



Fred Hutch
Cancer Center



Community Partner Events

Guidelines & Benefits



Community Partner Events for Fred Hutchinson Cancer Center

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, clinicians, and staff. Whether large or small, fundraising events help us unite innovative research and compassionate care to prevent and eliminate cancer and infectious diseases.

This guide provides important information to help you produce a successful event. Each of us at Fred Hutch appreciates all that you do to support our work. Thank you!

General Guidelines

As a Community Partner Event organizer, you are responsible for planning and executing your event, including staffing. Fred Hutch will provide an online fundraising page to help you collect donations. We will also identify a point person who will answer your questions by phone and email, and help you make your event a success!

All fundraising events that benefit Fred Hutch must be approved by Fred Hutch's Philanthropy office BEFORE you begin any promotional activities or advertising that uses our name, logo, or marks.

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 Hutchinson Cancer Center is home to many world-renowned experts. 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 eight weeks before 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, Washington/ Seattle Eastside (i.e., Bellevue, Redmond) 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 90 days after the event date. If you have checks made out directly to Fred Hutch, those should be submitted within 14 days of the event.

Please mail all donations to:

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

Fred Hutch can only provide a written acknowledgment for tax purposes for a donation (monetary or donated/in-kind goods) if the donation is made payable to Fred Hutchinson Cancer 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 acknowledgment, 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



Students in Yelm, Washington raised funds for breast cancer research at their "Pink-Out" football game event.

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

Most fundraisers direct their donations to fulfill the areas of greatest need at Fred Hutch, as determined by Fred Hutch. This ensures that every dollar goes to work where it's needed most. You may also designate to a specific area, such as cancer research, immunotherapy, our patient and family assistance fund, or supportive care services. All event promotions, including invitations, flyers, online ads, or television or radio spots, must include language about the donation designation so that donors understand what their dollars will support. Donations that are not specifically designated before being received by Fred Hutch will be directed to the general fund.

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 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 their 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 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 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.

Note: In 2022, Fred Hutchinson Cancer Research Center and Seattle Cancer Care Alliance merged to form Fred Hutchinson Cancer Center, an independent organization that also serves as UW Medicine's cancer program. The organization also rolled out a new brand and logo that represent the combined science and lifesaving skills of its single unified organization.

If your event is returning from a previous year, it will be necessary to update the Fred Hutch name and logo on your materials. Your point person can walk you through this process!



Young performers at the annual Dance for a Cure at Seattle's Paramount Theatre.

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.						
Social Media Pre-event promotional posts on relevant platforms.						
Fred Hutch online events calendar Event promoted through online calendar listing.						
Scientific speaker Event organizer should submit request no less than eight 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 Agreement and Legal Terms & Conditions

Thank you for your interest in supporting Fred Hutchinson Cancer 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.)

The attached Community Partner Fundraising Event Terms and Conditions (“Terms”) are part of this Agreement. By signing below and submitting this Agreement to Fred Hutch you agree and represent that if Fred Hutch accepts your proposal to conduct the Event, (a) the Sponsor will be bound by the Terms and Community Partner Event Guidelines; (b) the Event will be promoted and conducted strictly in accordance with the Terms and Community Partner Event Guidelines; (c) you are authorized to sign this Agreement on behalf of the Sponsor, and (d) all information provided by Sponsor and/or Event Organizer to Fred Hutch relating to the Event is and will be true and correct in all material respects.

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% 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 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.

Accept 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 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, clinicians, and staff. 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 before 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 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 206.667.4399.

COMMUNITY PARTNER FUNDRAISING EVENT TERMS AND CONDITIONS

These Community Partner Fundraising Event Terms and Conditions (“Terms”) will apply to the community partner event (“Event”) to benefit Fred Hutchinson Cancer Center (“Fred Hutch”) that is described in the Community Partner Event Proposal and Agreement. In order to protect Fred Hutch’s name, marks and reputation, this Event must be conducted in accordance with these terms. Only sponsors of Events (“Sponsors”) that agree to comply with these Terms are permitted to use Fred Hutch’s name and marks.

1. Fundraising to Benefit Fred Hutch.

1.1 These Terms, Community Partner Event Guidelines and Community Partner Event Proposal and Agreement to which they are attached (collectively “Agreement”) provide the basis for an Event to be organized by Sponsor to benefit Fred Hutch. If the Event is approved, this Agreement will form the basis of any dealings with Fred Hutch in relation to the Event. Sponsor will be notified by email whether or not the Event is approved.

1.2 If approved, the Event will not be a Fred Hutch event, but an event to raise funds for donation to Fred Hutch. Fred Hutch may only be identified as the beneficiary of the Event and not the sponsor of the Event. Fred Hutch cannot take a coordinating role in planning and its officers and employees cannot assist in solicitation of prizes, publicity, or providing goods and services to assist the Sponsor in the execution or promotion of the Event. Fred Hutch will not provide funding for expenses of the Event and will not provide access to its donor database to the Sponsor for use in connection with the Event. 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 Sponsor and Event expenses may not exceed 30 percent (30%) of the gross proceeds from the Event.

