

**Fundraising Projects
Benefiting Baylor College of Medicine
Proposal Guidelines**

Thank you for contacting Baylor College of Medicine about raising funds to benefit the College and our mission of advancing human health through the integration of patient care, research, education, and community service. We appreciate your support and interest in raising funds and bringing greater awareness to BCM. These fundraising guidelines were developed to ensure approval of high quality projects that are appropriate for the College's reputation and commitment to excellence. Your project will be evaluated by the Office of Development and Alumni Affairs based on other BCM priorities, events and projects, and the potential demands on College resources.

To expedite the approval of your project and ensure its success, we ask that you:

- A) Establish a clear plan for the project, including the purpose, organizational structure, and dates and times for the project. Project organizers and BCM must abide by the Internal Revenue Service regulations governing charitable activities (I.R.S. Publications 526 and 1771). The Office of Development and Alumni Affairs follows Council for Advancement and Support of Education guidelines, which is standard practice for academic institutions. Additionally, BCM abides by the Better Business Bureau Third Party, Cause-Related Marketing Guidelines, Standard 19.

As a charitable organization, the College must disclose how it benefits from the sale of products or services that state or imply that a charity will benefit from a consumer sale or transaction. Thus, all communication about the promotion or initiative must include:

- The actual or anticipated portion of the purchase price that will benefit BCM.
- The precise duration of the fundraising project.
- Any maximum or guaranteed minimum contribution amount from the individual, business, or organization.

- B) Determine if the minimum revenue to be generated meets BCM's criteria that a minimum of \$5,000 of your proceeds must be donated to the College.

Checks for the project should be made payable to **Baylor College of Medicine** and sent to BCM, along with accompanying documentation, on a weekly basis or as mutually determined by you and a representative from the Office of Development and Alumni Affairs. Ultimately, all proceeds must be delivered or mailed to BCM within 60 days of the end of the promotion or sale.

The department or program benefiting from the project must provide the staff or volunteers (for appearances or volunteer needs) and the resources to process incoming gifts, sponsorships, tickets sales, etc. if applicable.

Please note, if checks are payable to organizers, the donors cannot count them as charitable contributions unless the organizer is a charitable organization as defined and duly recognized by the I.R.S. If the project organizers collect money, one final check for the net proceeds must be sent within 60 days following the end of the project.

For fundraising projects raising money for non-strategic priorities, the gift assessment will be based on the net proceeds of the fundraising project. Twenty-five percent of all gifts will be used to support strategic priorities.

- C) If the project will benefit another group in addition to the College, please describe how the money will be split. BCM must be a minimum 50 percent beneficiary in order for the fundraising project to be approved. The College reserves the right to approve all co-beneficiaries.

- D) The individual, business, or organization understands that BCM assumes no responsibility for advertising the promotion or effort.
- E) Submit the proposed mailing list/potential sponsors for the project in an Excel spreadsheet (digital format) to BCM in advance so that conflicts with sponsors and donors who may already be involved with other fundraising efforts benefiting BCM can be avoided.
- F) Understand the BCM Communications and Graphics Policies and Procedures.

Submit all promotional materials (forms to collect money, invitations, posters, etc.) and electronic media that names BCM as a beneficiary of the project to the Office of Development and Alumni Affairs for approval. If approved, the Office of Development and Alumni Affairs will provide a camera-ready logo. Do not copy the logo from other sources. Please allow two weeks for approval. This is necessary to ensure the College's name and logo are used appropriately. Any changes made after initial approval must be resubmitted for approval.

If requested, BCM will provide a summary of information about the College (general information or information about a specific department or program) for use in your promotional efforts.

It is the responsibility of the BCM program or department to provide you with pamphlets, brochures, business cards, etc. if applicable.

- G) Submit a calendar/timeline showing completion dates for all tasks related to the project, along with the name of the person(s) responsible for each task (examples: promotion start/end date, mailing(s), promotional e-mails).
- H) Understand that the Office of Development and Alumni Affairs has set guidelines to support BCM's administrative processes and to follow I.R.S regulations. Please note that we will adhere to the following guidelines:

BCM does not release its mailing list to third party organizations.

Staff in the Office of Development and Alumni Affairs will not participate in the sale of third party event tickets or merchandise (CDs, cards, t-shirts, etc.) to benefit BCM, nor will they solicit project sponsorships, including in-kind donations. BCM faculty may or may not be able to participate; involvement is at the discretion of the individual faculty member(s) or their department chairman.

The College's 501(c)(3) status may be used for in-kind donations that directly support BCM. However, BCM cannot use the status for anything that primarily benefits an individual or organization.

Initiatives or projects involving raffle sales, prior drawings, live animal auctions, and gambling are prohibited. Baylor College of Medicine will not be held legally responsible for any act incurred by the organizer(s) of a project, including but not restricted to personal injury or death; damage to, theft of, or loss of personal, private, or community property; for provisions of monetary prizes or other gift items advertised by the project organizers. Baylor College of Medicine will not be liable for any expenses incurred by the project organizer(s).

There can be no conflict with government regulations or licensing.

- I) There will be no commercialism that would reflect poorly on BCM.
- J) The individual, business, or organization agrees to obtain all permits and licenses.

Please return this signed document (with all pages initialed and dated) together with your completed proposal form and calendar/timeline to the Office of Development and Alumni Affairs for approval of your project or event no later than 60 days prior to distribution of your invitations and public announcements. A signed copy of this agreement will be sent to you immediately upon approval. All recurring projects must be submitted for approval on an annual basis.

Contact Helen Shultz (713-798-9090 or hcs1@bcm.edu), in the Office of Development and Alumni Affairs with questions about the above policies and procedures. Please return this information to:

Volunteers and Events
Office of Development and Alumni Affairs
Baylor College of Medicine
One Baylor Plaza, MS: BCM160
Houston, Texas 77030-3411
Fax: 713-798-3344

Organizer Signature	Project Title	Date
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Signature of BCM Program/Department Sponsor	Title	Date
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Signature of Office of Development Representative	Title	Date
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Organizer Contact Information:

Name: _____ Phone Number: _____

Fax: _____ Email: _____

Address: _____

Your support is greatly appreciated!

Office of Development and Alumni Affairs Use Only

Date Approved: _____

Signature of Development and Alumni Affairs Representative: _____