



FRED HUTCH

COMMUNITY PARTNER EVENTS

Guidelines and Benefits



Base 2 Space



A snowboarder rides the Slayride Banked Slalom at Stevens Pass — having fun while raising funds for Fred Hutch.

Community Partner Events for Fred Hutch

A Community Partner Event is a fundraising event hosted by a group or individual to benefit Fred Hutch. Organizing a Community Partner Event is a terrific way to be a part of the Fred Hutch community while raising funds for the extraordinary work of our scientists. Fundraising events large and small all help to speed the development of lifesaving cures!

This guide is designed to provide you with everything you need to know about producing a successful event. Each of us at Fred Hutch appreciates all that you do to support our mission. Thank you!

General guidelines

As a Community Partner Event organizer, you are responsible for planning and executing your event,

including staffing. Fred Hutch will identify a point person who will answer your questions by phone and email, provide an online platform for your personal fundraising page, and will look for additional ways to help make your event a success!

All fundraising events that benefit Fred Hutch must be approved by Fred Hutch's Philanthropy office before activities, promotions or advertising related to an event that uses Fred Hutch's name, logo or marks can begin.

Requests can be made by filling out the proposal and agreement form online, or by filling out the form in this guide [see page 5] and submitting it to partnerevents@fredhutch.org.

Approval of Community Partner Events is within the discretion of Fred Hutch's Philanthropy office. Proposed events will be reviewed by our internal Community Partner Events team and then event organizers will be notified by email about the status of their proposed event.

Scientific speaker requests

Fred Hutch is home to many world-renowned scientists. Please review the event benefits [page 4] to determine whether your event is eligible for a speaker.

If your event is eligible, please send a completed request form [see page 7] to partnerevents@fredhutch.org. Requests must be received at least 8 weeks prior to the event and will be evaluated by Fred Hutch's Philanthropy office. Submitting a request does not guarantee that a speaker or representative can be provided. Note that speakers are limited to the greater Seattle/ Eastside area.

Fred Hutch as your event beneficiary

Because approved Community Partner Events are not produced by Fred Hutch, Fred Hutch may only be identified as the beneficiary of the event and cannot be listed as the event sponsor. If another organization will also benefit from the event, all promotional materials should disclose that the event will benefit multiple organizations.

Event donations

All donations should be given to Fred Hutch immediately after the event, and no later than six months after the event date. If you have checks made out directly to Fred Hutch, those should be submitted as close to the date written on the check as possible.

Please mail all donations to:

Fred Hutchinson Cancer Research Center
Attention: Community Partner Events
1100 Fairview Ave. N., Mail Stop J5-200
Seattle, WA 98109

Fred Hutch can only provide a written acknowledgement for tax purposes for a donation (monetary or donated/ in-kind goods) if the donation is made payable to Fred Hutchinson Cancer Research Center and received directly by Fred Hutch. Please note:

- If donations from the event are deposited into an account outside of Fred Hutch and then donated as a single sum (i.e., one check), only the individual or entity whose name appears on the check is eligible to receive a tax-acknowledgment letter for the donation.

It is the responsibility of the event organizer to ensure that their event donors understand that a gift will not be acknowledged as a tax-deductible donation by Fred Hutch in this instance.

- If a donor pays in cash and would like to receive a tax acknowledgement, the event organizer must submit full contact information for the donor along with the cash contribution.
- Under federal income tax law, if goods or services are received by a donor in return for a donation (such as an auction purchase, meal or gift), the portion of the donation that is deductible for tax purposes is limited to the amount by which the donation exceeds the value of the goods or services received. Event organizers are responsible for communicating this information to all event attendees and donors.
- We encourage donors to consult tax advisors regarding the deductibility of contributions.

Designating event donations

Donations may be directed to Fred Hutch's general fund (area of greatest need) or to a general restricted purpose (such as breast cancer research, the Family Assistance Fund, immunotherapy research, multiple myeloma research). All event promotions, including invitations, flyers, online ads, or television or radio spots, must include language about the donation designation so donors understand what their dollars will support. Donations that are not specifically designated prior to being received by Fred Hutch will be directed to the general fund.



The Brooks girls raised funds for Fred Hutch through their lemonade stand. Every dollar counts.

Dancers perform inspiring dance and musical performances at the annual Dance for A Cure at Seattle's Paramount Theatre.

Event permits

As the event organizer, you are responsible for obtaining all necessary licenses and permits relating to the event and ensuring it is conducted in accordance with all applicable laws and regulations. Fred Hutchinson Cancer Research Center's name cannot be used on any permits.

Liability and insurance

Fred Hutch is not financially or otherwise liable or responsible in any way for the promotion or staging of any Community Partner Event or for any claims, damages, liabilities, injuries, losses or expenses that arise out of or relate to a Community Partner Event.

The event organizer, at his or her own expense, agrees to maintain liability insurance that is appropriate and acceptable to Fred Hutch. If necessary, Fred Hutch may request proof of insurance. Event approval will not be granted without satisfactory proof of insurance.

Raffles

Fred Hutchinson Cancer Research Center's raffle license number cannot be used for any Community Partner Event. Per the Washington State Gambling Commission, only certain bona fide charitable or nonprofit organizations can offer a raffle in Washington State. A private citizen or commercial business cannot offer a raffle, even if the money raised is given to charity.

If you are interested in hosting a raffle at your event, we encourage you to review the Washington State Gambling Commission's web page about raffles and determine if you are eligible to host a raffle.

Washington State Gambling Commission:
www.wsgc.wa.gov

Event marketing and promotion

The event organizer is fully responsible for marketing and promoting the Community Partner Event to benefit Fred Hutch. Some events may qualify for supplemental marketing support.