1.4 Sponsor agrees to provide Fred Hutch two complimentary tickets to the Event for Fred Hutch staff attendance. After the Event, Sponsor agrees to provide Fred Hutch with a report on the Event including samples of all previously approved materials featuring Fred Hutch Marks.

1.5 Donations 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 promotes the fact that donations 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 directed to the general fund.

1.6 Sponsor is responsible for obtaining all necessary licenses and permits relating to the Event and for ensuring that the Event 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.

1.7 Individuals who create personal fundraising pages using the Fundraise for Fred Hutch platform have the ability to post content and images. Fred Hutch has the right to remove any objectionable content posted to a Fundraise for Fred Hutch fundraiser. Content includes, without limitation, images, illustrations, designs, icons, photographs, trademarks, logos, text, or any other form of advertising. The page creator agrees to make only lawful use of the Fundraise for Fred Hutch platform, and will use it only in compliance with all federal, state and local laws and regulations. Fred Hutch reserves the right to contact the page creator or disable any Fundraise for Fred Hutch fundraiser at any time.

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 Event or for any claims, damages, liabilities, injuries, losses or expenses that arise out of or relate to the Event. 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 Event or its promotion, 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 Event and is acceptable to Fred Hutch. The Sponsor will provide Fred Hutch with evidence of insurance upon request.

3. Processing and Receipting of Donations.

3.1 All donations must be made payable to Fred Hutch and remitted to Fred Hutch within six (6) months after the Event.

3.2 All donations made payable to and received by Fred Hutch will receive a written acknowledgment from Fred Hutch for tax purposes acknowledging the donation. The name and address appearing on the check received by Fred Hutch will be used for purposes of the tax acknowledgment.

3.3 Fred Hutch can verify matching gifts only for donations received directly by Fred Hutch that are eligible to receive a tax acknowledgment from Fred Hutch.

3.4 Under federal income tax law, if goods or services are received by a donor in return for a donation (e.g. auction purchases, meals, gifts), 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. Where goods or services are to be provided to a donor, the Sponsor must communicate a good faith estimate of the fair market value of those goods or services to the donor prior to the donation. At the time the donations are provided to Fred Hutch, the Sponsor must advise Fred Hutch in writing if any goods or services were provided to any donor. If any goods or services were provided, the Sponsor must provide a list to Fred Hutch with the following information: the donor's name, the amount of the donation, a description of the goods or services provided, and the good faith estimate of the fair market value of the goods or services. The tax acknowledgment from Fred Hutch will describe the goods or services and state the good faith estimate of the value of those goods or services.

3.5 If donations from the Event are deposited to a separate account outside Fred Hutch and subsequently donated in a single sum to Fred Hutch (e.g. one check), only the individual, organization, corporation, foundation, or other entity whose name appears on the check is eligible to receive a tax acknowledgment for the donation. Sponsor should alert event donors that their gift will not be acknowledged as a tax-deductible donation by Fred Hutch.

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

4.1 The name "Fred Hutchinson Cancer," "Fred Hutch," its logos and other promotional materials or photographs relating to Fred Hutch (including any that appear on its Web site) 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 Event and acceptance of the Agreement does not constitute consent to use Fred Hutch Marks except as specifically provided in this Agreement. Consent to use Fred Hutch Marks is at the discretion of Fred Hutch.

4.2 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 for the benefit of Fred Hutchinson Cancer Center or Fred Hutch for any purpose other than those outlined in this Agreement.

4.3 Upon approval of the Event and written acceptance of this Agreement by Fred Hutch, Sponsor may state that the Event is to support Fred Hutchinson Cancer Center or that proceeds from the Event benefit Fred Hutchinson Cancer Center, but may not use any other Fred Hutch Marks unless agreed in writing by Fred Hutch.

4.4 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 seven (7) business days to process and may take longer depending on the circumstances.

5. Event Benefits and Support.

5.1 Fred Hutch currently offers the benefits and support described on Exhibit 1 for Events raising the monetary levels stated on the Exhibit. If Fred Hutch is not the sole beneficiary, the event benefits described will be determined based on the gross proceeds benefiting Fred Hutch.

5.2 The benefit level for each Event must be approved by Fred Hutch in its discretion. In determining the appropriate benefit level for the Event, Fred Hutch will consider any written pledge agreement for the Event, the donation history for the Event and any other special circumstances relating to the Event. Fred Hutch will notify the Sponsor of the benefit level for the Event as soon as reasonably possible after its approval of the Event.

6. Term and Termination.

6.1 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.

6.2 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

Name of Sponsor

Printed Name of Authorized Signatory

Signature

Date

