

GUIDELINES FOR CHARITABLE EVENTS/ACTIVITIES BENEFITING THE UCLA JONSSON CANCER CENTER FOUNDATION

The UCLA Jonsson Cancer Center Foundation (JCCF) is grateful to receive contributions of all levels to support leading-edge cancer research at the UCLA Jonsson Comprehensive Cancer Center (JCCC). Sometimes, donors choose to engage in their own fundraising activities to benefit the JCCF. As an organization qualified for tax-exemption under Section 501(c)(3) of the Internal Revenue Code (the “Code”), the JCCF must ensure that all contributions from donors, whether solicited directly or received in connection with a donor-initiated fundraising activity, are received and acknowledged in accordance with the law and University policies and procedures.

Accordingly, the JCCF may, on a case-by-case basis, approve donor-initiated fundraising activities (referred to here as “donor events”), provided that such activities are: 1) approved by the JCCF in accordance with these Donor-Initiated Fundraising Event Guidelines (the “Guidelines”); and 2) carried out in a manner consistent with that approval and the terms and conditions set forth in these guidelines.

A. Definitions:

A donor event is any party, outing, celebration, solicitation (whether conducted in person, online, or by other means), or social gathering of any kind held for the purpose of raising funds for the benefit of the JCCF. A “fundraising donor” is any individual or entity other than the JCCF or its affiliated entities.

B. Purpose and Prohibited Activities:

Donor events should further the mission, image, and core values of the JCCF. If the JCCF determines, in its sole discretion, that the mission or values of a fundraising donor or donor event conflict with the mission or core values of the JCCF, the JCCF may prohibit the fundraising donor from conducting said event. Further, University of California policy prohibits discrimination based on race, color, national origin, religion, sex, gender, gender expression, gender identity, pregnancy, physical or mental disability, medical condition, genetic information, ancestry, marital status, age, sexual orientation, citizenship, service in the uniformed services, or the intersection of any of these factors. All donor events should conform to these standards (the full policy is available at www.equity.ucla.edu).

C. Notice and Prior Approval:

The JCCF requests that fundraising donors provide written notice at least sixty (60) days in advance of a donor event to allow for JCCF approval. For a donor event to be considered by the JCCF for approval, a fundraising donor must provide information about the event on a Donor-Initiated Fundraising Event Application. Fundraising donors shall not make any public announcement or promote a donor event until the JCCF review has been undertaken and approval has been granted. Donor events must be approved, in writing, by the JCCF Executive Director; no other employees or representatives of the JCCF may approve donor-initiated fundraising events.

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D. Event Name:

Donor events must refer to the JCCF only as a “beneficiary” and cannot include the JCCF or UCLA name or logo in the donor event name or materials. For example, a donor-initiated event cannot be named “The UCLA Jonsson Cancer Foundation Golf Tournament for Cancer Research.” Rather, the event may be named the “Golf Tournament to Benefit the UCLA Jonsson Cancer Center Foundation.” Further, the donor event name or materials, if any, shall not imply, indicate, or otherwise suggest that any fundraising donor is connected or affiliated with, or is endorsed, favored, or supported by the JCCF. The donor event name or materials cannot include the University of California, Los Angeles (UCLA) name or logo.

E. Publicity:

Fundraising donors are solely responsible for independently generating publicity for their events. The JCCF must approve all materials (e.g., press releases) used to promote the event.

F. Proceeds:

A fundraising donor shall not keep any portion of the donor event proceeds as profit or compensation. All such proceeds and an itemized list of revenue and expenses, must be remitted to the JCCF within sixty (60) days of the event date. Check(s) should be made payable to Jonsson Cancer Center Foundation. If several checks are submitted, a spreadsheet which includes donor name, addresses, and amount of donation must accompany the checks.

G. Donor Base:

A fundraising donor shall not have access to the JCCF database or its data for any reason. Fundraising donors are expected to utilize their own networks for the donor event.

H. Use of Proceeds/Donor Intent:

All donor event promotional materials, including any solicitations, should clearly indicate any donor intentions or desires with respect to the ultimate use of the funds by the JCCF, if any, by including language similar to following: “Proceeds from the [donor event] will be directed to the UCLA Jonsson Cancer Center Foundation to fund pediatric cancer research.” If no particular use of the funds is specified, the following language should be used: “Proceeds from the [donor event] will be used to fund highest-priority cancer research at the UCLA Jonsson Comprehensive Cancer Center.”

