The complete guide to hosting and planning events to support cancer research through The University of Arizona Cancer Center
Thank you for your interest in hosting an event to benefit The University of Arizona Cancer Center. Your support will help our physicians and scientists continue to make breakthroughs in cancer research and educate the next generation of scientists—improving the lives of people in Arizona and throughout the world.

Gifts made to The University of Arizona Cancer Center support major research initiatives in cancer prevention and control, cancer imaging and new drug development. Your support will help our researchers translate laboratory discoveries into evidence-based prevention efforts and personalized treatment strategies for cancer patients. Your support can also fund programs to educate children about sun safety or teach good nutrition to young families. In addition, you might help support the education of a graduate student in cancer biology who could make the next great discovery in cancer prevention.

You can determine if your gift will be unrestricted and will support the area of greatest research need, as determined by our Director, or you can select a research focus for your event’s fundraising.

In this guide, you will find information about hosting and planning your event, as well as the promotional and financial guidelines followed by the University of Arizona Foundation, which accepts gifts on behalf of all University of Arizona colleges and centers such as The University of Arizona Cancer Center. Please read the information carefully and submit the proposal form in the back of the packet to The University of Arizona Cancer Center for third-party event consideration. A member of our staff will contact you within two weeks of receiving the form to inform you whether the event is approved. Please contact us regarding any questions at (520) 626-5279 or development@azcc.arizona.edu.

We hope you find this guide helpful for planning your event.

Thank you.
GUIDING YOUR WAY TO HOST AN EVENT TO BENEFIT AZCC

Below are tips to assist in planning your event. These tips should be used in addition to guidelines outlined in this kit. Additional materials will be mailed once your event is approved.

DEFINE EVENT CONCEPTS
- Determine if your gift will be unrestricted or directed to a particular research.
- Create your event message.
- Identify event specifics, such as the date and location.

GAIN APPROVAL
- Review the UA Foundation’s third-party events regulations contained within this guide, paying close attention to financial and promotional guidelines.
- Submit the third-party event proposal form to The University of Arizona Cancer Center at least three months before your tentative event date.

DETAILS
- Create a fundraising plan with a goal and budget.
- Plan anticipated event expenses to keep your event finances on track.
- Establish a timeline to know when important tasks are due.
- Secure vendors and volunteers for your event.

EXECUTION
- Mail and/or e-mail invitations to anyone you know with an interest in your cause.
- Review your fundraising plan, budget, time line, and vendor and volunteer tasks to make sure you’re on track.
- Enjoy the event and congratulate your volunteers for their work to support cancer research and education at The University of Arizona Cancer Center.

FOLLOW-UP
- Acknowledge and thank your donors, participants, sponsors, and in-kind donors.
- Send collected funds to The University of Arizona Cancer Center the next business day following your event.
- Provide The University of Arizona Cancer Center with your attendees and their contact information so that we may continue to support your cause by contacting your donors and participants with relevant research news updates and information.
The University of Arizona Cancer Center brand is important to all of us. We take 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.

As a volunteer University Arizona Cancer Center third-party event host/organizer, you assume the responsibilities of adhering to University of Arizona and The University of Arizona Cancer Center brand policies.

Upon approval of your event, The University of Arizona Cancer Center will send third-party event host/organizers detailed promotional guidelines outlining accepted ways to advertise and market your event.

These guidelines include the following key points:

- The University of Arizona Cancer Center reserves the right to review all promotional materials and make changes in messaging to ensure that the language is consistent with branding guidelines.
- The University of Arizona Cancer Center name and its affiliates are registered trademarks and cannot be reproduced without written permission from The University of Arizona Cancer Center.
**Important:** 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. We have prepared the following information to help you properly report your event’s financial activity and understand The University of Arizona Cancer Center’s role and responsibilities as they relate to your event.

**EVENT EXPENSE LIABILITY**

The event organizer is responsible for all event expenses. Third-party event expenses will not be reimbursed by The University of Arizona Cancer Center. The University of Arizona Cancer Center cannot process any credit card or debit card transactions for your event. If event expenses exceed event revenues, neither The University of Arizona Cancer Center, its affiliates, nor the University of Arizona will be held liable to pay these expenses.

We advise third-party event host/organizers to create a detailed budget and follow the IRS 70/30 guidance on limiting expenses to 30 percent of total revenues raised.

**EVENT BANKING**

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 adviser, tax adviser, or bank representative to advise you in this area.

