



# Community Fundraising Volunteer Guidelines

City of Hope deeply values the contributions of volunteers like you who partner in our mission to eliminate cancer, diabetes and other life-threatening diseases. We are committed to supporting your fundraising efforts to ensure a successful event!

## Our Pledge To You:

- Respond to your queries promptly.
- Share fundraising best practices.
- Offer customizable templates and materials for your fundraising effort.
- Grant access to OurHope, our user-friendly online fundraising platform.
- Allow use of the City of Hope logo, upon approval of your event/activity.

## Fundraising Guidelines

We request you submit your fundraising event application at least sixty (60) days before the proposed date of your fundraising effort. This ensures alignment with City of Hope's mission, core values and requirements. We promise to respond to your application within ten (10) business days.

- All applications are individually reviewed.
- **We are not able to provide donor, patient, or employee lists for fundraising, nor can we distribute information on your behalf.**
- **We are not able to provide marketing services (social media, print advertising, etc.) to promote your fundraising effort.**
- While fundraisers cannot employ the 501(c)(3) status of City of Hope for fundraising purposes, a tax receipt will be provided to anyone who donates directly to City of Hope or via our OurHope platform in support of your fundraising effort.
- City of Hope is not able to accept applications for any events or activities that:
  - promote tobacco use, sponsorship by tobacco-related businesses or pharmaceutical companies
  - encourage excessive alcohol consumption
  - include extreme or dangerous activities
  - support fundraising efforts that jointly support political parties, candidates, or issues
  - incorporate raffles



## Permits/Expenses/Liabilities

- **The fundraiser is solely responsible for all event/activity expenses. No reimbursement will be offered by City of Hope.**
- Please ensure your fundraising efforts costs are deducted from the funds raised before sending your donation to City of Hope.
- City of Hope is committed to being an excellent steward of the funds generated through its various fundraising initiatives, prioritizing financial transparency. For all community-led fundraising events and activities, the expense to gross revenue ratio must be maintained at no greater than 30%, ensuring responsible financial management and maximizing the impact of the funds raised.
- Necessary permits, licenses or registrations for the fundraising effort must be acquired by the fundraiser. City of Hope cannot help in any permitting process.
- City of Hope is not liable for injuries incurred by event coordinators, volunteers, participants, or anyone else during a fundraising effort in support of City of Hope.

## Contributions Raised

Raised funds can be either unrestricted or earmarked for a specific cause (e.g., Breast Cancer, Hematology, Lung, Diabetes, Immunotherapy, etc.). They can also be earmarked for a specific program or department (e.g., Patient Support Services, Cancer Survivorship, Blood Donor Center, etc.). We would love to hear what inspires you!

- If a fundraiser is a 501(c)(3) organization, checks must be payable to, sent to, processed by, and receipted by the fundraiser. Please mail fundraising effort proceeds within 60 days to **City of Hope, Attn: Philanthropy – Community Fundraising, 1500 E. Duarte Rd., Duarte, CA, 91010**. Please be sure to note the name of your fundraising effort on the check or accompanying note.
- If a fundraiser is not a 501(c)(3) organization, proceeds should be mailed within 60 days from the fundraiser, payable to City of Hope, to the City of Hope address specified above. Please be sure to note the name of the fundraising effort on your check or accompanying note.

Using our online tools ensures all proceeds go to City of Hope. Our Community Fundraising Team is happy to guide you on suitable tools for your fundraising effort. Please email [fundraise@coh.org](mailto:fundraise@coh.org) at any time!

- If you choose to use our online tools, all proceeds will be directed to City of Hope. Proceeds may not be shared with any other organization.
- Contributions on our online platforms will be processed instantly and receipted in a timely matter. All contributions on our online platforms will turn your individual and organizational donors to City of Hope.



- As donors to City of Hope, City of Hope reserves the right to reach out to these individuals or organizations post-event for activities such as publications, mailings, and email communications.
- In case the event/activity gets cancelled, City of Hope will reverse a donation only when directly contacted by the donor in writing to the address above or [fundraise@coh.org](mailto:fundraise@coh.org).

## Marketing and Promotion

- Publicity materials **must clearly state the fundraising effort is benefiting City of Hope**. Materials may not suggest that the fundraising effort is sponsored, co-sponsored, or produced by City of Hope.
- The fundraiser is responsible for the marketing and promotion of the fundraising effort. This would include media, social media, press releases, posters, flyers, and advertising. We reserve the right to review and approve all marketing materials before publicizing your fundraising effort.
- The fundraiser may not use City of Hope letterhead, nor will City of Hope letterhead be provided. Upon approval of the event, we will provide a letter of endorsement to validate and help with the success of your fundraising effort.

## Logos and Photos

- Any use of our logo requires written approval from City of Hope, including downloading our logos from the internet.
- All photos on City of Hope websites are our property and must not be reproduced without our approval.
- If given permission to use our logo or photos, all materials featuring them must be submitted to the Community Fundraising team thirty (30) days before the print deadline or distribution of materials. Ensure the submission is of good quality to accurately portray the end product.
- While logos for your fundraising effort can be developed, they must remain separate and distinct from the City of Hope logo – you may not combine the City of Hope logo with any other graphics. We reserve the right to approve your fundraiser effort logos before they are used in print or other media.