

Third-Party Fundraising Guidelines for Eastern Virginia Medical School

For purposes of the fundraising event guidelines outlined herein:

“EVMS” shall mean Eastern Virginia Medical School

“EVMSF” shall mean the Eastern Virginia Medical School Foundation, which is the fundraising arm of Eastern Virginia Medical School.

“Third Party” shall mean the third party organization or individual organizer holding the fundraising event“.

Event Approval

- All events, and any changes thereto, must be approved in advance by the EVMS Office of Development.
- EVMS reserves the right to withdraw/cancel approval for any event that fails, or appears to fail, to adhere to these guidelines or that is later determined to not be in line with the EVMS mission.

Event Planning

- Once approved, promotion or awareness of the fundraising event shall only use materials approved or provided by EVMS/EVMSF, including the non-altered EVMS logo. Event materials cannot state or imply that the fundraising event is sponsored by EVMS or EVMSF. EVMS/EVMSF should be identified as the beneficiary of the fundraising event. For example, the event cannot be called “EVMS Run for X”, but could be called “Run for X to benefit EVMS”.
- Planning, implementation, staffing, and management of the fundraising event are the sole responsibility of the Third Party. EVMS/EVMSF cannot provide staff to support the fundraising event.
- The Third Party must ensure that its officers, employees, agents, partners, members, volunteers and contractors do not represent themselves as having authority for, or acting on behalf of, EVMS or EVMSF.
- The Third Party is responsible for ensuring that the fundraising event complies with all local, state and federal laws as it applies to charitable fundraising, gift reporting and special events. This includes necessary permits, licenses and insurances.
- Third Parties are not covered by EVMS or EVMSF liability insurance. EVMS/EVMSF shall be held harmless from liability in connection with the fundraising event.
- EVMS/EVMSF reserves the right to attend the fundraising event
- Requests for appearances should be made in advance and there is no guarantee that a particular EVMS employee or Board Member will be available to make an appearance, speech, etc., at the fundraising event.
- Recognition for the third-party fundraising events will be in accordance with the EVMS and EVMSF Foundation Policies and guidelines.

Fundraising/Fiscal Responsibilities

- If the Third Party plans to contact organizations, businesses or individuals to support the fundraising event, pre-approval of the solicitation list by EVMS Office of Development would be appreciated. Many businesses and individuals already support and receive fundraising materials from the EVMSF.
- All donation proceeds must be in the form of a check made payable to the “Eastern Virginia Medical School Foundation” and should be forwarded to EVMSF, P.O. Box 5, Norfolk, VA 23501-0005 within 30 days of the fundraising event. No bank accounts may be opened in the EVMS or EVMSF name.
- Unless otherwise agreed upon in writing by EVMS and EVMSF, the third party will be responsible for the payment of all costs of the fundraiser (i.e. vendors, caterers).

Application

Third-Party Fundraising Application

Event/Promotion facilitated/hosted by: Organization ___ Business/Corp. ___ Individual ___

Org/Corp/Individual's Name:

Contact Person:

Address:

Email: _____

Telephone: Work _____ Home _____ Cell _____

Name of
Event/Promotion _____

Date & Time of
Event _____

Venue name: (if
applicable) _____

Location of Event:

Address

City

State Zip

Event Website:

Description of event: (include raffle or auction, etc.) _____

Is this event: Open to public? _____ By invitation only? _____

Tickets/teams sold? Yes _____ No _____ If yes, ticket/team price \$ _____

Projected number of attendees: _____

Projected Income: _____

Projected Donation to EVMS Foundation from Event \$ _____

Are there other beneficiaries of this event? Yes ___ No ___

If yes, please name the other organization(s):

Will your event have sponsors? Yes _____ No _____

If yes, please provide a list to the EVMS Development Office of those organizations and individuals you plan to ask.

Describe your publicity plan. EVMS Development must review all publicity materials that include the EVMS name and/or logo.

Please indicate the date proceeds can be expected by the Foundation
(must be received within 30 days of the event): _____

Area of support you would like your donation to benefit:

I agree to all of the terms and conditions in the guidelines for third-party fundraisers. I understand that my fundraiser is not considered approved until written approval of my application has been received from EVMS Development and that EVMS may approve similar fundraisers at its discretion.

At no time will the Eastern Virginia Medical School Foundation, Eastern Virginia Medical School or divisions within, Eastern Virginia Medical School Medical Group or any representative of the three, be responsible for the cost, planning or staffing of my fundraiser. I agree to indemnify and hold harmless Virginia Medical School Foundation, Eastern Virginia Medical School or divisions within, Eastern Virginia Medical School Medical Group or any representative or employee of the three, agents, representatives from any and every claim, demand, suit and payment related to or caused by my fundraiser.

Responsible party's signature:

_____ Date: _____

Printed name: _____

Printed Title: _____

Please complete the application and return it to Laurie Harrison, Director of Community Engagement, at harrisld@evms.edu. For information, call 757.961.3322.

Thank you for your support of EVMS!

Choose the area where you'd like to make an impact

The EVMS Fund

Provides vital tools for health professionals to receive state-of-the-art education and training to make an impact on the lives of others.

Scholarships

An investment in the future; offering students the opportunity to focus on their education.

Brock Institute

Integrating EVMS' clinical, educational and research programs to fulfill its vision of becoming the most community-oriented medical school in the nation.

Diabetes

Diabetes is a life-changing diagnosis, but because of the EVMS Strelitz Diabetes Center, it is not life ending.

Cancer Research

With your support, we can continue to pursue promising research that targets forms of cancer most prevalent in Hampton Roads.

Glennan Center

Our research findings, about chronic disabilities of aging, help older patients maintain a higher degree of function and independence.

If you don't see your preference area listed, please call Laurie Harrison, Director of Community Engagement at 757.961.3322.

EVMS Third-Party Fundraising Social Media Tips

- Follow EVMS from your personal and/or organization page on Facebook, Twitter and Instagram if you're actively using any of these platforms:
 - Facebook.com/EVMSedu
 - Twitter.com/EVMSedu
 - Instagram.com/EVMSedu
- Create a Facebook Event on either your organization's page or your personal profile.
 - Mention our page in the description of the event.
 - Share the event with your page followers and/or personal friends, and post it on our page so we can see it and share it, too.
 - Post status updates and re-share your event with your friends/followers in the lead-up to the event to catch last-minute participants.
- Take photos! Pictures get a strong response on social media.
 - Snap a few while you're preparing for your event and encourage any of your collaborators to do the same.
 - Take pictures during the event.
 - Post the photos to your organization's page or your personal profile and mention EVMS.
 - Post a couple images or an album link on our page. That way, we can share them with our followers and publicly thank you for your support.
- If you're tweeting about your event, be sure to tag @EVMSedu.