**FEDERAL AND STATE TAX EXEMPTION**

Because The University of Arizona Cancer Center is not hosting this event and it is considered a third-party event, you will not be able to claim UA Foundation’s IRS 501(c)(3) charitable classification, federal tax ID number, or state of Arizona sales tax-exempt certificate.

**GIFT RECEIPTING**

The University of Arizona Cancer Center will not issue gift receipts for donors/participants who make a payment to your event. This includes participants who donate auction items and those who sponsor your event. If you wish to issue gift receipts to your donors/participants, you may apply for an IRS charitable classification. The necessary information can be found in IRS Publications 526 & 1771, which you can find at www.irs.gov/charities.

If you are not using event revenue to pay event expenses, you may elect to have your donor/participants make their checks payable directly to the UA Foundation/The University of Arizona Cancer Center and send the checks to us for deposit. In this case, the UA Foundation will provide receipts for each check to the check issuers and The University of Arizona Cancer Center will provide an acknowledgement letter.

In order to deposit gifts payable to the UA Foundation for the benefit of The University of Arizona Cancer Center, you must include a copy of the printed materials related to the event and to the particular gift that tell donors the amount of their contribution or payment that is tax deductible. All printed materials for your event must include this disclosure.
To determine the amount of the gift that is tax deductible, reduce the amount of the gift by the market value (not cost) of any benefits the donor received such as meals, entertainment, T-shirts, etc.

Sample disclosure language includes:

- “$50 of the $100 registration fee is considered a tax-deductible donation.”
- “None of the registration fee is considered a tax-deductible donation.”
- “Ticket price is $100. Tax-deductible contribution is $40.”
- “No portion of the fee or ticket price for the event is tax deductible.”

**SUBMITTING NET PROCEEDS**

To make a contribution to The University of Arizona Cancer Center from your event proceeds, please make the check payable to:

UA Foundation/The University of Arizona Cancer Center
And send to:
The University of Arizona Cancer Center
Development Office
1515 N. Campbell Ave.
PO Box 245013
Tucson, AZ 85724-5013

A receipt will be provided to the check issuer by the UA Foundation.

**CONTINUED SUPPORT**

When you submit your check to The University of Arizona Cancer Center, please provide a list of your event’s attendees and their contact information, so that we may continue to help support your cause. The University of Arizona Cancer Center reserves the right to contact event donors/participants unless attendees state during event registration that they do not wish to be contacted by The University of Arizona Cancer Center.

**AUCTIONS**

The University of Arizona Cancer Center will not be held liable in any claims or issues related to third-party event live and silent auctions and will not take possession of or be responsible for any items contributed for auction at your event.

The appropriate silent auction bid sheet should be submitted with each individual check written to purchase a silent auction item. The University of Arizona Cancer Center can provide sample bid sheets for your use. Drafts of all silent auction-related printed materials must be submitted to The University of Arizona Cancer Center for review prior to the event for approval.
Silent auction bid sheets must contain the following:

- A brief description of the item to be auctioned
- The fair market value of the item
- A place for bidders to write their names or bidder numbers and bid amounts
- A tax deductibility statement (i.e. IRS 90-12 disclosure) Example: Your payment in excess of the fair market value(s) of item(s) purchased qualifies as a tax-deductible donation.
- A place to write the winning bidder’s address and phone number
- A minimum bid may also be stated on the bid sheet, but it must be in addition to the fair market value and not in place of it.

**Please note:** The fair market value of personalized or one-of-a-kind items such as autographed photos or golf with celebrity partners is always equal to the purchase price. Therefore, for such purchases, the amount which qualifies as a tax deductible donation is always zero. Certain works of art may also fall into this category if there is no readily established fair market value.

**RAFFLES AND CHARITABLE GAMBLING**

A raffle participant is buying a chance to win a prize. Accordingly, no part of any payment for raffle tickets is considered a tax-deductible contribution to the UA Foundation or The University of Arizona Cancer Center. This information must appear in all printed materials related to the raffle. You must include a copy of these materials when you submit raffle ticket proceeds for deposit.

It is against the law for a nonprofit organization to send raffle tickets through the US mail. The only exception is where it is clear that a donation is not required e.g. via a check box—“Please enter my name in the drawing. I do not wish to make donation at this time.” This prohibition extends to account holders who sell raffle tickets and deposit the proceeds at The University of Arizona Cancer Center/University of Arizona Foundation. Account holders may mention the raffle in printed materials sent through the mail and accept payments for ticket by mail, but the tickets themselves should be picked up at the event.

