University of Miami
Third-Party Fundraising Procedures and Guidelines

Your desire to support the University of Miami (the “University”) by holding a fundraising event is greatly appreciated. Such events are an important source of support for our institution as we strive to transform lives through education, research, innovation, and service.

The University of Miami has developed these third-party fundraising event guidelines (the “Guidelines”) to ensure alignment with quality projects that are consistent with the University’s mission, reputation, and commitment to excellence.

These Guidelines reflect any event hosted, organized, or otherwise created by a third-party (the “Event Organizer”) to benefit any of the University’s campuses including, but not limited to, Coral Gables, the Rosenstiel School of Marine and Atmospheric Science, and the Leonard M. Miller School of Medicine.

1. PROCEDURES

Your fundraising event will be evaluated for approval by the University’s Division of Development and Alumni Relations. Approval by the University must be obtained prior to the commencement of advertising featuring the University and/or the activation of the event. (The University reserves the right to refuse funds raised at unapproved events and activities.)

A completed application must be submitted at least 90 days prior to your event. Please submit the application form by mail, fax, or email to:

University of Miami
Division of Development and Alumni Relations
Attention: Jeanne Krull
P.O. Box 248073
Coral Gables, Florida 33124-1530
305-284-1758
jkrull@miami.edu

Applicants will be contacted within 14 days after we receive your application. Solicitations for contributions to your event which represent any association with the University of Miami, or any other entity associated with our campuses is strictly prohibited until written approval of the application has been provided by the University.

Should the application be declined, reference to the University of Miami or any other entity associated with the University in any form is prohibited.
II. GUIDELINES

Event Organizers of approved third-party events, are bound by the following Guidelines:

Marketing and Promotion

1. Third-party events may not be represented as being sponsored by the University. All promotional materials must state that the event is “hosted/sponsored by (your organization’s name) for the benefit of the University of Miami.”

2. Business Services at the University must approve any and all use of the University logo or any logo related to any other area of the University. The use of the logo may be allowed only in a limited fashion.

3. The appropriate Communications office at the University must review and approve all publicity and promotional materials containing the name and/or logo of the University before materials are printed, emailed, posted, or released to the public in any way.

4. All promotional materials must clearly state that only the proceeds of the event will benefit the University of Miami.

5. All media appearances promoting your fundraising effort must be approved in advance by the appropriate Communications office at the University.

6. Event Organizer agrees to provide the University a list of all vendors and sponsors associated with the event at least 30 days in prior to the event.

Permits, Expenses, and Liabilities

1. Event Organizer is responsible for securing the appropriate venue, staff and/or volunteers, and services desired for the event. All billing, contracts, agreements, vendor accounts, etc. must be in the name of the Event Organizer, not in the name of the University.

2. Event Organizer is responsible for obtaining all necessary permits, licenses, and necessary insurance coverage.

3. Event Organizer is responsible for complying with all applicable laws and regulations.

4. If any raffles and/or games of chance are going to be held, they must comply with the laws of the State of Florida.
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5. The University is not liable for any injuries sustained by event coordinators, volunteers, or participants or any other individuals related to an event benefiting the University.

6. The University is not liable for details associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance, or liability coverage.

7. Event Organizer agrees to indemnify and hold harmless the University from all claims and liabilities that may arise from any acts or omissions of its agents, volunteers, or employees, or from any claim by it or anyone else relating to the quality, performance, or failure to perform during the specified time of the event.

8. Expenses incurred for conducting the event are the sole responsibility of Event Organizer and the University will not be liable for any costs or expenses.

9. The University shall not reimburse Event Organizer for the purchase of goods or services for any third-party event. No goods or services may be charged to the University for any reason.

10. Event Organizer is responsible for all losses incurred by the event. The University will not be responsible for such losses.

Event Income

1. All proceeds from your event should be received within 60 days. Please mail one check payable to the University of Miami, along with a copy of the approved application form to:

   University of Miami  
   Division of Development and Alumni Relations  
   P.O. Box 025388  
   Coral Gables, Florida 33102-9811

2. Funds raised from a third-party event must be designated to the specific purpose that is decided at the time of application.

3. Event Organizer is responsible for opening and maintaining their own bank account for event expenses. Bank accounts may not be opened in the name of the University for any reason.

4. Events held to benefit the University are expected to keep expenses to a minimum.

5. Event Organizer agrees to inform the University of any effort to recruit major financial sponsors to ensure there is no duplication of sponsorship efforts already underway by the University.
6. Federal tax law disallows a third-party Event Organizer from using the University’s sales tax exemption number or federal employer identification number when purchasing any goods or services from suppliers or vendors.

7. Do not state or imply to attendees at your event that any funds given are tax-deductible, and do not use the word “donation,” as it implies that funds are fully deductible. The University will only receive one check for the event proceeds, therefore only the entity writing the check will be sent an official receipt for tax purposes outlining the tax-deductible portion of the donation.

Role of the University

The University can provide assistance in the following areas:

1. The University can provide an endorsement letter confirming the event is raising funds to support the University.

2. The University can provide help in directing your funds to a specific area of interest for Event Organizer.

3. The University can provide direction on the acceptable use of the University’s name and logo in promotional materials.

The University cannot provide assistance in the following areas for your event:

1. The University cannot provide staff support for event coordination.

2. The University cannot provide recruitment of event sponsors or participants.

3. The University cannot provide mailing lists of donors, vendors, employees, volunteers.

4. The University cannot provide payment of expenses (all costs for the event must be paid either from proceeds or by Event Organizer).

5. The University cannot provide tax-exempt status for purchases for the event.

6. The University cannot provide insurance coverage.

7. The University cannot provide necessary contracts and/or permits.
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If the above Guidelines are not followed, the University reserves the right to disassociate its name and involvement with Event Organizer or the event and may refuse acceptance of any funds.

Any questions about these Guidelines, or the application form, please contact the University’s Department of Development Resources at 305-284-1758.