

## **Third Party Fundraising Event Application**

Thank you for your interest in making the University of Arkansas Foundation the beneficiary of your fundraising efforts. The Foundation is the fundraising arm of the University of Arkansas for Medical Science (UAMS). Partners like you allow us to provide valuable funding to programs that touch the lives of many in our community. Each year hundreds of volunteers raise awareness and make significant financial contributions to UAMS through activities such as yours. **Thank you!**

Fundraising events may include such things as golf outings, 5k races, auctions, or fund/gift drives. Organizers of fundraising events are responsible for financing, planning, staffing, and promoting the event at no cost to UAMS. The Foundation is typically not involved in the execution of the event.

Please know that our intent is not to make this process difficult or cumbersome. **Our role is to help you be successful in your fundraising initiative** and to help donors feel confident and informed when supporting your efforts.

Because you are raising money on behalf of UAMS, there are certain legal and tax requirements that need to be considered prior to the promotion of your fundraiser. To address this, we ask that you complete the attached third-party event fundraiser proposal form, along with a detailed description of your project at least 6 weeks prior to the date of your fundraiser. After reviewing the proposal, a UAMS representative will determine if your event is a “Major Event” or “Standard Event.” Your event’s complexity will define the approval process. If you have any questions about “Major” versus “Standard” events, please reach out to us directly. Organizers should not make public announcements or promote the event until they receive written approval from UAMS for event.

### **General Information**

- The term “UAMS” includes all UAMS colleges, institutes, departments, and programs, as well as the University of Arkansas Foundation, Inc. and its sub-organization, the UAMS Foundation Fund.
- The term “event” or “third party event” refers to fundraising events or cause-marketing campaigns held by third parties (persons, groups, or organizations outside of UAMS).

### **Financial Guidelines**

- Your group is responsible for all expenses related to the event.
- The Foundation’s fundraising policy prohibits the use of telephone solicitation for contributions from the general public.
- Arkansas law requires special licensing to conduct a raffle. If you or your organization would like to conduct a raffle, individuals and/or organizations must obtain a raffle license from the State of Arkansas.
- All proceeds from the event should be submitted to UAMS within 45 days after the event, along with a final report of total funds raised and expenses.
- UAMS must be advised of any applicable changes made to the event after the completed proposal form.
- It is reasonable and customary for donors to receive an acknowledgement for their donations. UAMS will not issue receipts for donors/ participants who make a payment to you. If any checks are made payable to the UAMS Foundation Fund, UAMS will issue gift receipts to the party identified on the check as the account holder.

### **Language and Logo Usage**

- When naming your fundraising event, UAMS or programs at our campus may not be used in the title of your event but should be listed as the beneficiary of proceeds from your fundraiser. For example: “5k Fun Run to benefit UAMS College of Nursing” is an appropriate event title. Please include the following disclaimer on promotional information

*The UAMS name is used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, individual or political position.*

- Because the Foundation is governed by laws that ensure that funds are used in the way that the donor intended, we require that third party events are very clear in explaining what they are raising funds for. For this reason, UAMS must review and approve all promotional materials including flyers, emails, messaging for websites and social media, etc. prior to its public release. Please allow 15 business days for review.
- UAMS will provide you with any applicable logos and guidelines for usage, as applicable.

### **Sponsorship and In-kind Donations**

- UAMS works closely with corporate and community partners. Therefore, out of respect for those partners, the third party agrees to provide a list of targeted sponsors for the event before they are approached to minimize overlap with other fundraising campaigns underway by UAMS. We may also have suggestions about your solicitations based on our experience.
- Organizers should not solicit or accept tobacco sponsorships as title sponsors for an event.
- We accept in-kind donations. Common gift in-kind include chemo caps for cancer patients, activity packets for patients who may need an activity while in the hospital, artwork to enhance public areas, and meals for frontline hospital workers. **We can only accept new, not used, items.**
  - UAMS will not solicit in-kind sponsors for Third Party Fundraising Events
  - The third party should check in with UAMS if the organizer is doing any in-kind solicitation to avoid potential duplication or excessive requests of a current UAMS donor.
  - Additionally, the value of in-kind sponsor's products or services can certainly be recognized as part of the total event revenue which they report but will not be included in their cash donation to UAMS.
  - If you are interested in making a gift-in-kind, please contact us at (501) 686-8200 to learn more.

### **Volunteers**

- Your fundraising group is responsible for recruitment of volunteers to support your event.
- For confidentiality reasons, UAMS cannot release donor or volunteer lists to an individual, company, group, or organization. In addition, the Foundation does not sell goods or services to our donors/volunteers from outside organizations.

Prior to completing the attached fundraising proposal, please review the guidelines. Proposals may be returned to us by mail or email. We will make every effort to respond to your proposal promptly. We deeply appreciate the efforts of all our volunteer fundraisers. Thank you again for your interest!

