

# UCLA Health Sciences Development: DONOR-INITIATED FUNDRAISING EVENT GUIDELINES

The University of California, Los Angeles (the “University”) is grateful to receive contributions from its generous donors. Sometimes, donors choose to engage in their own fundraising activities to benefit the University. Proceeds from such activities help to support the research, teaching, and public service mission of the University. However, as an organization qualified for tax-exemption under Section 501(c)(3) of the Internal Revenue Code (the “Code”), the University 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 University 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 University in accordance with these Donor-Initiated Fundraising 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 University. A “fundraising donor” is any individual or entity other than the University or its affiliated entities (e.g., a campus foundation, alumni association, registered support group as defined in the University of California Board of Regents Policy 5203 available at <http://regents.universityofcalifornia.edu/governance/policies/5203.html>).

**B. Purpose and Prohibited Activities:** Donor events should further the mission, image, and core values of the University. If the University 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 University, the University may prohibit the

fundraising donor from conducting said event. Further, a donor event shall not involve any activity designed to: 1) influence legislation; or 2) participate or intervene in any political campaign on behalf of (or in opposition to) any candidate for public office.

**C. Notice and Prior Approval:** The University requests that fundraising donors provide written notice to the University at least sixty (60) days in advance of a donor event to allow for University approval. For a donor event to be considered by the University 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 University review has been undertaken and approval has been granted.*



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**D. Event Name:** Donor events must refer to the University only as a “beneficiary” and cannot include the University name or logo in the donor event name or materials. For example, a donor-initiated event cannot be named “The University Golf Tournament for Diabetes Research.” Rather, the event may be named the “Golf Tournament to Benefit Diabetes Research at the University.” 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 University ( See Cal. Educ. Code § 92000).

**E. Publicity:** Fundraising donors are solely responsible for independently generating publicity for their events. The University 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 **must** be remitted to the University within sixty (60) days of the event date.

**G. Donor Base:** A fundraising donor shall not have access to the University’s 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 University, if any, by including language similar to following: “Proceeds from the [donor event] will be directed to the University to benefit [school/department/unit/ or specific fund or use].” If no particular use of the funds is specified, the following language should be used: “Proceeds from the [donor event] will be used to benefit the University for its unrestricted use.”

**I. Financial Responsibility:** Fundraising donors are solely responsible for funding their donor events. The University 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.

**J. Sponsorships:** Because many organizations and businesses already support the University, contributions, sponsorships, or in-kind gifts to be solicited from businesses or organizations must be approved by the University before any solicitation may occur (see Section C above). 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 University.

**K. Event Venue, Vendors and Staffing:** Fundraising donors are solely responsible for securing the appropriate venue, selecting



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vendors, and providing staff and/or volunteers for the donor event. The University 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 University be the signatory on a contract related to the donor event. The University 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 University cannot guarantee that alumni, students, donors, volunteers, or the University employees will attend a donor event.

**L. Changes in Event Plans:** The University must be notified in writing if there are any significant changes to the donor event that occurs once the University has granted its approval (see Section C above). The University reserves the right, in its sole discretion, to withdraw its approval of any donor event.

**M. Tax Treatment of Donations:** The University (or one of its campus foundations) 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 University (or one of its campus

foundations). This includes the University's provision of written acknowledgments in accordance with Section 170 of the Code. Note that contributions from individuals attending a donor event made (or made payable) to a party other than the University (or one of its campus foundations), 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 University.

*For example, a check made payable to the University (or one of its campus foundations) may be classified as a tax-deductible, charitable contribution, but payments to a fundraising donor for the benefit of the University are not contributions to the University and, therefore, are not tax deductible as a charitable contribution.*

**N. Liability and Insurance:** The University 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 the University after assessment by the University.

**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



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execution of a donor event, including, but not limited to, any obligation to register, obtain licenses or permits, or take other necessary or required actions.

**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 raffles, which are subject to taxes.

**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 received in connection with a

donor event is made payable to a fundraising donor (i.e., not directly to the University), the University cannot provide documentation that said contribution represents a tax-deductible charitable contribution to the University (see Section M above). However, the University may provide recognition (referred to internally as “soft credit”) of a contribution to the fundraising donor and/or other individuals or entities, as appropriate.

**S. Modifications to Guidelines:** The University reserves the right, in its sole discretion, to amend, modify, or replace these Guidelines, which may be posted by the University on a University website at any time. A donor’s continued planning or performance of a donor event that has been approved by the University in accordance with these Guidelines, as amended, modified, or replaced, constitutes acceptance of any such replacement, amendment, or modification.

For more information, please call (844) 474-4387 or send an e-mail to [HSDAnnualGiving@support.ucla.edu](mailto:HSDAnnualGiving@support.ucla.edu).

