

CAUSE MARKETING

HOW TO BECOME A FRED HUTCH
CAUSE MARKETING PARTNER



FRED HUTCH
CURES START HERE™

What is Cause Marketing?

Thank you for your interest in supporting Fred Hutchinson Cancer Research Center!

By definition, cause marketing is: “when a nonprofit and a for-profit corporation partner together with the purpose of advancing the mission-related work of the nonprofit, and the marketing goals of the corporation.”

At Fred Hutch, home to three Nobel laureates, interdisciplinary teams of world-renowned scientists seek new and innovative ways to prevent, diagnose and treat cancer, HIV/AIDS and other life-threatening diseases. Fred Hutch’s pioneering work in bone marrow transplantation led to the development of immunotherapy, which harnesses the power of the immune system to treat cancer with minimal side effects. Fred Hutch houses the nation’s first and largest cancer prevention research program, as well as the clinical coordinating center of the Women’s Health Initiative and the international headquarters of the HIV Vaccine Trials Network.

As an independent, nonprofit research institute, private contributions are essential for enabling Fred Hutch scientists to explore novel research opportunities that lead to important medical breakthroughs.

We appreciate the generosity of both local and national organizations who have partnered with Fred Hutch on cause marketing campaigns to raise awareness and generate funds for lifesaving cancer research.

Cause campaigns can take on many forms, including:

- ▶ Cash register promotion
- ▶ Call to action
- ▶ Percentage of sales donation
- ▶ Social media engagement
- ▶ Special product creation
- ▶ Buy one, give one

We welcome the opportunity to work with you to create a cause campaign that will promote the mission of the Hutch, engage your consumers and benefit your organization

How will the funds from our cause marketing campaign be used?

The critical work of Fred Hutch would not be possible without the courage of our patients and their families, the generosity of our donors and supporters, and the dedication of so many volunteers. We are grateful and honored by these many contributions.

The funds raised by cause marketing campaigns may be a general donation towards the center’s greatest need or may be directed towards a specific area of research, a research focus or go towards the patient and family support programs. Learn more at fredhutch.org/en/ways-to-give/impact.html

Examples of Fred Hutch Cause Marketing Partnerships:



When you shop at your neighborhood **SAFEWAY** or **ALBERTSONS**, your change can drive change! Ask your checker to round up your purchase, or make a contribution at the check stand. Either way, you can be confident that 100% of all donations stay in the community, to help Fred Hutch, UW Medicine and Seattle Cancer Care Alliance give women longer, healthier lives.

MICHAEL’S TOYOTA OF BELLEVUE is continuing their support of Fred Hutch and Breast Cancer Awareness Month, with \$50 per car sold in October going directly to breast cancer research at Fred Hutch.



glassybaby®

Seattle-based **glassybaby** was founded by a three time cancer survivor who found great hope and healing in the light of a lit handmade votive. Now you can support Fred Hutch with your purchase of several beautifully colored votives with 10 percent of sales donated to Fred Hutch.



When you purchase a ‘believe’ glassybaby, 10 percent from the sale will be donated to Fred Hutch’s Family Assistance Fund.



When you purchase a ‘belle’ glassybaby, 10 percent from the sale will be donated to Fred Hutch’s Solid Tumor Translational Research.

Cause Related Marketing Benefits

The following levels indicate benefits that Fred Hutch can provide as you plan your fundraising campaign.

	Level One Events Grossing \$1,000 - \$4,999	Level Two Events Grossing \$5,000 - \$9,999	Level Three Events Grossing \$10,000 - \$24,999	Level Four Events Grossing \$25,000 - \$49,999	Level Five Events Grossing* \$50,000 - \$99,999	Level Six Events Grossing* \$100,000 +
Fred Hutch Name Use of Fred Hutchinson Cancer Research Center's name as beneficiary organization, outlined in guidelines and subject to approval.						
Annual Report** Recognition in Fred Hutch's online annual report (3,064 unique visitors).						
Fred Hutch Collateral Up to 250 Center brochures for distribution.						
Fred Hutch Tour with Check Presentation Tour Fred Hutch and have the opportunity to present a check on campus; must be requested.						
President's Circle Membership** Enrollment in Fred Hutch's President's Circle program with exclusive benefits.						
Fred Hutch logo Use of Fred Hutch's logo for CRM promotions in accordance with Fred Hutch guidelines.						
Fred Hutch e-newsletter Promotion publicized in Fred Hutch news, weekly e-newsletter distributed to 4,000 employees.						
Fred Hutch CRM Web Promotion Page Publicize promotion via a Fred Hutch custom cause marketing web promo page						
Media and Publicity Plan Option to work with Fred Hutch Media Relations to create & execute a media/publicity plan.						

Need more information about planning a cause related marketing campaign to benefit Fred Hutch?

Contact Lisa Roeder, Corporate Relations Manager, at lroeder@fredhutch.org or call 206.667.3238

Please Note: Customized packages are available. Availability of benefits is dependent on commitment date and subject to change. The benefit level for each promotion must be approved by Fred Hutch in its discretion. In determining the appropriate benefit level for the Promotion, Fred Hutch will consider any written pledge agreement for the Promotion, the donation history for the Promotion and any other special circumstances relating to the Promotion. Fred Hutch will notify the Sponsor of the benefit level for the Promotion as soon as reasonably possible after its approval of the Promotion. If Fred Hutch is not the sole beneficiary, the Promotion benefits will be determined based on the gross proceeds benefiting Fred Hutch.

* Benefits will be provided following one year of grossing at specified category level. To continue receiving benefits in a given year, the promotion must have grossed the necessary amount in the preceding year.

