



## Community Partners Program Interest Form

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Thank you for your interest in raising funds and awareness for VCU Massey Cancer Center!

The results of your efforts enable us to fund cancer research that is saving and extending lives.

Every year, thousands of Virginians come together to help Massey in its fight against cancer. More than 31% of our operating budget comes from philanthropic sources. We want to make sure your great fundraising idea is a part of our Community Partners Program, as we have many resources to help maximize your event, cause marketing idea or peer to peer effort. Please check our website, [massey.vcu.edu/giving/fundraising](http://massey.vcu.edu/giving/fundraising), to see if there is a fit for your initiatives in a current Massey program.

Are you interested in:

- Hosting an Event?
- Becoming a Cause Marketing Partner?
- Using our online fundraising platform, [teammassy.org](http://teammassy.org)?

Please contact: Ocelia Hudson, (804) 628-1663

We ask that any person or organization interested in raising money on behalf of Massey consider our fundraising guidelines and complete a Community Partners Program Interest form at least four weeks prior to the event date. Please see enclosed for fundraising guidelines, communication standards and the interest form for your completion.

### Fundraising Guidelines

- Any use of VCU Massey Cancer Center's name and/or logo must have approval from VCU Massey Cancer Center and comply with VCU Massey Cancer Center's brand standards. VCU Massey Cancer Center should be listed as the beneficiary of the event. Any approved use of language from VCU Massey Cancer Center is only in the association outlined on your interest form. More on brand standards is found here: [massey.vcu.edu/news/identity/](http://massey.vcu.edu/news/identity/)
- Any request for Massey staff, volunteer support or representation should be included in writing on your interest form. We will do our best to accommodate your request. Unfortunately, VCU Massey Cancer Center cannot guarantee staff, volunteers, speakers or patient ambassador representation at a fundraiser.
- We will include your fundraiser as appropriate on our community calendar. If details should change, please notify your development office contact. If your event is cancelled, please return any promotional materials provided to you.
- We are able to offer you a letter of endorsement acknowledging our awareness of your fundraising on behalf of VCU Massey Cancer Center. VCU Massey Cancer Center cannot provide tax exempt status, a tax identification number or tax receipt for any gifts you receive or solicit.

- Funds raised should be received within 90 days to comply with VCU processing policies. Checks received that are postmarked more than 90 days past your event are unable to be processed and will be returned to you or directly to the donor.

**VCU Massey Cancer Center is unable to:**

- Provide tax exemption status
- Provide insurance or liability coverage
- Provide funding or reimbursement for expenses incurred
- Provide a mailing list of donors, patients, sponsors or vendors
- Assist in the collection of donations/registrations for an event

Please note that VCU Massey Cancer Center reserves the right to gratefully acknowledge, but return donations if the means of obtaining the contribution is unlawful.

For questions and more information, please contact VCU Massey Cancer Center Development Office.

Email: [teammasey@vcu.edu](mailto:teammasey@vcu.edu) Phone: (804) 828-1450 Fax: (804) 827-0452

**Statement about Massey Branding for Community Partner Events**

Thank you for joining us in proudly sharing the VCU Massey Cancer Center name. We recognize your desire to align with and support Massey as your agreement of the value our name carries as a reputable, upstanding, distinguished cancer research center and charitable organization. As our partner, we request your respect of the brand attached to our institution and your assistance in maintaining the high standard it represents.

Along with your agreement to obtain approval from the Massey Cancer Center Office of Development for any use of the Massey logos, we request your respect of our brand and its reputation when making decisions about your event and the image it might convey. Specific considerations include, but are not limited to, avoiding the following:

- Profanity or foul language
- Overt sexual language
- Discriminatory language of any kind
- Hateful or offensive language or imagery
- Strong sexual innuendo or imagery
- Violent imagery or language

VCU Massey Cancer Center will not promote events or communications that include such language or images, nor will they be approved to use the Massey Cancer Center logo.

