

Duke’s Trademark Licensing Policy. Duke Health Development will provide official logos for your use. Please do not use logos obtained through any other source.

- 5. Use of the Duke Children’s name, logos, or likenesses may not be used in the footer of websites created for benefit events or activities.
- 6. Duke Health Development must review and approve all fundraising collateral and materials including, but not limited to, letters, brochures, flyers, social media posts, T-shirts, giveaways, advertisements, public service announcements, and press releases prior to production and/or distribution. Duke Health Development reserves the right to require changes to these materials, with approval contingent

upon completion of those changes. Proofs should be provided to **Lindsay Gordon-Faranda** at [lindsay.gordon@duke.edu](mailto:lindsay.gordon@duke.edu).

- 7. Please help us protect our patients’ privacy. Any photos taken during a visit to any Duke Health facility (including check presentations) and any communications written or produced containing information obtained during a visit to a facility must be approved before release. Please submit to **Lindsay Gordon-Faranda** at [lindsay.gordon@duke.edu](mailto:lindsay.gordon@duke.edu).
- 8. Duke cannot provide photos of Duke patients for use on fundraising materials.

AFTER YOUR EVENT

Donation Submission

Duke Children’s must receive the proceeds from your event/initiative within 60 days of the conclusion of the event/initiative. If you have collected checks made out to Duke Children’s, these must be received within 30 days of the date of the check.

Per IRS regulations, each gift from an individual must include the value of any goods and services received as a benefit (value of a ticket or meal, value of round of golf, etc.).

In addition, the fair market value of those goods and services must be communicated to the donor prior to their making a donation, and prior to their purchasing or registering for an event. Only gifts above the goods and services value are considered charitable.

Duke Children’s will credit/receipt whoever issues the check to Duke Children’s.

If donations are deposited in an event/initiative bank account and subsequently donated in a single sum to Duke Children’s, only the individual/organization whose name appears on the check that Duke receives will receive acknowledgment for tax purposes. Your event/initiative donors contributing in this way should be made aware that their gifts will not be acknowledged as contributions to Duke Children’s.

If event/initiative donors would like to receive a tax receipt and/or credit, please have the individual donor make the check payable to Duke Children’s.

If the event’s registration fees/donations are needed to pay for expenses from the event/initiative, and the event/initiative organizer(s) wants the individual donors to receive the credit:

The donor should make two payments, one to the event/initiative to cover the expenses and one as a charitable donation to Duke Children’s.

Checks should be made payable to: Duke Children’s

Proceeds should be mailed to:

**Duke Children’s Development**  
**Attn: Community Partners**  
**710 W. Main Street, Suite 200**  
**Durham, NC 27701**

Duke Children’s is authorized to have complete access to all fundraising activities and to audit such records at completion of the fundraiser or at any time during the fundraising activity as deemed necessary. Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.

List of Participants

Please provide a list of your event participants to Duke Children’s, including name, mailing address, e-mail address, phone number, and role in your event. We may use this information to inform and inspire your participants about Duke Children’s.



Duke Children’s Community Partners Fundraising Activity Proposal

Thank you for your interest in hosting a community event to benefit Duke Children’s!

You are making a difference for patients and their families by supporting Duke Children’s in its mission to make life better for children, locally and around the world.

We want your fundraising activity to be a success! Please carefully review the following policies and contact us at **919-385-0033** or [amelia.howle@duke.edu](mailto:amelia.howle@duke.edu) should any questions arise during the planning process.



EVENT AND ACTIVITY POLICIES

Approvals

Fundraising activities for the benefit of Duke Children’s must be approved in advance by Duke Health Development. A community event application should be submitted to the Duke Children’s Development staff at least 45 days prior to the proposed event date.

When beneficiary status of an event is to be shared between Duke Children’s and another organization, Duke Children’s must have the opportunity to approve beneficiary status. All beneficiaries of an event should be listed on invitations and in publicity and promotional materials.

Alcohol, tobacco, firearms, or other products or activities deemed harmful or inappropriate for children may not be promoted alongside or in conjunction with Duke Children’s. All determinations of appropriateness will be made by Duke Children’s Development.

**Relationship**

Your organization may not state or imply that it is an agent, subsidiary, or partner of Duke Children’s or that it holds any other business relationship with Duke Children’s.

Duke Children’s reserves the right to terminate any Community Partner relationship at any time.

**Regulations, Permits, Insurance**

Community events must comply with all federal, state, and local laws governing charitable fundraising, raffles, gift reporting, and special events. The event organizer(s) is responsible for obtaining any necessary permits, licenses, and clearances, as required by the government. Duke Children’s cannot be involved in the process of securing any required permits for the event. The organizer(s) must also obtain appropriate insurance coverage, if necessary. Duke Children’s cannot provide insurance for your event.

**Liability**

Duke Children’s is not liable for any injuries sustained by event coordinators, volunteers, or participants related to an event/initiative benefiting Duke Children’s, and cannot assume liability for your event.

