Guidelines for Special Events/Activities to Benefit the
UAB Comprehensive Cancer Center

The UAB Comprehensive Cancer Center is grateful to individuals and community organizations that wish to sponsor fundraising events to benefit cancer research and/or patient support programs at the center. Such events help extend our circle of hope and raise awareness. Community involvement reaches far beyond what staff can do alone.

In order to assess how we can best lend support to your event, we ask that you share your plans with us. Please submit an Event Proposal Form to the Office of Development and Community Relations for acceptance before any work on the event begins. We suggest a minimum of three months prior to the event date.

The Guidelines listed below are to assist you in the planning of your fundraising event/activity to benefit the UAB Comprehensive Cancer Center. As a non-profit organization, our resources are limited; however, we will strive to support you and your event/activity as much as possible.

General Guidelines:

- Sponsoring Individual/Organization must submit an Application Form for Special Event/Activity to Benefit the UAB Comprehensive Cancer Center at least 90 days in advance of the event/activity.
- All events/activities must be approved by the Office of Development and Community Relations. Failure to adhere to this policy could result in termination of the sponsorship.
- If there is more than one beneficiary for the event/activity, it must be clearly stated on the Application Form. If this is the case, please clearly state the percentage of the proceeds that will benefit the UAB Comprehensive Cancer Center on all advertising, promotional and print materials.
- Event/Activity proceeds and an itemized list of revenue and expenses must be provided within 60 days after the conclusion of the special event/activity. Check should be made payable to the UAB Comprehensive Cancer Center.
- If donations are deposited to a separate account outside of the UAB Comprehensive Cancer Center (i.e. checks made payable to the organizing group, etc.) and subsequently donated in a single sum to the UAB Comprehensive Cancer Center, only the individual, organization, etc. whose name appears on the check will receive tax benefits for the donation. Donors contributing in this circumstance should be made aware that their gift will not be acknowledged as a tax deductible donation by the UAB Comprehensive Cancer Center.
- Sponsoring Individual/Organization must obtain all necessary permits and insurance.
- The Office of Development and Community Relations will provide counsel and use of logo only after appropriate approval.
- The Cancer Center cannot provide public relations support, staff support, “seed money” or financial support or access to any mail or e-mail lists including but not limited to donors, patients, physicians, staff or vendors.
- The event/activity organizer is responsible for covering all expenses for the event and will not be reimbursed.
- The Office of Development and Community Relations must review and approve all promotional materials, including but not limited to, use of the logo or name, advertising, letters, brochures, flyers and press releases prior to production and distribution
  - The full name of the Center is “The UAB Comprehensive Cancer Center” and the Center should be identified by full name in all materials pertaining to the event/activity.
  - The UAB Comprehensive Cancer Center may only be identified as the beneficiary of the event. For example, event organizers should not call an event “the UAB Comprehensive Cancer Center Walk-a-thon.” The event should be promoted as the “Walk-a-thon to benefit the UAB Comprehensive Cancer Center.
- A UAB Comprehensive Cancer Center staff representative may be able to attend your fundraising event/activity. Attendance of a representative is based on availability and will be handled on a case-by-case basis.
What the UAB Comprehensive Cancer Center can provide:
- Advice for volunteers/event or activity organizers re: fundraising, public relations, marketing, etc.
- Information regarding current research at the UAB Comprehensive Cancer Center (specific to a certain type of cancer, e.g. colon cancer or leukemia) for distribution at the event or for public relations efforts conducted by the sponsoring individual/organization.
- Assistance in promoting the event/activity on the UAB Comprehensive Cancer Center online Special Events calendar.
- UAB Comprehensive Cancer Center logo in an electronic format. Usage of the logo must be approved by the Office of Development and Community Relations.

What the UAB Comprehensive Cancer Center may be able to provide (depending on schedules, type of event, etc.):
- A UAB Comprehensive Cancer Center representative to participate in a check presentation or specific program at the event
- A UAB Comprehensive Cancer Center representative to set up a booth/table at the event to answer basic questions
- Literature about the UAB Comprehensive Cancer Center and promotional materials, upon availability, to distribute at the event
- A letter of thanks to event/activity donors

What the UAB Comprehensive Cancer Center cannot provide:
- Administrative and event/activity planning support which includes invitation design and distribution, compiling RSVPs, selling tickets, raising funds, recruitment of sponsors or celebrities, providing staff/volunteers for events, etc.
- Financial support for event/activity expenses. No costs associated with the event/activity can be incurred by the UAB Comprehensive Cancer Center. If acquiring licenses and/or insurance for the event, it is the responsibility of the organizer to apply, pay for and obtain the necessary documents. Fundraising events must comply with all relevant state and federal laws.
- Financial services for events/activities (e.g. bank accounts, gift processing/receipting)
- Public relations support
- Mail, e-mail or telephone lists

If you have any questions or concerns please contact Danya Segrest at (205) 934-0034 or danya40@uab.edu.