

THIRD-PARTY EVENT GUIDELINES AND APPLICATION

Special Events, Benefits, or Promotions benefiting Magee-Womens Research Institute & Foundation

OVERVIEW

We welcome the opportunity to work with community organizations and individuals who wish to hold a special event fundraiser to benefit Magee-Womens Research Institute & Foundation (MWRIF) and UPMC Magee-Womens Hospital. Donations to MWRIF help us further our mission by providing funding and growing awareness for research, patient care, and staff education. All contributions to MWRIF stay within Magee and impact women's health and reproductive biology globally.

The most common fundraising vehicle is an event. Types of events include sporting tournaments, galas, jeans days, luncheons, or musical concerts. If you, your company, or your friends would like to organize a fundraiser to benefit MWRIF, here are some items to consider:

GUIDELINES

1. Start planning early. This step cannot be overemphasized! Make sure your prospective event date does not conflict with other events happening in the community. You can check with our office to see if that date is clear on our MWRIF events calendar by visiting [MageeWomens.org/events](https://www.MageeWomens.org/events).
2. Complete the required paperwork for our approval. As a non-profit organization, we are accountable to the public for fundraising activities using MWRIF's name. MWRIF must approve every function that uses our name and follow the progress of event planning through final disposition.
3. Keep expenses to 25% of gross revenue. This standard is set by the Better Business Bureau and MWRIF to ensure that most gross revenues go to our mission, not fundraising expenses. Exceptions can be made for first-time events and under special circumstances, but they must receive approval from MWRIF Leadership. The best way to adhere to this requirement is to create a budget that covers all expenses.
4. All promotional materials must be reviewed by MWRIF prior to distribution. This includes all press releases, invitations, social media posts, newsletter articles, fliers, posters, advertisements, or anything else bearing MWRIF's name or logo. Logo use is only allowed with permission and MWRIF will provide assets and files upon request. MWRIF enjoys a high level of name recognition, and we want to ensure that the public is always able to distinguish our organization from all other non-profits in our community. Because of this approval process, please build in extra time for review and revisions. If applicable, internal promotion to UPMC employees may be provided, as well as social media promotion on MWRIF's channels. Please work with us on your final promotional materials to ensure that all content is approved for use prior to distribution.

5. Inform MWRIF of all underwriting requests before they are made. There are many generous corporations and individuals, and we want to give everyone the opportunity to contribute to furthering our mission. Additionally, we want to make sure that the same individuals and corporations are not overly solicited. MWRIF cannot provide mailing lists of donors, faculty, staff, or vendors, as it is our policy to keep these records confidential. MWRIF also cannot solicit corporate sponsors on your behalf.

6. Investigate if you will need permits and/or insurance. If you are planning a sporting event, permits and/or insurance are usually needed and take time to acquire. Plan accordingly and be prepared to submit payment up front in most cases.

7. Pennsylvania has strict regulations governing raffles and gaming events carried out for charitable purposes. A raffle is defined as the payment of consideration or fee for the chance to win a prize, the winner of which is determined by chance (e.g., ticket drawing). This is considered gambling and a Small Games of Chance Permit must be obtained through your county office. Auctions are not included in this permit.

8. While MWRIF can provide guidance about your event, we will not handle administrative tasks like invitation distribution, compiling RSVPs, or selling tickets. MWRIF can provide authorization letters to validate the authenticity of the event/its organizers and acknowledgment letters for your donors and sponsors. MWRIF cannot provide our tax-exempt number to event organizers to make their purchases for their event. Be prepared to handle all administrative aspects of your event.

9. The event organizer is responsible for covering all expenses for the event and will not be reimbursed. Your event costs should be deducted from the proceeds prior to sending to MWRIF.

10. Within 30 days following the event, please forward all net proceeds, made payable to:

Magee-Womens Research Institute & Foundation
Gift Processing
204 Craft Avenue
Pittsburgh, PA 15213
Telephone: 412-641-6091

11. MWRIF requires the Third-Party Event Application to be completed. This application outlines the event's details and requests permission to use the MWRIF name and logos for your event.

12. *Have fun! Thank you for helping us change the way the world treats women!*

THIRD-PARTY APPLICATION

Special Events, Benefits, or Promotions benefiting Magee-Womens Research Institute & Foundation

Magee-Womens Research Institute & Foundation is accountable to the public for all fundraising activities using the Magee name. Please read the guidelines before completing this application.

PLEASE TYPE OR PRINT CLEARLY		
Application Date:		
Organization Name:	Contact Person:	
Address		
City:	State:	Zip:
Daytime phone:	Fax:	
Email:		
EVENT PROMOTION		
Description/type of the event:		
Money generated by (e.g., raffle, ticket sales, etc.):		
This event is: <input type="checkbox"/> Open to the public <input type="checkbox"/> Invitation only		
Proceeds to benefit (fund/program):		
Event Date:	Rain Date:	Start/End time:
Attendance expected:	Ticket price:	
Location Address:		
Anticipated sponsors:		
BUDGET INFORMATION (attach details, if applicable)		
Projected income:	Projected expenses:	Projected donations:
PUBLICITY/PROMOTION: (list all areas, i.e., social media, brochures, radio, print ads, TV, etc.)		

