



Third-Party Event Fundraising Toolkit

Thank you for your interest in supporting UVA Health! Support from community members like you has the power to change lives in the Charlottesville area, across Virginia and beyond.

What is a third-party event?

A third-party event is an activity planned and hosted by an individual, a group of individuals, or an organization to raise money for UVA Health. Third-party event hosts include patients and their families, students and alumni, and members of our community.

How do third-party events help UVA Health?

We rely on gifts to enhance all areas of our mission: patient care, education, and research. Contributions from your event can fund an area important to you, your family, or your circle of supporters.

What kind of fundraisers can be hosted as third-party events?

The possibilities are endless! Past successful third-party events have included run/walk/ride events, raffles, auctions, golf outings, carnivals and concerts. Online giving for all-virtual events work well, too.

HOW TO HOST A THIRD-PARTY EVENT BENEFITTING UVA HEALTH

Step 1: Plan your event

- Read all of the guidelines and FAQs in this toolkit.
- Complete the third-party event request form. Submit this form at the beginning of your planning process, at least 6 weeks before the event date. Event requests will be approved within one week.
- Set up your UVA Health [online giving page](#) to receive donations. This page is the easiest way to collect gifts that go directly to UVA Health. UVA Health advancement staff can help with setting up your page. Using this online giving platform will allow donors to receive tax-deductible receipts from UVA Health and allow you to easily track progress toward your fundraising goal. We will link your giving page directly to the correct gift account.
- Set a goal for your event donations. Keep in mind your event budget, timeline, and audience.

Step 2: Promote your event

- It's time to get the word out! Share information about your event via social media, email, and flyers around town.
- In addition to the what, where, and when of the event, don't forget the why: mention the area of UVA Health that your event will support.
- In digital promotion, make sure to include a link to your online giving page.

Step 3: Submit your contributions

- If you collect checks at your event, make sure they're made payable to UVA Health. Send the checks, including the gift allocation number for benefiting area (to be provided in advance by UVA Health Advancement staff once event host confirms area of support) to: **University of Virginia, P.O. Box 37963, Boone, IA 50037**. (UVA uses a gift processor in Iowa to reduce administrative costs.)
- If you collect cash at your event, write a single check for the total amount and send to the address above. Please be sure to write the gift allocation number on the check's memo line. Please do not send cash to UVA Health.

Step 4: Celebrate your success

- Thank your fellow planners and participants.
- Start planning your next fundraiser!

GIFT AND RECEIPT GUIDELINES

- Tax receipts will be issued for gifts made directly to UVA Health, including gifts made through your UVA Health online giving page. The page can accept only outright gifts to UVA Health, not funds for ticket or merchandise purchases.
- No receipts will be issued for gifts to any other organization or person; ticket, raffle, auction, or merchandise purchases; or in-kind gifts. Participants will not receive tax receipts for any purchase or donation for which goods or services are provided. If you require a contribution for event participation, the contribution will be treated as a ticket purchase and not a donation, and cannot be receipted.
- In instances where cash is collected, event host should write a single check for the total amount and mail to UVA Health at the address provided above. Please keep in mind individual donors will not be receipted for these cash gifts.
- Event proceeds and event checks must be received within 30 days of the event date.
- UVA Health cannot provide tax exemption status for third-party events.
- UVA Health cannot reimburse third-party event hosts for event-related expenses.
- Event hosts can track online gifts through their own online giving pages. To protect donor privacy, UVA Health cannot provide event hosts with information about gifts received through other methods.

INSURANCE AND LEGAL GUIDELINES

- UVA Health does not provide insurance or liability coverage for third-party events; the event host assumes all liability for the event.
- All required permits and insurance are the responsibility of the event host.
- UVA Health cannot obtain a liquor license on your behalf.
- All required contracts must be signed by the host.
- UVA Health recommends that event host ensures that venues and vendors offer liability coverage for events.
- UVA Health cannot refund charitable contributions if an event is rescheduled or canceled.

PROMOTIONAL GUIDELINES

- All promotional materials should reflect the brand and reputation of UVA Health and should not contain profane, discriminatory, sexual, or violent language or imagery.
- Third-party events may be promoted as benefitting UVA Health, but promotions may not state or imply that the event is hosted or planned by UVA Health. For example, an event may be titled “Fall 5K Run/Walk benefitting UVA Children’s” but may not be titled “UVA Children’s Fall 5K Run/Walk.”
- UVA and UVA Health logos are not permitted for use in promotion of third-party events.
- UVA Health will list approved third-party events on the [online event calendar](#). All other promotion is the responsibility of the event host.

FREQUENTLY ASKED QUESTIONS

Will UVA Health help me plan my event?

UVA Health advancement staff will answer questions and provide guidance about event-related donations. Staff will also assist with the creation of online giving pages. However, staff cannot help with event planning or staffing, finding volunteers, or soliciting gifts, donations, or auction items.

Will UVA Health help fund my event?

All expenses are the responsibility of the event host. UVA Health cannot reimburse event hosts for expenses.

Where will my event contributions go?

Donations can support an area at UVA Health that is meaningful to you, including areas within UVA Children’s and UVA Cancer Center. UVA Health advancement staff can help you find the right fund for your donations. You can also choose for your event contributions to support high-priority projects at UVA Health.

Can I use UVA or UVA Health logos?

UVA and UVA Health logos are not permitted for use in promotion of third-party events. Event materials may use the names UVA Health, UVA Children’s, and UVA Cancer Center in accordance with promotional guidelines referenced above.

Will a doctor or other UVA Health representative be available to speak at my event?

If you expect event contributions to total \$50,000 or more, you may request a UVA Health representative to be present and speak at your event. UVA Health representative may change based on availability.

Will a UVA Health representative attend a check presentation following my event?

If your event contributions total \$25,000 or more, you may request a UVA Health representative to attend a check presentation. If your event contributions total less than \$25,000, we encourage you to take a photo with your friends, family, and fellow event organizers. Send the photo to us and we may share it on social media!

Have a question not answered here? Contact Maggie Patton, Senior Associate Director of Strategic Engagement, at mpatton@virginia.edu or 434-995-9017.



Third-Party Event Request Form

Please complete the form below and return to Maggie Patton, Senior Associate Director of Community Fundraising and Engagement, at mpatton@virginia.edu. Event request form should be completed at least 6 weeks prior to event date. Event will be approved within one week of submission.

Name:

Organization (if applicable):

Does organization have 501(c)3 status?

Email:

Phone:

Address:

City, State, Zip:

Event name:

Fundraising goal: \$

Location (or note virtual only):

Event date(s):

Website (if applicable):

Description of event:

Anticipated number of participants:

Has event been hosted before?

UVA Health area to support:

Beneficiaries other than UVA Health (if applicable):

I acknowledge that I have read, understand and agree to abide by all information and guidelines in the UVA Health Third-Party Event Fundraising Toolkit. I acknowledge that if I do not adhere to guidelines, event approval may be revoked and any donated funds may be returned.

Signature: _____

Date:

Printed Name: