



Welcome to Third Party Fundraising Medical University of South Carolina Foundation

We are honored you are considering the Medical University of South Carolina (MUSC) as a beneficiary of your fundraising activities. Charitable contributions are managed by the MUSC Foundation, a 501(c)(3) tax-exempt organization. We greatly appreciate your philanthropic efforts to support our three-part mission of cutting-edge research, compassionate patient care and world-class education.

Although the Foundation actively encourages third party fundraising, we must approve all events and campaigns in advance. Any individual or organization who intends to promote an event to benefit the Medical University must:

- Adhere to our Third Party Fundraising Guidelines
- Submit the following forms:
 - Third Party Fundraiser Application (Submit a minimum of 90 days in advance of event)
 - Third Party Financial Summary Form (Submit within 30 days upon completion of event)

Before you begin planning your event, we ask that you read our guidelines and fill out the application. Please complete the application a minimum of 90 days in advance of the event. Once the application has been submitted, we will contact you within ten business days regarding approval eligibility.

We look forward to an opportunity to connect with you!

Medical University of South Carolina Foundation
18 Bee Street, MSC 450
Charleston, SC 29425
843-792-4275
muscd.edu/giving

Medical University of South Carolina Foundation

Special Events Third-Party Fundraising Guidelines

DEFINITION

A Third-Party Fundraiser (Fundraiser) is defined as an organization, group or individual raising money on behalf of the Medical University of South Carolina (MUSC), MUSC Hollings Cancer Center, MUSC Children's Hospital, the MUSC Foundation or any of its related entities through a fundraising event or initiative.

THANK YOU

MUSC is grateful to those interested in supporting our endeavors in education, patient care, research, and community outreach. We recognize the great amount of hard work you will assume on our behalf and want your event to be a success. Please carefully review the following guidelines, which have been designed for the protection of the Fundraiser and the Medical University of South Carolina, MUSC Hollings Cancer Center, MUSC Children's Hospital, MUSC Foundation and its related entities.

GUIDELINES FOR THE FUNDRAISER

Approval

Before you begin planning your event, we ask that you read our guidelines and fill out the application a minimum of ninety (90) days in advance of the event. Attached please find an application, along with contact information. Please note:

- The MUSC Special Event Liaison will respond to your application within ten (10) business days. The MUSC Special Event Liaison must approve the fundraiser sixty (60) days in advance of the event and will ensure the event follows MUSC guidelines and is consistent with its mission and values.
- Speaker or staff representation must be requested at the time of application. Due to the large number of requests, we cannot guarantee that an MUSC staff person (including medical faculty/staff and patients) will be able to attend/participate.
- Each application will be considered individually. Events that will not be authorized are events that:
 - Do not support the mission and values of MUSC
 - MUSC will not be involved in an event that promotes a political party, candidate or appears to endorse political issue(s)

- MUSC will not be involved in an event that promotes a religious entity or appears to endorse religious issue(s)
- Would potentially conflict with a marketing or public relations campaign
- Would require MUSC to sell tickets, coupons, raffle tickets, etc. or involve telemarketing or door-to-door solicitation

MUSC Support

MUSC CAN provide

- Fundraising ideas, including event success stories, best practices, and promotional samples
- A letter of authorization to validate the authenticity of the event and its organizers
- Acknowledgement of the event organizer for direct contributions to the MUSC Foundation
- Coordination of event representation or check presentation, if appropriate and staff available
- Promotion of your event on the MUSC Foundation online event calendar and social media channels, time permitting
- Review of promotional materials to ensure proper use of MUSC-approved nomenclature and logos

MUSC CANNOT provide

- Due to limited resources, MUSC staff, physicians, and faculty members are unable to help plan, manage, and execute Fundraisers
- Funding or reimbursement for expenses
- Our tax exemption number
 - It is prohibited by federal tax laws for third party events to use the MUSC Foundation's Sales Tax Exemption number or Federal Employee Identification (FEID) number when purchasing any items for the event. Fundraisers cannot use MUSC Foundation's tax-exemption number/FEID to apply for funding, web domains, products and services. However, if a business makes a donation to the event and would like the tax-exempt number for tax purposes or to verify the tax status of the Foundation, we will provide the information directly to the business upon request.
 - Fundraiser must comply with all IRS regulations applicable to the event
- Insurance or liability coverage
- MUSC letterhead
- MUSC will not provide mailing/email lists of donors, vendors, patients, staff or employees for fundraising purposes and is unable to mail/email information on behalf of the event. However, MUSC Foundation can provided the Fundraiser with promotional samples and share posts via MUSC Foundation's social media channels, time permitting (see promotion section below)