**Endorsement**

Duke Children’s cannot endorse any product and/or service, and may require a corporation/organization to include language stating this in any promotion.

Product Approval

If a product is being sold or distributed to benefit Duke Children’s, a sample of the product is required for approval from the Development Office and Duke Trademark and Licensing before production. Please submit the product at least 30 days prior to production for approval. Please note that not all philanthropic initiatives will be approved to use Duke trademarks.

Services Approval

If a service is being marketed to consumers and a donation is made to Duke Children’s as a result, approval from Duke Children’s Development must be obtained at least 30 days prior to promotion of the initiative.

Tax Exemption

Third-party fundraisers may not represent to the public that the event/initiative benefits from any tax-exempt rights or privileges as a result of a relationship with Duke Children’s. Duke Children’s can, however, provide you with a letter of intent, confirming to any potential sponsors or donors that we are aware of your event/initiative and that the proceeds will support Duke Children’s.

Prizes and Auction Items

Duke Children’s cannot solicit or provide sponsorship revenue, auction items or prizes on behalf of your fundraising event.

Promotion and Collateral

Duke Children’s cannot assume responsibility for promoting, publicizing or selling tickets to your event. Duke Children’s stationery and other collateral cannot be provided.

Expenses

Duke Children’s does not offer funding or reimbursement for expenses.

Raffles

Raffles are not allowed to be hosted under Duke Children’s name. (By North Carolina state law, raffles are allowed only if sponsored by a 501(c)(3) organization. Duke Children’s is unable to endorse a raffle staged by a third party.)

Solicitations

If an organization plans to solicit contributions, sponsorship, or in-kind gifts from businesses (local or national), the list of potential business sponsors

must be submitted and approved by Duke Children’s before these businesses are approached in any way. Please remember that many local organizations have a long-standing history of involvement with Duke Children’s.

Staffing and Celebrities

Duke Children’s cannot guarantee staff, volunteer, or patient family attendance at your event. Duke Children’s cannot provide celebrity appearances at your event.

SUPPORT LEVELS

*These support levels identify assistance provided by Duke Children’s. The levels are based on expected proceeds from your single event/initiative. All first-time events/initiatives will receive benefits listed in the \$100 - \$2,499 range for the first year. Each level will also receive all benefits of lower levels (for example: Partner level will also receive the Friend and Supporter level support).*

Supporter (\$100 - \$2,499)

- Listing of the event/initiative on the Duke Children’s Community Partners web page.
- Permission to name Duke Children’s as the beneficiary of your event (all listings require prior approval by the Duke Children’s Development Office).
- Permission to use the Duke Children’s logo or photos (all items featuring the logo require prior approval by the Duke Children’s Development Office).
- Social media post on the Duke Children’s Facebook and Twitter pages of your event details.

Friend (\$2,500 - \$9,999)

- Link may be established from the Duke Children’s website to your event website (following a determination by Duke Children’s that the event website is suitable for such a link).
- One promotional item to be used as a door prize or giveaway.
- Peer-to-peer fundraising page or customized gift page url to assist in your fundraising efforts, if desired.

Partner (\$10,000 - \$49,999)

- One promotional item for each of your event participants.
- Request a Duke Children’s representative to speak at your event (subject to availability).
- Request a Duke Children’s representative for a

photo opportunity/check presentation (subject to availability).

Champion (\$50,000 - \$99,000)

- Up to two promotional items to hand out to each participant at your event.
- Your event logo and listing included on Duke Children’s Community Partners web page.
- Duke Children’s banner on-site for event.
- Duke Children’s Office of Development representation at your event (i.e., table, team).

Leadership (\$100,000+)

- Duke Children’s Office of Development representation at your event/initiative.
- Fiscal assistance (if needed), including managing accounts receivable and accounts payable solely related to the event benefiting Duke Children’s.
- Public relations support (e.g., submit press releases to print and broadcast media on your behalf)

MARKETING AND COMMUNICATIONS POLICIES

*These policies exist to ensure that the information put forward in any communications regarding benefit events and activities is accurate and protects our patients’ privacy as well as the Duke brand. Any questions regarding these policies should be directed to [Lindsay Gordon-Faranda](#) in the Duke Children’s Development Office at [lindsay.gordon@duke.edu](mailto:lindsay.gordon@duke.edu).*

1. Duke Children’s cannot guarantee assistance with the publicity of a benefit event or activity, unless otherwise agreed upon.
2. Duke Children’s cannot provide stationery; provide a mailing list of donors, board members, sponsors, vendors, medical staff, volunteers, employees, patients, or other affiliated hospital constituencies; or distribute promotional materials within Duke Health.
3. Duke Children’s may be identified as a beneficiary, but not a sponsor or supporter of an event or activity. For example, an event cannot be called “The Duke Children’s 5K.” Neither can phrases such as “Supported by Duke Children’s” be used.
4. The Duke Children’s logo may not be altered in typeface, color, configuration, and/or position. All uses of Duke’s name, trademarks, logos, images, etc., are subject to and must comply with