There may be federal tax consequences and reporting considerations for raffle winners. Accordingly, please consult with The University of Arizona Cancer Center staff member in advance if you plan to raffle a prize valued at $5,000 or more.

**CORPORATE SPONSORSHIP PAYMENTS**

Corporate sponsorships are an important funding source for third-party events. The UA Foundation and The University of Arizona Cancer Center are only able to accept “qualified sponsorship payments” as defined by the IRS. For example, if the sponsor makes its payment and in return only receives tickets to the event and an acknowledgement for its sponsorship, then its payment in excess of the fair value of the tickets received represents a qualified tax-deductible donation.
Problems arise when, instead of an acknowledgement, the recognition includes one or more of the following items that could be considered advertising for the sponsor:

- Qualitative or comparative language
- Links to sponsor web sites from The University of Arizona Cancer Center website
- Price information or other indications of savings or value
- An endorsement or an inducement to purchase, sell or use the products or services

For example, a payment in exchange for the acknowledgement “Proudly sponsored by Joe’s Coffee” is a qualified payment, whereas a payment in exchange for an acknowledgement “Buy Joe’s Coffee; it’s the best” is not. Your sponsors may include the following additional items with their acknowledgement:

- Logos and slogans that do not contain qualitative or comparative descriptions of the sponsor’s product, services, facilities or company.
- A list of the sponsor’s locations, telephone numbers, or Internet address.
- The sponsor’s brand or trade names and product or service listings.
Host/Group/Company planning this event: ____________________________________________________________

☐ Nonprofit organization/501(c)3

Event Host/Organizer’s Name: ________________________________________________________________

Address: __________________________________________________________________________________

E-mail: __________________________________________________________________________________

Phone: ☐ home ☐ cell ☐ work: _______________________________________________________________________

Name of proposed event: ________________________________________________________________

Event location and address: ________________________________________________________________

Date(s) and time(s): __________________________________________________________________________

This event is: ☐ By invitation only ☐ Open to the public

Describe proposed event, purpose and target audience: __________________________________________

________________________________________________________________________________________

Proposed event promotion and publicity (Please submit a copy of any proposed event materials prior to printing and distribution):

☐ Press releases ☐ Fliers ☐ Radio/TV ☐ Billboards ☐ Magazine ☐ Newspaper

☐ Other: __________________________________________________________________________________

Are there other beneficiaries besides The University of Arizona Cancer Center? ☐ Yes ☐ No

If so, please note percent designated to each organization: ___________________________________

Will event organizers gain monetarily from the event? ☐ Yes ☐ No

Do these persons have connections to a business that will benefit from the event? ☐ Yes ☐ No

If so, please explain: ________________________________________________________________________

Type of revenue collected: ☐ Registration ☐ Silent Auction ☐ Live Auction ☐ Raffle ☐ Donations

How will the revenue be deposited? _______________________________________________________________________

Please estimate: Total income: $_________________________ Total expenses: $_____________________

Estimated gift to The University of Arizona Cancer Center?: $__________________________

Anticipated date of check submission (must be the next business day following the event): ________________

☐ My gift will be matched by my company/organization (company name): __________________________

Program you would like to support with your gift: __________________________________________________

Specific fund name (if applicable): ______________________________________________________________________

I, ______________________________________, agree on behalf of __________________________ that I understand the Third-Party Event guidelines supplied by The University of Arizona Cancer Center and my responsibilities as a third-party event host pertaining to compliance of federal and state laws concerning fundraising events. I promise to abide and adhere to all statements made in the stated guidelines and attest the information provided on this form is correct and accurately describe the proposed event.

Event host/organizer’s signature: __________________________________________ Date: _______________________

The University of Arizona Cancer Center approval: __________________________________________ Date: _______________________

UA Foundation approval: __________________________________________ Date: _______________________

Please complete and return this form three months before your proposed event or project. Only complete forms will be taken under consideration. Until a confirmation letter is received, contributions should not be solicited and the name The University of Arizona Cancer Center should not be used for any purpose. The University of Arizona Cancer Center may withdraw approval at any time should we discover inappropriate messaging or behavior associated with the event. The event host will be notified of the approval withdrawal in writing. After approval is withdrawn, all references to The University of Arizona Cancer Center, the University of Arizona, and related programs must be eliminated.