

# Community Fundraising Program

Thank you for your interest in fundraising on behalf of Rutgers Cancer Institute!

Organizing a fundraiser is an excellent way to be a part of the Rutgers Cancer Institute community while helping to advance the very best in cancer research, treatment, and prevention. Funds raised allow Rutgers Cancer Institute to advance its mission in the fight against cancer.

As New Jersey's only National Cancer Institute-designated Comprehensive Cancer Center, Rutgers Cancer Institute, together with RWJBarnabas Health, provides patients access to the most advanced treatment options including clinical trials close to home at our facilities throughout the state. Our groundbreaking cancer research is the engine that drives access to the most advanced cancer treatments, where our discoveries become your care.

We rely on philanthropic support to pursue promising discoveries and ensure our physicians, researchers, and care teams are equipped to deliver exceptional patient care backed by the latest science. Contributions fuel research that leads to more effective diagnoses, treatment options, prevention methods, and detection of cancer.

Thank you for your dedication and commitment as you work toward making a difference through your organized event or initiative.

Stephanie Kenyon

Director of Development, Community Fundraising | Rutgers Cancer Institute

848.932.7981 | [cancerphilanthropy@rutgersfoundation.org](mailto:cancerphilanthropy@rutgersfoundation.org) | [cinj.org/giving](http://cinj.org/giving)

Check out our *Community Fundraising Resource Guide and Toolkit* for more details!



# Community Fundraising Resource Guide & Toolkit



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## General Guidelines

All external fundraising events or campaigns that are hosted by a third-party group or individual to benefit Rutgers Cancer Institute must be approved by our [Office of Philanthropy](#) prior to the beginning of any activities or promotional efforts.

Rutgers Cancer Institute is dedicated to helping individuals fight cancer. We take pride in safeguarding the integrity of our institution, its faculty and staff, and, most importantly, the patients we serve. Accordingly, these guidelines have been developed for individuals and organizations interested in raising funds on behalf of Rutgers Cancer Institute. This information will provide you with the necessary tools to get started and a clear understanding of our ability to support your fundraiser.

We appreciate all fundraising efforts on behalf of Rutgers Cancer Institute; however, there may be reasons that require us to decline certain initiatives, including, but not limited to:

- Scope of the event
- Lack of infrastructure
- Inadequate return (expenses should not exceed 20% of the gross proceeds)
- Events affiliated with or directly sponsored by tobacco products
- Initiatives that promote discrimination, violence, offensive language, or unhealthy behaviors

## Important Things to Consider Before Getting Started...

As the organizer/host, you assume sole responsibility for all logistics and expenses related to your fundraiser (see **Financial Guidelines** below for details).

- Because Rutgers Cancer Institute is not hosting your fundraiser, it is considered a third-party initiative, and the organizer cannot claim Rutgers University Foundation's IRS 501(c)3 charitable classification, federal tax ID number, or sales tax-exempt certificate.
- Rutgers University Foundation cannot provide credit card services for third-party events.
- Rutgers University Foundation and Rutgers Cancer Institute are not liable for any injuries sustained by organizers, volunteers, or participants related to an event or campaign benefiting Rutgers Cancer Institute and cannot assume liability for your event. Consider asking participants to sign a legal waiver prior to the event.
- Contact your local municipality to determine if your event requires any permits (e.g., games of chance) or insurance. We cannot assist in the procurement of permits, licenses, or insurance to host your event.



# Getting Started

## Step 1. Decide what type of fundraiser you would like to host.

There are many creative ways to support Rutgers Cancer Institute and engage with your community. Whatever your idea may be, we'd love to talk it through and provide some insight! Here are a few examples:

- **Host an event.** Whether a golf outing, performance, art show, paint night, cocktail party, walk/run – if there is an activity you are passionate about, consider turning it into a fundraising opportunity.
- **DIY (Do-It-Yourself).** Create a personalized campaign page on our platform, [DIY4RCI](#), to solicit donations from your peers.
- **Cause Marketing.** Enlist your business to partner with us to raise funds and awareness. Examples include point-of-sale, round-up, or percentage of proceeds – chances are, clients will feel connected to the charitable cause you've selected!

## Step 2. Contact the Rutgers Cancer Institute Office of Philanthropy.

Tell us about your fundraiser and how you plan to promote it. Please connect with us as soon as possible beforehand. Fill out this [form](#) or contact us [here](#).