Promotion

- Publicity may not suggest that the event is being sponsored, co-sponsored, or produced by MUSC, but instead must state that MUSC is the beneficiary. All publicity must specifically state within the marketing materials that the event is an independent fundraising event “benefiting the Medical University of South Carolina Foundation, MUSC Hollings Cancer Center, or the Campaign for MUSC Shawn Jenkins Children’s Hospital.” Any promotion wishing to give a portion of the sale of any item to MUSC must state exactly the portion (either percentage or specific dollar amounts) being contributed.
 - This information must be posted wherever MUSC’s name and/or logo may appear (e.g., all proceeds benefit the Medical University of South Carolina Foundation; 25 cents from every dollar raised will benefit MUSC Hollings Cancer Center; or 75% of the proceeds benefit the Campaign for MUSC Shawn Jenkins Children’s Hospital, etc.)
- The Fundraiser is responsible for marketing and promoting the event, including media, press releases, websites, posters, flyers, direct mail, email, social media and advertising. MUSC reserves the right to review and approve all such marketing materials in advance of publication.
- On-campus promotion of events cannot be guaranteed. An advertisement can be placed in MUSC’s campus newspaper, [The Catalyst](#), published every week for faculty, staff and employees. To place an ad in the Catalyst visit <http://academicdepartments.musc.edu/newscenter/catalyst-advertisers.htm>
- If all event details (i.e., event name, start date, end date, start time, end time, address, event’s contact phone and/or email, brief event description and event web address, if applicable) are submitted thirty (30) days prior to the event, MUSC Foundation can add the event to the Foundation’s online event calendar. The MUSC web editor reserves the right to edit, condense copy, or refuse a submission due to the copy length, style, timeliness and/or content.
- If the Fundraiser uses social media to promote the event, please tag our fundraising account, @ElevateMUSC, on Facebook, Instagram and Twitter, to alert MUSC Foundation to potential opportunities to share content.

Solicitation

- The Fundraiser is not permitted to use MUSC letterhead. If the event is approved, a letter of authorization will be provided to validate the event and support event solicitation activities.
- MUSC must receive a list of targeted sponsors for the event before they are approached in order to minimize overlap with other MUSC events and/or fundraising campaigns that may be underway.

Logos/Photos/Website

- Logo use is not permitted without approval from MUSC. This includes downloading MUSC logos from the Internet.
- Printed materials in which the name and/or logo of MUSC, MUSC Health, MUSC Hollings Cancer Center, MUSC Children's Health, the Campaign for MUSC Shawn Jenkins Children's Hospital, and its affiliates must follow and comply with the MUSC Brand Identity Guide.
- All individuals, groups, and organizations (both on- and off-campus) that desire to use the MUSC indicia (marks, names, and logos) on promotional merchandise (bag, t-shirt, cups, etc.) must receive written approval from the MUSC Brand Strategy & Enterprise Marketing Office prior to the production of any products bearing these indicia. Furthermore, only manufacturers that are licensed by the university are authorized to produce MUSC merchandise. The use of the brand must also comply with MUSC Brand Identity Guide and relevant associated policies and/or legislation.
- Photos on MUSC websites are the property of MUSC, and reproduction of photos is not permitted without approval from MUSC.
- If logo/photo use is permitted, all materials using the logo/photo must be submitted to the MUSC Special Event Liaison at least three (3) weeks prior to the print/publish deadline. The submission must be "proof" quality to represent the true nature of what is being produced.
- Event logos may be developed, but must remain separate and distinct from the MUSC logo. MUSC reserves the right to approve Fundraiser event logos prior to it being used in print or other media.

Permits/Expenses/Liabilities

- The Fundraiser is responsible for covering all expenses for the event. MUSC will not incur costs for an event, and will not be able to reimburse the Fundraiser. Event costs should be deducted from the funds raised prior to sending the donation to MUSC Foundation.
- To reduce costs it is suggested that the event organizer secure donations and services and negotiate reduced costs.
- The Fundraiser is responsible for obtaining all permits, insurance and licenses, especially those for raffles/games of chance. MUSC will not be involved, in any manner, with obtaining liquor permits.

- MUSC is not liable for any injuries sustained by event coordinators, volunteers, participants, or any other individuals related to an event benefiting MUSC or an affiliate.

Proceeds

- Funds raised can be used to provide unrestricted support or can be designated to support a particular institute (i.e. Children's Hospital, Hollings Cancer Center, Heart & Vascular, Storm Eye, etc.) or a particular program (i.e., Parkinson's, autism, sickle cell, etc.).
- If the Fundraiser is:
 - A 501(c)(3) organization, all checks shall be made payable to, mailed to, processed by and receipted by the Fundraiser. Event proceeds should be mailed within 30 days (in one check payable to MUSC Foundation) to:
 - MUSC Foundation
18 Bee Street, MSC 450
Charleston, SC 29425.
 - Please note the institute or program designation (i.e., The Murray Center, Children's Hospital, Hollings Cancer Center, heart, etc.) in the memo line.
 - **NOT** a 501(c)(3) organization, the proceeds shall be mailed within 30 days (in one check) from the Fundraiser (payable to MUSC Foundation) to the MUSC Foundation address noted above. It shall be stated on all event materials that gifts to the event are not tax-deductible.
- MUSC will not accept funds from individuals or organizations that fail to comply with any municipal, county, state and/or federal law.

If for any reason event plans change, please notify the MUSC Special Event Liaison immediately.

Medical University of South Carolina Foundation Special Event Third-Party Fundraising Application

Please complete the online application at: <http://academicdepartments.musc.edu/giving/get-involved/fundraiser-application>