

# Peer-to-Peer Fundraising Toolkit

## Faculty Compliance Guide



THE  
FUTURE  
NEEDS  
US **NOW**

All fundraising resources available at [wiscmedicine.org/fundraise/resources](https://www.wiscmedicine.org/fundraise/resources)



## **Wisconsin Medicine: A Philanthropic Partnership**

Wisconsin Medicine is the philanthropic partnership between UW Health and the UW School of Medicine and Public Health which is addressing some of the largest challenges in health care.

- Championing patient care, research and education
- Engaging our community to stand alongside the brightest minds in research and care
- Together, creating the future of health for all humankind

Learn more at [wiscmedicine.org](http://wiscmedicine.org)

## **Wisconsin Foundation and Alumni Association**

The Wisconsin Foundation and Alumni Association (WFAA) is the official fundraising and gift-receiving organization for the University of Wisconsin-Madison, which includes the UW School of Medicine and Public Health and areas of UW Health supported by philanthropy.

# Getting Started

## For UW Health and UW SMPH Faculty Fundraisers

Peer-to-Peer Fundraising is a powerful tool which provides community members the ability to play an active role in shaping the future of health care. All members of our community can create a fundraiser (large or small) as a Community Champion at [wiscmedicine.org](http://wiscmedicine.org); however, faculty of UW Health and the UW School of Medicine and Public Health must acknowledge and abide by the following items in their pursuit of establishing a personal fundraiser.

- Funds will be accepted as charitable gifts to WFAA and owned ultimately by University and/or UW Health
  - The intent of this fundraising activity is to support the faculty member's work on behalf of the university and/or UW Health
  - If faculty leave the university, any unexpended funds raised through this system will remain at WFAA/UW/UW Health to support the area of research for which they were given. If that area of research is no longer performed on campus, they will be repurposed to the next closest use.
- Due to IRS regulations, employees of the University and/or UW Health are prohibited from making a tax-deductible gift, either individually or through a foundation or donor advised fund, that is restricted to support or directly benefit their own work or that of an immediate family member at the University and/or UW Health. For more information, refer to the "Faculty and Staff Gifts" section of WFAA's [Gift Acceptance Policy](#).
- Faculty cannot solicit patients directly through this platform due to HIPAA compliance requirements. All patient fundraising must be coordinated through WFAA's grateful patient program.
- Fundraising pages are public, so refrain from sharing any intellectual property as part of your fundraising effort.
- Because these are charitable gifts, no benefits may be provided to donors.

*To activate your personal fundraiser or for more information, visit*

[wiscmedicine.org](http://wiscmedicine.org).