EMORY
WINSHIP
CANCER
INSTITUTE
National Cancer Institute-Designated
Comprehensive Cancer Center

Winship Cancer Institute of Emory University welcomes individuals and community organizations interested in sponsoring fundraising events in support of our research and patient care programs.

A fundraising event or project hosted by the community (an individual or group) to benefit Winship Cancer Institute should keep in mind Winship's Mission, Vision and Values. Each event or project should not include any aspect that would potentially compromise Winship's community goodwill.

The Guidelines listed below are to assist you in the planning of your fundraising event/activity to benefit Winship Cancer Institute. As a non-profit organization, our staff resources are limited; however, we will strive to support you and your event/activity as much as possible.

1. Community events and projects benefitting Winship Cancer Institute must be approved and sanctioned by the Winship Advancement Office and must be approved every year thereafter to repeat an event in a succeeding year. **Please submit the Winship Event Proposal Form to the Winship Advancement Office,** ideally a minimum of 90 days prior to your event date.
2. Community events and projects must be financially self-sustaining without contribution or financial risk from Winship.
3. All corporate sponsors must be preapproved by Winship to ensure there are no conflicts with other key event sponsors or donors currently supporting the system in other areas.
4. Please send your donation in one check within 60 days of the completion of your fundraising event or project. Only the individual, organization, etc. whose name appears on the event check will receive tax benefits for the donation from Winship Cancer Institute.
5. If circumstances warrant, Winship may opt out as a beneficiary of the event/promotion at any time with no obligation.
6. In accordance with Georgia law, you may not conduct a raffle drawing as a part of your event without obtaining a raffle license. To obtain this license, you will need to contact your county's sheriff office. The event sponsor is also responsible for obtaining all necessary permits and insurance related to the event to abide by Georgia law.
7. Community events and projects must comply with the following:
    a. Companies with public images that would have the potential to compromise or conflict with Winship's Mission, Vision or Values may not be major or presenting sponsors and may not promote their products through advertising or other event exposure.
    b. Sales-driven fundraising projects or projects that imply endorsement/promotion of a single product or service are not supported by Winship. As a non-profit healthcare provider, Winship does not sell or endorse products or services provided by other organizations.
    c. All community fundraising projects that require promotional visibility (e.g., invitations, ads, fliers, brochures) must have approval by Winship before using Winship's name and/or logo.

d. An estimate of the projected donation amount should be provided to Winship prior to hosting the event or project. One hundred percent of net proceeds must be donated to Winship in order for Winship's name to be used in promotion. Winship will consider exceptions to this policy if the event warrants, depending upon the proposed other charity and the proposed allocation of the donated proceeds.

e. Winship Cancer Institute may only be identified as the beneficiary of the event. For example, event organizers should not call an event "the Winship Cancer Institute Tennis Tournament." The event should be promoted as a "Tennis Tournament to benefit Winship Cancer Institute of Emory University."

To support your event, Winship can:

- ☐ Offer advice on event planning.
- ☐ Acknowledge event organizer for direct contributions.
- ☐ Approve the use of name and/or logo. (You must obtain permission from the Winship Advancement Office to use the Winship name, and all event materials with Winship's name and/or logo also must be approved by the Winship Advancement Office before they are distributed.)
- ☐ Provide a letter of support to validate the authenticity of the event and its organizers.

To support your event, Winship cannot:

- ☐ Provide administrative and event planning support which includes invitation design and distribution, compiling RSVPs, selling tickets, raising funds, recruitment of sponsors or celebrities, providing staff/volunteers for events, etc.
- ☐ Provide financial support or reimbursement for event expenses or provide financial services for events/activities (e.g. bank accounts, gift processing/receipting).
- ☐ If acquiring licenses and/or insurance for the event, it is the responsibility of the organizer to apply, pay for and obtain the necessary documents. Fundraising events must comply with all relevant state and federal laws.
- ☐ Release donor, volunteer, employee, physician or other mailing lists for the purpose of additional solicitation of funds by outside groups.
- ☐ Offer funding or reimbursement for expenses.
- ☐ Guarantee promotion of your event through Winship's publications and media outlets.
- ☐ Be responsible for selling tickets to your event.
- ☐ Guarantee staff, volunteer or patient/family attendance at the event.

For more information, please contact:

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