern University letterhead for your event use.
- Provide banking, funding, or reimbursement of expenses.
- Solicit sponsorship revenue for your fundraising activities.
- Guarantee attendance of Northwestern University or Feinberg School of Medicine staff, faculty, physicians, or patients at the event.
- Provide auction services or systems.

**COVID-19 Addendum**

Due to our unique position in the community as a healthcare provider and our responsibility to act with an abundance of care, we have restricted in-person events greater than 25 people hosted by Northwestern University Feinberg School of Medicine through September 1, 2021.

While we cannot make a determination and decision as to whether third party groups will continue with their events and planned activities, this addendum will restrict and have impact on the extent to which Northwestern University Feinberg School of Medicine leadership, physicians, healthcare team, and staff can engage and/or support community fundraisers.

If a third party partner decides to continue with their event/activity in support of Northwestern University Feinberg School of Medicine, all community partner guidelines will still be adhered to with these changes/additions:

- Physicians and other healthcare providers that have direct contact with patients may be unable to attend and/or speak in-person at community partner events taking place prior to September 1, 2021. Staff participation will be determined per current CDC, state, and city guidelines, as well as individual safety needs on a case by case basis. This restriction also applies to all sponsorship relationships. Alternatives can be provided to include: video messaging, email messaging and/or mailings to participants, and/or posted messages to website and social media accounts.
- All attempts should be made by community partners to ensure current protocols are being followed. The following are reliable resources for current guidelines and information:
  - [https://coronavirus.illinois.gov/s/](https://coronavirus.illinois.gov/s/)

If a third party partner decides to cancel or postpone the in-person component of their fundraising effort but still desires to continue to fundraise, development staff can provide/recommend resources for digital fundraising opportunities and other alternatives.

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 Ashley May Coussens at 312-503-0759 or [ashleymay@northwestern.edu](mailto:ashleymay@northwestern.edu).