Community partners who receive approval to use the Massey logo must agree to follow the identity guidelines that will be made available. VCU Massey Cancer Center reserves the right to deny use of the Massey name and logo for any reason. More on brand standards is found here: [massey.vcu.edu/news/identity/](http://massey.vcu.edu/news/identity/)

**Community Partners Program Guidelines Continued**  
*Promotional Items provided to all community partners as requested.*

**Financial Contribution to VCU Massey Cancer Center**

\$10,000 and Under

\$10,000 - \$25,000

\$25,000 - \$50,000

\$50,000 - \$75,000

\$75,000 - \$100,000

\$100,000 and Up

**Promotional Support**

- Granted access to use the name VCU Massey Cancer Center in accordance with guidelines.
- Granted access to use the name VCU Massey Cancer Center in accordance with guidelines.
- Massey will promote event through internal communication.
- Event added to Massey's online event calendar.
- Event will be included in social media promotions.
- Granted access to use the name VCU Massey Cancer Center in accordance with guidelines.
- Massey will promote event through internal communications.
- Event added to Massey's online event calendar.
- Event will be included in social media promotions.
- Massey representative will attend a check presentation.\*
- Granted access to use the name VCU Massey Cancer Center in accordance with guidelines.
- Massey will promote event through internal communications.
- Event added to Massey's online event calendar.
- Event will be included in social media promotions.
- Massey representative will attend a check presentation.\*
- Massey doctor/expert to be present at event to speak.\*
- Granted access to use the name VCU Massey Cancer Center in accordance with guidelines.
- Massey will promote event through internal communications.
- Event added to Massey's online event calendar.
- Event will be included in social media promotions.
- Massey representative will attend a check presentation.\*
- Massey doctor/expert to be present at event to speak.\*
- Massey will internally and externally promote event through publications and digital media.
- Granted access to use the name VCU Massey Cancer Center in accordance with guidelines.
- Massey will promote event through internal communications.
- Event added to Massey's online event calendar.
- Event will be included in social media promotions.
- Massey representative will attend a check presentation.\*
- Massey doctor/expert to be present at event to speak.\*
- Massey will internally and externally promote event through publications and digital media.
- Event host will have the opportunity to co-develop a news release.

*\* Please note, Massey representatives are subject to change based on availability.*



## Community Partners Program Interest Form

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Organization Name (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Are you interested in:

- Hosting an event
- Becoming a Cause Marketing Partner
- Online fundraising event

Date (s): \_\_\_\_\_ End Date (s): \_\_\_\_\_

Location: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

Brief Event Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Projected Revenue: \_\_\_\_\_

Anticipated Number of Participants: \_\_\_\_\_ Annual Event: YES NO

Will there be other beneficiaries of this event? YES NO If yes, please specify:

\_\_\_\_\_

Will you accept donations online? YES NO

*\* Please note, Massey Cancer Center offers an online fundraising website as a tool to our community partners. Individuals and/or teams can set up customized fundraising pages with links to share online with supporters. For more information, contact our office or visit [masseychallenge.com](http://masseychallenge.com).*

Describe how funds will be raised.

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**Special Notes:**

- VCU Massey Cancer Center is not able to hold a coordination role in event planning activities and its officers cannot assist in soliciting prizes, donations, auction items, organizing publicity or providing goods or services.
- It is our recommendation that the cost of fundraising for your event should not exceed 20% of the total funds raised.
- VCU Massey Cancer Center may not be associated with a tobacco-related company or product or any other vendor that is not an appropriate representation of Massey’s brand standards (on page 2).
- One lump sum check is requested at the conclusion of your event. We are able to receive lump sum payment from third-party sites accompanied by a donation form provided to you upon request. If using an online website for fundraising, we recommend utilizing Massey’s own online fundraising website, [teammasey.org](http://teammasey.org). Please make donations payable to VCU Massey Cancer Center.

**Thank you for choosing VCU Massey Cancer Center as your beneficiary of choice.**

**Agreement of Responsibility:**

I/we understand that VCU Massey Cancer Center and its related companies (collectively “Massey”) have no liability of any kind for any activity or action resulting from the efforts of our organization on behalf of Massey. I/we agree to allow Massey to approve all written material and promotional items using the Massey name or logo, prior to distribution, and agree to limit the time of the use of Massey’s name and logo to the agreed upon event date (s). Where applicable, only one check representing net proceeds from the event will be received by Massey. No payments or reimbursements will be made by Massey for personal or event-related expenses. We acknowledge that if our organization does not have tax-exempt status, only the lump sum check will be eligible for a tax deduction/receipt.

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<b>Signature</b>	<b>Printed Name</b>	<b>Date</b>
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