## Step 3. Learn More!

Visit [www.cinj.org](http://www.cinj.org) to learn more about the groundbreaking research and comprehensive care at Rutgers Cancer Institute.

## Step 4. Share!

Your personal social media channel is a tremendous tool to let your peers know about your fundraiser. Be sure to follow Rutgers Cancer Institute and tag us in your posts!



[@RutgersCancerInstitute](#)



[@rutgerscancerinstitute](#)



[@RutgersCancer](#)



[@Rutgers-Cancer-Institute](#)



[@RutgersCancer](#)

## Partner Policies

The Office of Philanthropy is available as a resource for you as you plan your fundraiser.

*How we can help:*

- offer advice and expertise on event planning
- collect donations through our [DIY online fundraising platform](#) (*limited to initiatives designating Rutgers Cancer Institute as the sole beneficiary*)
- issue tax receipts for donations made directly to Rutgers University Foundation or through our DIY online fundraising platform
- provide a letter of authorization to validate the authenticity of the event
- supply informational brochures and limited branded giveaway items (*due to budgetary restrictions, providing giveaways is evaluated on a per-case basis*)
- promote your event on the Rutgers Cancer Institute website, social media outlets, and/or internal communication (*pending approval by Communications & Marketing*)
- accept requests for volunteer assistance and/or a speaker to attend the event (*subject to availability and approval*)

*We are unable to:*

- manage or coordinate event logistics
- pay expenses from Rutgers University Foundation or Rutgers Cancer Institute resources
- serve as a pass-through to transfer funds to an individual or organization
- collect registrations or donations from external platforms
- acquire sponsorships or solicit in-kind gifts
- provide tax or legal advice
- share a mailing list of donors, patients, or sponsors
- obtain necessary permits and insurance related to the event, including licenses to conduct raffles



Create your own fundraising page to collect donations associated with your fundraiser through our DIY online fundraising platform. Visit [raise.rutgersfoundation.org/DIY4RCI](https://raise.rutgersfoundation.org/DIY4RCI) to get started. Alternately, we may be able to design a page for you – contact us at [cancerphilanthropy@rutgersfoundation.org](mailto:cancerphilanthropy@rutgersfoundation.org) to inquire!

# Financial Guidelines

## Donations

Donations to Rutgers Cancer Institute flow through [Rutgers University Foundation](#). As a 501(c)(3) tax exempt organization, we can only issue tax receipts, provide acknowledgement letters, and verify matching gifts for donations made payable to and received by Rutgers University Foundation. We cannot provide those services for donors who make their gift directly to you.

If Rutgers Cancer Institute is portrayed to the public as the sole beneficiary, Rutgers Cancer Institute must receive 100% of the net proceeds. If your fundraiser is held in support of multiple organizations, this information should be clearly stated in all materials and proceeds distributed as advertised.

All donations must be remitted no later than three months after your fundraiser. Checks made out directly to Rutgers University Foundation should be submitted immediately upon receipt.

### *Our Mailing Address:*

Rutgers University Foundation  
P.O. Box 193  
New Brunswick, NJ 08903-0193

### *via overnight courier:*

Rutgers University Foundation-Finance  
c/o UPS Store, 335 George Street, Suite 4, #337  
New Brunswick, NJ 08901

As a benefit to our community partners, our DIY online fundraising platform enables you to create a designated, personalized page to collect donations associated with your fundraiser. Please note, to utilize this platform, Rutgers Cancer Institute must be the sole beneficiary. Click [here](#) to learn more and get started.

## Event Expenses & Accounting

As the organizer, you assume all expenses associated with your fundraiser. We are happy to provide guidance on the planning of your event; however, we cannot provide financial support. This includes securing in-kind sponsorship and the reimbursement of any expenses.

Because your event is a fundraiser, it is subject to financial and federal tax regulations that require detailed accounting of your event revenues and expenses. If you intend to use event proceeds to offset the event expense, develop a budget and a system to track revenue and expenses. Event expenses should be limited to 20% of the total raised.

## ***Event Expenses & Accounting, continued...***

It is important to note, there may be legal and tax implications for anyone who uses his or her personal bank account to process event revenues and expenses. Contact your legal advisor, tax adviser, or bank representative for guidance.

External event registration platforms, such as [Eventbrite](#) or [RunSignup](#), are alternate ways to collect registrations and donations; however, Rutgers Cancer Institute cannot issue tax receipts and acknowledgement letters to donors who give through these platforms.