I. Financial Responsibility:

Fundraising donors are solely responsible for funding their donor events. The JCCF will not supply any funding to finance a donor event and will not be responsible for any debts incurred. If event expenses are greater than the revenue generated, the fundraising donor is solely responsible for those costs, and for making a donation to the JCCF.

J. Sponsorships:

Because many organizations and businesses already support the JCCF, contributions, sponsorships, or in-kind gifts to be solicited from businesses or organizations must be approved by the JCCF before any solicitation may occur. Once approved, any solicitations of organizations or businesses by a fundraising donor must clearly state that the event is a donor event intended to benefit the JCCF.

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K. Event Venue, Vendors and Staffing:

Fundraising donors are solely responsible for securing the appropriate venue, selecting vendors, and providing staff and/or volunteers for the donor event. The JCCF does not endorse the hiring or selection of any special event planners, consultants, or coordinators. In addition, fundraising donors are solely responsible for securing all services and supplies that may be desired, including, but not limited to, food, drinks (including the decision to provide alcoholic beverages), and entertainment. Under no circumstances will the JCCF be the signatory on a contract related to the donor event. The JCCF will not provide fundraising donors with funding or reimbursement for donor event expenses or provide staff, students, or volunteers for the donor event. In addition, the fundraising donor acknowledges that the JCCF cannot guarantee that JCCF donors, volunteers, or employees will attend a donor event. Attendance of JCCF representatives is based on availability and will be handled on a case-by-case basis.

L. Changes in Event Plans:

The JCCF must be notified in writing if there are any significant changes to the donor event that occurs once the JCCF has granted its approval. The JCCF reserves the right, in its sole discretion, to withdraw its approval of any donor event.

M. Tax Treatment of Donations:

The JCCF will accept, process, and acknowledge charitable contributions received in connection with a donor event only if any such contributions are paid or made payable directly to the JCCF. Note that contributions from individuals attending a donor event made (or made payable) to a party other than the JCCF, regardless of whether any portion of those donations is used to defray event expenses,

may not be classified as a tax-deductible contribution to the JCCF. For example, a check made payable to the JCCF may be classified as a tax-deductible, charitable contribution, but payments to a fundraising donor for the benefit of the JCCF are not contributions to the JCCF and, therefore, are not tax-deductible as a charitable contribution.

N. Liability and Insurance:

The JCCF is not liable for any injuries sustained or other damages suffered by any third-party in connection with the event. Fundraising donors, at their sole cost and expense, may wish to insure their activities in connection with their donor events(s) and, if so, are solely responsible for enforcing and maintaining any such insurance. A fundraising donor may be asked to indemnify UCLA, the JCCF, and the JCCC, after assessment by the JCCF.

O. Permits and Licenses:

A fundraising donor is solely responsible for complying, at his or her own expense, with all requirements imposed by law or regulation in connection with planning or execution of a donor event, including, but not limited to, any obligation to register, obtain licenses or permits (city, fire department, etc.), or take other necessary or required actions.

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P. Event Taxes:

Fundraising donors are solely responsible for filing and paying all applicable federal, state, and/or local taxes incurred during the planning and execution of the donor event, including auctions and opportunity drawings, which are subject to taxes. Fundraising donors are responsible for complying with IRS regulations regarding the event/activity and charitable deductions.

Q. Access to Persons with Disabilities:

Fundraising donors are expected to promote and make reasonable arrangements for any special accommodation needs by participants, volunteers, and/or staff, including any persons with disabilities.

R. Donor Recognition:

In the event that a contribution is made payable to a fundraising donor (i.e., not directly to the JCCF), the JCCF cannot provide documentation that said contribution represents a tax-deductible charitable contribution to the JCCF (see Section M above).

S. Modifications to Guidelines:

The JCCF reserves the right, in its sole discretion, to amend, modify, or replace these Guidelines, which may be posted by the JCCF on the JCCF website (www.cancer.ucla.edu) at any time. A donor's continued planning or performance of a donor event that has been approved by the JCCF in accordance with these Guidelines, as amended, modified, or replaced, constitutes acceptance of any such replacement, amendment, or modification.

Once the donor event/activity is approved by the JCCF Executive Director, a letter of approval will be provided to the fundraising donor to confirm that fundraiser will benefit the JCCF/JCCC.

For more information, please contact the JCCF Special Events Office:

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