

Third Party Fundraising Guidelines

Thank you for your interest in supporting Rutgers Cancer Institute of New Jersey!

Organizing a fundraising event is a great way to be a part of the Rutgers Cancer Institute of New Jersey community while helping to advance the very best in cancer research, treatment, and prevention. Funds raised allow Rutgers Cancer Institute of New Jersey to advance its mission in the fight against cancer. Thank you for your dedication and commitment as you work toward making a difference through your organized event or campaign.

For questions and inquiries, please contact:

Stephanie Kenyon
Director of Development
Rutgers Cancer Institute of New Jersey
stephanie.kenyon@ruf.rutgers.edu
848-932-7981
cinj.org/giving

General Guidelines

All external fundraising events or campaigns that are hosted by a third party group or individual to benefit Rutgers Cancer Institute of New Jersey must be approved by the institution's Development Office prior to the beginning of any activities or promotional efforts.

Rutgers Cancer Institute of New Jersey is dedicated to helping individuals fight cancer. We take pride in safeguarding the integrity of our institution, its faculty and staff, and, most importantly, the patients we serve. Accordingly, these guidelines have been developed for individuals and organizations interested in raising funds on behalf of Rutgers Cancer Institute. This information will provide you with the necessary tools to get started and a clear understanding of our ability to support your fundraiser.

We appreciate all fundraising efforts on our behalf; however, there may be reasons that require Rutgers Cancer Institute to decline certain initiatives, including, but not limited to:

- Scope of the event
- Lack of infrastructure
- Inadequate return (expenses should not exceed 30% of the gross proceeds)
- Events affiliated with or directly sponsored by tobacco products

Getting Started

Step 1. Decide what type of event or campaign you would like to host.

There are many creative ways to support Rutgers Cancer Institute and to engage your community – a golf outing, a performance, art show, gala, or walk/run. If there is an activity you are passionate about, consider turning it into a fundraising opportunity.

Step 2. Contact the Rutgers Cancer Institute Development Office.

Tell us about your event and how you plan to promote your efforts. Please connect with us at least 60 days prior to your event.

Step 3. Share, Like, Tweet!

After your idea has been approved, your event may be listed on our website. Social Media is also a great tool to let people know about your event.

Follow us!



@TheCINJ



@RutgersCancer



@rutgerscancerinstnj



@CancerInstNJ



Step 4. Learn More!

Visit www.cinj.org to learn more about the groundbreaking research and compassionate and comprehensive care at Rutgers Cancer Institute.

Important Things to Consider Before Getting Started:

- As the event organizer, you assume responsibility for all event related expenses (see **Financial Guidelines** below for details).
- Contact your local municipality to determine if your event requires any permits or insurance.
- Rutgers Cancer Institute of New Jersey is not liable for any injuries sustained by event coordinators, volunteers, or participants related to an event or campaign benefiting Rutgers Cancer Institute and cannot assume liability for your event. Accordingly, we cannot assist you in the procurement of event insurance, licenses, or permits to host your event.
- Consider having event participants sign a legal waiver prior to the event.
- Your event may be listed on our website www.cinj.org/giving.

Event Marketing

Use of Rutgers Cancer Institute's Name and Logo

The Rutgers Cancer Institute of New Jersey name and logo are trademarked materials that cannot be used without permission. Upon approval of your event, you will be provided with a style guide and permitted access to the official logo. As a volunteer event host, you assume the responsibility of adhering to our brand policies.

The Rutgers Cancer Institute of New Jersey brand is important to all of us. We take great pride in our brand image and work hard to ensure the messaging connected to it is positive and consistent, because it reflects on the important work of our researchers, physicians, faculty, and staff.

If you intend to use the Rutgers Cancer Institute logo or name on any printed or digital promotional materials associated with your event (including t-shirts, flyers, social media pages, and promotional materials), you must submit a draft for review prior to printing/distribution. The Rutgers Cancer Institute logo may not be altered in any way; this includes any edits made to the text, color, or layout.

Rutgers Cancer Institute of New Jersey cannot financially sponsor fundraising events or projects. All publicity materials should clearly state that proceeds benefit Rutgers Cancer Institute of New Jersey.

Financial Guidelines

Event Donations

Rutgers University Foundation is the fundraising arm for all schools, units, and programs that make up the university, including Rutgers Cancer Institute of New Jersey. As a 501(c)(3) tax exempt organization, we can only issue tax receipts and acknowledgement letters for gifts made payable to and received by Rutgers University Foundation (checks should be made payable to **CINJ-RUF**).

We cannot issue tax receipts and letters to your donors who make their gift directly to you or your event. Similarly, we can only verify matching gifts for donations received directly to the Development Office.

If Rutgers Cancer Institute of New Jersey is portrayed to the public as the sole beneficiary of your event, Rutgers Cancer Institute should receive 100% of the net proceeds. If your event or campaign is in support of multiple organizations, this information must be clearly stated in all materials and proceeds distributed as advertised.

Our Mailing Address:
Rutgers University Foundation
Attn: CINJ Development Office
335 George Street
Liberty Plaza, Suite 4000
New Brunswick, NJ 08901

All donations must be remitted to the development office no later than three months after your event. If checks are made out directly to Rutgers Cancer Institute, those should be submitted upon receipt.