** Annual report and President's Circle (PC) recognition only available if the donation received is in a single sum to Fred Hutch by one individual, organization, corporation, or entity. PC Corporate benefits include: company logo and website link on PC website, company name recognition in a Puget Sound Business Journal full page ad, name recognition on PC member wall, special recognition in Fred Hutch Annual Report, invitations to exclusive member events, President's Reflections letters and e-updates.

Cause Related Marketing Agreement

This Cause-Related Marketing Agreement ("Agreement") will apply to the cause-related marketing promotion ("Promotion") to benefit Fred Hutchinson Cancer Research Center ("Fred Hutch") that is described herein.

1. Promotional Activities on behalf of Fred Hutch.

1.1 This Agreement together with the Cause-Related Marketing Proposal which is attached hereto and incorporated herein provides the basis for a Promotion to be organized by Sponsor on behalf of Fred Hutch.

1.2 The Promotion will not be a Fred Hutch promotion, but a promotion to raise funds for donation by Sponsor to Fred Hutch. Fred Hutch may only be identified as the beneficiary of the Promotion and not the sponsor of the Promotion. Promotional materials must clearly state that Fred Hutch does not endorse the use of Sponsor's products or services. Fred Hutch cannot take a coordinating role in planning the Promotion and its officers and employees cannot assist the Sponsor in the execution or publicity of the Promotion. Fred Hutch will not provide funding for expenses of the Promotion and will not provide access to its donor database to the Sponsor for use in connection with the Promotion. Sponsor is not the agent for Fred Hutch and has no authority to enter into any contract or commitment on behalf of Fred Hutch or otherwise act on Fred Hutch's behalf.

1.3 Fred Hutch cannot accept and Sponsor agrees not to donate to Fred Hutch any funds derived from terrorist activities or obtained by illegal means.

1.4 Sponsor donations from the Promotion may be directed to Fred Hutch's general fund or may be directed for use for a general restricted purpose (e.g. breast cancer research). Donations may only be restricted to a specific purpose if Sponsor states that the proceeds of the Promotion will be directed for that purpose in advance on all promotional materials (including web-based, advertising, TV/radio, public relations materials). Donations that are not specifically directed will be given to the general fund.

1.5 Sponsor is responsible for obtaining all necessary licenses and permits relating to the Promotion and for ensuring that the Promotion is conducted in accordance with all applicable laws and regulations. Fred Hutch cannot provide legal or tax advice and Sponsor should consult Sponsor's own legal or financial advisors for such advice.

2. Liability and Insurance.

2.1 Fred Hutch is not financially or otherwise liable or responsible in any way for the promotion or staging of the Promotion or for any claims, damages, liabilities, injuries, losses or expenses that arise out of or relate to the Promotion. The Sponsor agrees to indemnify, defend and hold harmless Fred Hutch, its trustees, officers, employees and agents and their successors and assigns ("Indemnified Parties") of and from all claims, damages, liabilities, injuries, losses or expenses (including, without limitation, attorneys' fees and costs) that arise out of or relate to the Promotion or its planning or development except to the extent caused by the Indemnified Parties.

2.2 The Sponsor, at its expense, agrees to maintain liability insurance that is appropriate for the Promotion and is acceptable to Fred Hutch. The Sponsor will provide Fred Hutch with evidence of insurance upon request.

3. Processing and Receipting of Donations from the Promotion.

3.1 All donations from the Promotion must be made payable to Fred Hutch and remitted to Fred Hutch within six (6) months after the Promotion ends. Within a reasonable time after receipt of a donation from the Sponsor, Fred Hutch will deliver to the Sponsor a written acknowledgment of the donation.

Cause Related Marketing Agreement

4. Use of Fred Hutch’s Name and Marks.

4.1 The name “Fred Hutchinson Cancer Research Center,” its logos and other promotional materials or photographs relating to Fred Hutch (including any that appear on its website) are trademarked and copyrighted materials [collectively “Fred Hutch Marks”]. Fred Hutch Marks cannot be displayed, copied or used in any manner without prior written consent from Fred Hutch. Approval of the Promotion and acceptance of the Agreement does not constitute consent to use the Fred Hutch Marks except as provided in Section 4.2 below. Consent to use the Fred Hutch Marks is at the discretion of Fred Hutch.

4.2 If use of Fred Hutch name is permitted under this Agreement, the name “Fred Hutchinson Cancer Research Center” must always be used in its entirety at the first mention. Sponsor has no rights to any Fred Hutch Marks or any combination or derivative of such Fred Hutch Marks, nor is Sponsor given the right to raise funds in the name of “Fred Hutchinson Cancer Research Center” for any purpose other than those stated in this Agreement or as otherwise agreed by Fred Hutch in writing. Sponsor may state that the Promotion is to support Fred Hutchinson Cancer Research Center, or that proceeds from the Promotion benefit Fred Hutchinson Cancer Research Center, but may not use any other Fred Hutch Marks unless agreed in writing by Fred Hutch.

4.3 Any material (including web-based, advertising, TV/radio, public relations materials) using Fred Hutch Marks must be submitted for approval prior to being printed or circulated. Requests to use any Fred Hutch Marks take at least 72 hours to process and may take longer depending on the circumstances.

5. Term and Termination.

5.1 The term of this Agreement will be one year from the date this Agreement is accepted and agreed to by an authorized representative of Fred Hutch.

5.2 Either party may terminate this Agreement at any time in its sole discretion by giving the other party written notice of termination. Upon termination of this Agreement, Sponsor will immediately stop using any of the Fred Hutch Marks unless otherwise agreed in writing by Fred Hutch.

Accepted and agreed to:

SPONSOR

FRED HUTCHINSON CANCER RESEARCH CENTER

Name of Sponsor

Fred Hutchinson Cancer Research Center

Printed Name of Authorized Signatory

Printed Name of Authorized Signatory

Signature

Signature

Date

Date