If you plan to use proceeds to cover expenses for your event or campaign and remit the donation portion to Rutgers Cancer Institute after your event is completed, only the individual, organization, corporation, foundation, or other entity whose name appears on the check or credit card is eligible to receive a tax acknowledgment letter for the donation. It is the responsibility of the event organizer to ensure donors to your event understand that a gift will not be acknowledged as a tax-deductible donation in this instance.

If you are *NOT* using event revenue to pay for your expenses and would like your donors to receive tax receipts, you may direct donors to make checks payable to Rutgers University Foundation and advise them to clearly state that the donation is on behalf of your fundraiser. Similarly, you can utilize our [DIY fundraising platform](#) mentioned above to create a personalized page to collect donations online.

Under federal income tax law, if goods or services are received by the participant in return for a payment (such as meals, tickets, a round of golf, etc.), the portion of the payment that is deductible for tax purposes is limited to the amount by which the donation exceeds the value of the goods or service received. There are exceptions for “low-cost articles” – please refer to <https://njnonprofits.org/giftsubs/> for additional information. Event organizers are responsible for communicating this to participants and donors.

## **In-Kind Gifts**

After your event has been approved by the Office of Philanthropy, you may request an official letter of acceptance to help secure in-kind donations for your event. Rutgers University Foundation cannot issue tax receipts for any in-kind gifts (food, auction items, giveaways, etc.).

As the organizer, you are **not** permitted to use our tax id number or tax-exempt status to solicit in-kind donations, and we cannot solicit in-kind donations on your behalf.

# Marketing

The Rutgers Cancer Institute name and logo are trademarked materials that cannot be used without permission.

Upon approval of your event, you may be approved to receive the official logo. As a volunteer event host, you assume the responsibility of adhering to our brand policies.

The Rutgers Cancer Institute brand is important to all of us. We take great pride in our brand image and work hard to ensure the messaging connected to it is positive and consistent, because it reflects on the important work of our researchers, physicians, faculty, and staff.

Rutgers Cancer Institute cannot financially sponsor external fundraising events or projects.

All publicity and marketing materials should clearly state that proceeds **benefit** Rutgers Cancer Institute.

If you intend to use the logo or name on any printed or digital promotional materials associated with your fundraiser, you must submit a draft for review prior to printing/distribution. The Rutgers Cancer Institute logo may not be altered in any way, including any edits made to the text, color, or layout. Additionally, per the [Trademark Management and Licensing Policy](#), all external organizations must have permission to use the university's trademarks in communications and must be licensed to produce any merchandise, equipment, or products bearing Rutgers' trademarks. For branded merchandise, all promotional items bearing Rutgers name and trademarks must be approved by the Office of Trademark Licensing and may only be produced by licensed vendors.

We are unable to promote third-party events unless there is formal, pre-approved use of our name and/or logo on any advertising/announcement materials with indication that the event itself is directly supporting Rutgers Cancer Institute. Given our status as a non-profit organization and the fact that funds donated are earmarked for cancer research and treatment, we are not in a position to underwrite the fundraising activities of outside individuals or organizations.



# Benefits

	Level 1 >\$2,500	Level 2 >\$5,000	Level 3 >\$10,000	Level 4 >\$50,000	Level 5 \$50,000+
<b>Rutgers Cancer Institute Name/Logo</b> Listed as beneficiary as outlined above; must be approved	✓	✓	✓	✓	✓
<b>Planning Support</b> Work with staff to field questions related to your fundraiser	✓	✓	✓	✓	✓
<b>DIY Fundraising Page</b> Create a personalized page on our <a href="#">DIY online platform</a>	✓	✓	✓	✓	✓
<b>Branded Items*</b> Giveaways for event attendees ( <i>limited quantity</i> )		✓	✓	✓	✓
<b>Marketing &amp; Promotion*</b> Social media post and/or website			✓	✓	✓
<b>Volunteers*</b> May request staff to attend to help at your event			✓	✓	✓
<b>Acknowledgement on website</b> Photo and/or caption listed on our <a href="#">website</a> following event				✓	✓
<b>Speaker at Event*</b> Request must be made at least 30 days in advance				✓	✓
<b>Check Presentation</b> Hosted at Rutgers Cancer Institute or during your event					✓

\*Subject to availability