



# Third-Party Event Guidelines and Application

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

## GUIDELINES

We welcome the opportunity to work with community organizations and individuals who wish to hold a special event fundraiser to benefit the Magee-Womens Research Institute & Foundation (MWRIF), UPMC Magee-Womens Hospital, and Magee-Womens Research Institute. Donations to MWRIF are an important vehicle in helping us further our mission by providing funding and awareness for research, patient and staff education, and patient care. All contributions made to MWRIF, stay at Magee and have the potential to impact women and infants globally.

The most common fundraising vehicle that people think about is an event. Types of events include sporting tournaments like golf or tennis, galas, jean days, luncheons, or musical concerts. If you or your company/friends would like to organize a fundraiser to benefit MWRIF, here are some things you might want to consider:

### OVERVIEW

1. Start planning early. This step cannot be overemphasized! Make sure your perspective event date doesn't conflict with something else that's going on in the community. Also, check with our office to see if that date is clear on our MWRIF events calendar. Can view at [www.mageewomens.org/events](http://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 the MWRIF name. MWRIF must approve of 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 a great majority of the gross revenues goes to our mission, and not to fundraising expenses. Exceptions can be made for first time events and under special circumstances, but again, must receive approval from our Development Committee. The best way to keep track of this requirement is to make a budget and stick to it.
4. All promotional material must be reviewed by the MWRIF prior to production and distribution. This includes, but is not limited to all press releases, invitations, newsletter articles, fliers, posters, and advertisements. Logo use is only allowed with permission. Our Foundation enjoys a high level of name recognition, and we want to make sure that the public is always able to distinguish our organization from among all other non-profits in our community. Because of this approval process, please make sure that you build in extra time for review and revisions.
5. Inform the 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 further our mission. Additionally, we want to make sure that the same individuals and corporations are not constantly solicited. Also, MWRIF cannot provide mailing lists of donors, faculty, staff or vendors, as it is our policy to keep these records confidential. Nor can we 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 is usually needed and takes time to acquire. Plan accordingly, and be prepared to submit payment up front in most cases. Additionally, for sporting events, the MWRIF requires a signed waiver/release from all participants. This will impact your printing costs, so make sure to add this to your budget.

7. Pennsylvania has strict regulations governing raffles and gaming events carried out for charitable purposes. A raffle constitutes where there is the payment of a consideration or fee for the chance to win a prize, the winner of which is determined by chance (i.e. ticket or Chinese raffle). This is considered gambling and a special Small Games of Chance permit must be obtained through your county office. Silent or live auctions are not a part of this.

8. While we are able to give you guidance about your event, we simply do not have the manpower to handle administrative tasks like invitation distribution, compiling RSVP's, or selling tickets. MWRIF can provide you authorization letters to be used to validate the authenticity of the event/its organizers and acknowledgement 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 their event and will not be reimbursed. Your event costs should be deducted from the funds raised prior to sending the event proceeds to MWRIF.

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

Denise Wickline  
Magee-Womens Research Institute & Foundation  
3339 Ward Street  
Pittsburgh, PA 15213  
Telephone: (412-641-8911)  
[dwickline@magee.edu](mailto:dwickline@magee.edu)

11. MWRIF requires that the Special Events Application is completed which outlines the details of the event and grants permission to use the MWRIF name and logos for your event.

***12. Have fun! Thank you for making a world of difference for women and infants!***

Please contact Denise Wickline at 412-641-8911 to discuss details.



# Third Party Event Application

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

| PLEASE PRINT CLEARLY  |                     |                   |
|---|---------------------|-------------------|
| Application Date:   |                     |                   |
| Organization Name:  |                     | Contact Person:   |
| Address:  |                     |                   |
| City:   | State:              | Zip:              |
| Daytime phone:  |                     | Fax:              |
|   |                     |                   |
| EVENT PROMOTION   |                     |                   |
| Description/type of the event (does it include raffle/auction):   |                     |                   |
|   |                     |                   |
| Money generated by:   |                     |                   |
| 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:  |                     |                   |
| Location Address:   |                     | Ticket price:     |
| Anticipated sponsors:   |                     |                   |
| BUDGET INFORMATION (attach details, if applicable)  |                     |                   |
| Projected income:   | Projected expenses: | Project donation: |
|   |                     |                   |
| PUBLICITY/PROMOTION: (list all areas, i.e. brochures, radio, print ads, TV, etc.)                                       |                     |                   |
|   |                     |                   |
|   |                     |                   |
| ASSISTANCE NEEDED FROM MWRIF AND ANY ADDITIONAL INFORMATION YOU WISH TO PROVIDE.  |                     |                   |
|   |                     |                   |
| LIST BUSINESS AND VENDORS TO BE USED  |                     |                   |
|   |                     |                   |
| Will other charitable organizations benefit from this event? If yes, please name and describe extent of these benefits: |                     |                   |
|   |                     |                   |

*Applicant has read the Guidelines for Charitable Special Events and Promotions and agrees to abide by them. Magee-Womens Research Institute & Foundation is not liable to any party or vendor for any fees, costs, or payments of any kind. Applicant agrees to indemnify and hold harmless the Foundation against any claims by third parties or vendors for such fees, costs, or payments incurred pursuant to this agreement.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return application to: Magee-Womens Research Institute & Foundation, 3339 Ward Street, Pittsburgh, PA 15213  
 Phone: 412-641-8911 Fax: 412-641-8919 Email: dwickline@magee.edu