

University of Michigan Comprehensive Cancer Center Fundraising Guidelines

Thank you for your interest in supporting the programs at the University of Michigan Comprehensive Cancer Center. In order to ensure consistency in our sponsorships, we ask that you use the following guidelines when planning your event:

- All proceeds must be designated for the University of Michigan Comprehensive Cancer Center, although funds may be specified to a specific program within the Cancer Center. Gifts should be processed by the event staff, according to University of Michigan procedures. We request that you submit one check, made payable to the University of Michigan Comprehensive Cancer Center, which will be forwarded by us to the University's Office of Gift Administration.
- Fundraising events require review and written approval, with the signature of both parties, from the Development Office. After approval, public announcements and promotion of the event may be distributed.
- Promotional materials should state that "Proceeds benefit the UM Comprehensive Cancer Center"; the name of the specific program it will benefit may also be stated, if known. Promotional materials should be reviewed before use.
- The UM Comprehensive Cancer Center is part of the University of Michigan and, as such, utilizes registered trademarks of the University. Pre-approval must be given by the University for the use of any University trademark, including the Block M or any trademark used in the University of Michigan Health System. Pre-approval is also required to use the name, or to state or imply the endorsement of, the University of Michigan, the University of Michigan Health System or the University of Michigan Comprehensive Cancer Center. The names of University faculty and staff may only be used with advance written permission.
- The Development Office will provide organizational guidance regarding event planning (sample forms, sample thank you letters, and University of Michigan Comprehensive Cancer Center informational material, if needed). The Development Office is unable to provide staff support for third party events.
- Event Coordinators, and not the University of Michigan or any of its centers or units which include the University of Michigan Comprehensive Cancer Center, are responsible to all facilities, vendors, and donors for event expenses and gifts associated with the event. Event Coordinators are encouraged to review the need for liability insurance for events, as the University does not organize or control events and assumes no liability for property damage or personal injury. The Event Coordinator is also responsible for all acknowledgements, including those for corporate and individual gifts and gifts-in-kind. The University of Michigan is not able to issue receipts or provide individual recognition for third party event gifts. Exceptions may be considered in unusual circumstances.
- Fundraising events should reflect the appropriate image for the University of Michigan Comprehensive Cancer Center, and must comply with relevant laws, including the laws of the State of Michigan.
- If circumstances warrant, University of Michigan Comprehensive Cancer Center may at any time through any of its senior administrators, or Development Department, opt out of association with the event. The University and its facilities and hospitals will incur no liability for any such cancellations.

A hospital representative may be able to attend your fundraising event, although attendance cannot be guaranteed. Please let the Development Office know as soon as possible if you would like to request a representative.

For more information, please contact:

Julaine LeDuc, Senior Events Manager
UMCCC, Development Office
301 E. University, Suite 400
Ann Arbor, Michigan 48104-2251
734-998-6895
julainel@umich.edu