***Please email or mail your completed proposal to:***

University of Arkansas for Medical Sciences  
Office of Institutional Advancement  
Attn. Hannah Fatherree  
4301 W. Markham, #716  
Little Rock, AR 72205  
(501) 681-9997 | [HMFatherree@uams.edu](mailto:HMFatherree@uams.edu)

## Third-Party Fundraising Event Proposal

### Contact Information

Organization/Individual:	
Contact person:	
Mailing Address:	
City:	
State:	
Zip:	
Phone:	
Email:	

### FUNDRAISER DETAILS

Has the event been done before? \_\_\_\_ Yes \_\_\_\_ No      If yes, when? (MM/DD/YYYY) \_\_\_\_\_

If yes, what was the net donation to UAMS? \$ \_\_\_\_\_

<input type="checkbox"/> <b>Fundraising Event</b> <input type="checkbox"/> <b>Business Promotion / Point of Sale Campaign</b> <input type="checkbox"/> <b>School or Community Project</b>	
Title:	
Location:	
Date and time of event:	
Target Audience:	
Description of fundraiser/project:	
How will you raise money at your event? <i>(Ticket sales, cash donations, event sponsorships, live/silent auction, merchandise sales, raffle, alcohol sales, etc.)</i>	
Expected Date of Completion:	
Estimated Gift Amount to UAMS:	

**\*\* If doing a raffle, please review the State of Arkansas' raffle guidelines.**

**\*\* If you intend to sell alcohol, please make sure you have the appropriate permit from the Alcoholic Beverage Control Board.**

**PROMOTION**

<p><b>** Do you wish to use UAMS' Name and/or Logo?</b></p> <p><i>**If yes, please note that ALL marketing materials must be provided to UAMS at least 15 business days before print/production for review.</i></p>	<p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p>
<p>Please check all forms of planned promotion</p>	<p><input type="checkbox"/> <b>Print</b>   <input type="checkbox"/> <b>Internet, including social media</b>   <input type="checkbox"/> <b>T.V.</b>   <input type="checkbox"/> <b>Radio</b></p>

*\*\*Please note that all promotional materials and messaging with the UAMS name or logo must be reviewed and approved by UAMS **BEFORE production**. Please allow 15 business days for review.*

**SPONSORS & IN-KIND SOLICITATION**

Please list all business, individuals, and organizations you plan to contact for cash or in-kind support.

UAMS works with many local businesses, we ask to approve your contact list first before you solicit on behalf of UAMS. Add as many rows as you need to the below table or attach the list as a separate file.

<b>Business</b> <i>e.g. McDonald's</i>	<b>Primary Point of Contact</b> <i>Ronald McDonald</i>

**PROCEEDS**

One payment shall be made to UAMS within forty-five (45) days of the conclusion of the event.

Check should be made payable to "UAMS Foundation Fund" and mailed to:

University of Arkansas for Medical Sciences  
Office of Institutional Advancement  
4301 W. Markham, #716  
Little Rock, AR 72205-7199

<p>Proceeds to benefit:</p> <p><input type="checkbox"/> <input type="checkbox"/> <b>UAMS Area of Greatest Need</b> - Supports education, technology, equipment, programs, and services at UAMS</p> <p><input type="checkbox"/> <input type="checkbox"/> <b>College of (check one):</b>                            ___ Health Professions ___ Medicine ___ Nursing ___ Pharmacy ___ Public Health</p> <p><input type="checkbox"/> <input type="checkbox"/> <b>Donald W. Reynolds Institute on Aging</b></p> <p><input type="checkbox"/> <input type="checkbox"/> <b>Harvey and Bernice Jones Eye Institute</b></p>
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- Jackson T. Stephens Spine Institute
- Psychiatric Research Institute (PRI)
- Winthrop P. Rockefeller Cancer Institute
- 12<sup>th</sup> Street Clinic
- Institute for Digital Health and Innovation (IDHI)
- Department of Diversity, Equity, and Inclusion (DDEI)

Will proceeds from your event be donated exclusively to UAMS?

Yes     No

If NO, please list the other charities/organizations that will benefit from your event and how the proceeds will be divided.

**BUDGET**

Do you intend to use a portion of the proceeds to cover expenses from your fundraiser?	<input type="checkbox"/> Yes <input type="checkbox"/> No
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If yes, fill in the information below. NOTE: UAMS will not approve your fundraiser if the projected expenses exceed 1/3 of the anticipated revenue.

Anticipated gross revenue:	\$
Projected expenses:	\$
Anticipated Total donation (Net proceeds):	\$

**UAMS Affiliation:**

Please describe any prior or current affiliations you have with UAMS.	
Additional Comments:	

## TERMS AND AGREEMENT

To host a fundraiser, I/we agree to the following:

- All net proceeds from the event will be submitted to UAMS within 45 days after the event, along with a final report of total funds raised and total expenses.
- I/we agree to plan, organize, staff, execute and finance the event at NO cost to UAMS.
- I/we will submit all marketing and promotional materials to UAMS and will provide 15 business days to review and approve prior to printing and/or distribution online.
- I/we will conduct the fundraiser in compliance with all federal, state, and local laws
- I/we will obtain our own raffle license for any raffles held and will hold raffles in accordance with state law
- I/we will obtain all necessary permits and/or licenses required by law for this event
- I/we will not solicit funds door-to-door, on the street, or using telemarketing methods
- I/we will not represent ourselves as an employee or official representative of UAMS.

UAMS agrees to the following:

- Assumes no legal liability of financial liability associated with this fundraiser
- After authorization, we will provide you with a signed agreement authorizing you to host your fundraiser
- Will review all submitted marketing and promotional materials within 15 business days
- May provide promotional materials and promotional assistance on a pre-approved, case-by-case basis
- Reserves the right to decline any fundraising proposal that may compete with an existing established fundraiser or that is not in line with our mission
- Does not obtain any licenses or insurance on behalf of fundraisers

The fundraiser and organizer/sponsor/participant/organization agrees to indemnify, refund, or hold harmless UAMS.

The organizer/sponsor/organization has read and agrees with the specified guidelines and commit to compliance.

\_\_\_\_\_  
Signature of UAMS Representative

\_\_\_\_\_  
Signature of Third-Party Event Organizer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date