All materials and publicity for Community Partner Events must be approved by Fred Hutch's Philanthropy office prior to printing or production. This includes any commercial art, posters, press releases, flyers, TV/radio spots or advertising. Please work with your Philanthropy contact to ensure the materials meet our brand guidelines and to obtain final approval. Requests may take several business days to process, so please submit all materials early.

Fred Hutch logo and marks

The names "Fred Hutchinson Cancer Research Center" and "Fred Hutch," our logos, and other promotional materials or photographs relating to Fred Hutch (including any that appear on our website) are trademarked and copyrighted materials. These materials cannot be displayed, copied or used in any manner without prior written consent.

Consent to use any logos or collateral is at the discretion of Fred Hutch. We will notify you about permissions when your Community Partner Events proposal is reviewed.

Event benefits

Let's do this! Here's how Fred Hutch can help support your event.

	Level 1 Events Contributing \$1 - \$4,999	Level 2 Events Contributing \$5,000 - \$9,999	Level 3 Events Contributing \$10,000 - \$24,999	Level 4 Events Contributing \$25,000 - \$49,999	Level 5 Events Contributing* \$50,000 - \$99,999	Level 6 Events Contributing* \$100,000 +
Fred Hutch name/logo Use Fred Hutch name and logo as beneficiary organization, as outlined in these guidelines and subject to approval.						
Online personal fundraising pages Use of Fred Hutch's online fundraising tool.						
Fred Hutch administrative support Point person to field questions via email or phone and to approve all event collateral.						
Fred Hutch visuals Up to three Fred Hutch banners to display on site at the event; must be requested by the event organizer and returned to Fred Hutch.						
Fred Hutch collateral Up to 150 "About Us" informational cards. Additional collateral will be considered upon request.						
Tour of Fred Hutch with check presentation Arranged by request.						
President's Circle membership Available when the event donation is received from one individual, organization, corporation or entity. Benefits include invitations to scientific events.						
Social media Pre-event promotional posts on relevant platforms.					+1 additional post	+3 additional post
Fred Hutch online events calendar Event promoted through online calendar listing.						
Scientific speaker Event organizer should submit request no less than 8 weeks in advance; for events in Seattle/ Eastside area only. Subject to availability.						
Custom promotional plan Upon request, creation and execution of media/ communications plan.						

*For benefit levels 5 and 6: Benefits will be provided following one year of grossing in that category. To continue receiving benefits in a given year, the event must have grossed the necessary amount in the preceding year.

Proposal and agreement

Thank you for your interest in supporting Fred Hutchinson Cancer Research Center through our Community Partner Events program. To get started, please fill out the following information. [If you submit this form by email or in hard copy, you may attach additional pages if necessary.]

Primary contact: _____ Event date and time: _____

Organization/company: _____ Event location: _____

Type of event (e.g., auction): _____ Number of expected attendees: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website[s]: _____

Social media site[s] and handle[s]: _____

What inspired your event? _____

Describe your event: _____

How do you plan to promote your event — for example, with invitations, solicitation letters, web pages, social media or advertising? Please remember that all promotional materials must be reviewed and approved by Fred Hutch's Philanthropy office.

Do you intend to solicit for sponsorship of your event? If yes, please describe the businesses and individuals you plan to contact:

Please identify your sources of income [check all that apply]

☐ Ticket sales/entry fee

☐ Sponsorship (e.g., corporate or individual sponsorship)

☐ Auction sales (such as auction items, fund-a-need gifts)

☐ Donation

☐ Other: _____

Reminder: **Raffles are not permitted** per the Washington State Gambling Commission. See terms and conditions.

Itemize your estimated expenses. [Please note that expenses may not exceed 30 percent of the gross proceeds.]

Will Fred Hutch be the sole beneficiary of the event? ☐ Yes ☐ No

If splitting proceeds with another entity, please note the other beneficiary(s) and the percentage of proceeds designated for each beneficiary:

What is the gross contribution you hope to raise for Fred Hutch? _____

What is the net contribution you hope to raise for Fred Hutch, after expenses? _____

Will you submit one donation for all event income or multiple donations? ☐ One donation ☐ Multiple donations

Will the donation(s) from the event be directed to:

☐ General fund [area of greatest need]

☐ Restricted to a specific purpose [e.g., breast cancer research]. Donations may only be restricted to a specific purpose if the event organizer promotes the fact that donations will be directed for that purpose in advance on all promotional materials. If the donations will be restricted, please describe the specific purpose for which the donations may be used:

By entering my name below and submitting this proposal and agreement to Fred Hutchinson Cancer Research Center, I, as the event organizer, agree to comply with all Community Partner Event guidelines, terms and conditions that are part of this agreement. The event will be promoted and conducted in strict accordance with these terms, and the event organizer will obtain all necessary approvals from Fred Hutch.

Accepted and agreed to:

Event organizer signature

Event organizer name (please print)

Date

Please email completed form to partnerevents@fredhutch.org

Or mail to:

Fred Hutchinson Cancer Research Center
Attn: Community Partner Events
1100 Fairview Ave N., Mail Stop J5-200
Seattle, WA 98109

Scientific speaker request form

Fred Hutch is home to many world-renowned scientists. Please review the event support benefits to determine whether your event is eligible for a speaker. If it is eligible, please send your request at least eight weeks prior to the event. Submitting a request does not guarantee that a speaker or representative can be provided. Note that speakers are limited to the greater Seattle/Eastside area.

Today's date: _____

Event name: _____

Event organizer/primary contact: _____

Organization or company affiliation: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Event date: _____ Event time: _____

Event location: _____

What type of speaker are you requesting? _____

What time will the requested speaker start his/her presentation? _____

How long is the speaker requested to speak? _____

Questions?

If you have any questions about our Community Partner Events, please feel free to contact us at partnerevents@fredhutch.org or 206.667.7868.