External fundraising or event platforms such as *Eventbrite.com*, *Runsignup*, or *GoFundMe.com* are a great way to allow participants to register and collect donations; however, Rutgers Cancer Institute cannot issue tax receipts and acknowledgement letters to your donors who give through these platforms.

If you plan to use proceeds to cover expenses for your event or campaign and remit the donation portion to Rutgers Cancer Institute after your event is completed, only the individual, organization, corporation, foundation, or other entity whose name appears on the check or credit card is eligible to receive a tax acknowledgment letter for the donation. It is the responsibility of the event organizer to ensure donors to your event understand that a gift will not be acknowledged as a tax-deductible donation in this instance.

If you are *NOT* using event revenue to pay for your event expenses and would like your donors to receive tax receipts, you may direct donors to make checks payable to **CINJ-RUF** and advise them to clearly state that the donation is on behalf of your event.

Under federal income tax law, if goods or services are received by the participant in return for a payment (such as meals, t-shirts, a round of golf, etc.), the portion of the payment that is deductible for tax purposes is limited to the amount by which the donation exceeds the value of the goods or service received (for example, if a participant gives \$100 and receives a t-shirt valued at \$10, only \$90 is tax deductible). Event organizers are responsible for communicating this to attendees and donors.

Event Expenses & Accounting

As the event organizer, you assume all expenses associated with your event. We are happy to provide guidance on the planning of your event; however, we cannot provide financial support. This includes securing in-kind sponsorship and the reimbursement of any expenses.

Because your event is a fundraiser, it is subject to financial and federal tax regulations that require detailed accounting of your event revenues and expenses. If you intend to use event proceeds to offset the event expense, develop a budget and a system to track revenue and expenses. Event expenses should be limited to 30% of the total raised.

Because Rutgers Cancer Institute is not hosting this event or campaign, it is considered a third-party initiative, and the event organizer cannot claim Rutgers University Foundation's IRS 501(c)3 charitable classification, federal tax ID number, or sales tax-exempt certificate.

It is important to note, there may be legal and tax implications for anyone who uses his or her personal bank account to process event revenues and expenses. Contact your legal advisor, tax adviser, or bank representative for guidance.

In-Kind Gifts

After your event has been approved by the Development Office, you may request an official letter of acceptance to help secure in-kind donations for your event. Rutgers Cancer Institute cannot issue tax receipts for any in-kind gifts (food, auction items, giveaways, etc.).

As the event organizer, you are **not** permitted to use Rutgers Cancer Institute's tax id number or tax exempt status to solicit in-kind donations, and Rutgers Cancer Institute cannot solicit in-kind donations on behalf of your event or campaign.

How we can help

The Development Office staff at Rutgers Cancer Institute is available as a resource for you as you plan your event.

Staff are able to provide:

- Advice and expertise on event planning
- A letter of authorization to validate the authenticity of the event to help with seeking sponsorship and giveaway items
- Informational brochures and limited branded giveaway items (*Please note: due to budgetary restrictions, providing giveaways is evaluated on a per-case basis*)
- Assistance in promoting your event on the Rutgers Cancer Institute of New Jersey website and/or social media outlets (*limited to events which designate Rutgers Cancer Institute as the sole beneficiary*)

Rutgers Cancer Institute staff **cannot**:

- manage or coordinate event logistics
- provide tax or legal advice
- acquire sponsorships or solicit in-kind gifts
- pay expenses from Rutgers Foundation resources
- collect registrations
- obtain necessary permits and insurance related to the event, including licenses to conduct raffles

Speaker Requests and Volunteers

Pending availability, development staff may be available to attend your event or volunteer. Rutgers Cancer Institute of New Jersey staff or faculty may also be available to speak at your event. Due to limited staff resources; these requests must be made a minimum of 30 days prior to your event.

Event Benefits

| | Level 1 Events Grossing \$1-\$499 | Level 2 Events Grossing \$500 - \$2,499 | Level 3 Events Grossing \$2,500 - \$4,999 | Level 4 Events Grossing \$5,000 - \$9,999 | Level 5 Events Grossing \$10,000 - \$49,999 | Level 6 Events Grossing \$50,000+ |
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| Use of Rutgers Cancer Institute Logo Use of name/logo as beneficiary as outlined in guidelines; subject to approval | | | | | | |
| Planning Support Work with a staff member to field questions and approve event collateral | | | | | | |
| Rutgers Cancer Institute Collateral Brochures for display at your event; must be requested | | | | | | |
| Web-Based Promotion Event listed on CINJ.org/giving and one social media post (pending availability) | | | | | | |
| Check Acceptance May request a Rutgers Cancer Institute staff member to attend event to accept check | | | | | | |
| Rutgers Cancer Institute Branded Items Giveaways for event attendees (limited quantity, based on availability) | | | | | | |
| Feature in Cancer Connection Photo with caption in <i>Cancer Connection</i> magazine | | | | | | |
| Speaker Opportunity to submit a request for a representative to speak at your event | | | | | | |
| Tour of Lab(s) at Rutgers Cancer Institute of New Jersey Must be requested in advance | | | | | | |
| Check Presentation and Reception Hosted at Rutgers Cancer Institute (pending availability); must be requested in advance | | | | | | |