

Morehouse School of Medicine Tip Sheet: Using Third-Party Crowdfunding Sites

Charitable gifts for the benefit of Morehouse School of Medicine (MSM) are to be given directly to the campus. Any funds raised on crowdfunding sites are donations to you as a private individual or to the third-party crowdfunding vendor, and may be gifted by you to MSM, if you choose. MSM faculty, staff and students may not raise funds on crowdfunding sites on behalf of MSM. Faculty, staff and students should also be aware of the following:

Tax Liability

- When setting up your crowdfunding campaign, you must use your personal Tax ID; not MSM Tax ID.
- Any funds you raise on a third-party crowdfunding site will be disbursed to you by that site, creating personal, earned-income & related tax liabilities.
- A donation to your crowdfunding project is not a donation to MSM, but a donation to you as a private individual.
- Any crowdfunding donation (minus transaction fees) will be paid to the third-party crowdfunding site, and then disbursed to you as the project creator.
- For most crowdfunding sites, donations to your project will not be tax-deductible, although this varies by vendor.

Transferring Funds into MSM

- Funds raised on a third-party crowdfunding site can be donated as a philanthropic gift by you as an individual to MSM, or by the third-party crowdfunding site to MSM.
- Gifts made to MSM will be subject to a 5% gift processing fee. A 2% credit card fee may also apply.

Stewardship

- Individual donors to your campaign will not receive tax-deductible donor credit or recognition credit from MSM for their gifts.
- Donors to projects on third-party crowdfunding sites will not be acknowledged nor will their gifts be stewarded by MSM. Their donor records will not reflect these donations.

Branding

- MSM name and other trademarks, which also include logos, indicia, landmarks, slogans, colors, and department/school names, may not be used on third-party crowdfunding sites.
- The MSM name may be used solely as an identifier and as a true and accurate statement of where a student or employee attends or works. If MSM's name is used in this manner, an appropriate disclaimer should also be included noting that MSM does not formally endorse the crowdfunding campaign and is not a recipient of any funds raised.

MSM faculty, staff and students and researchers that wish to use crowdfunding as a means of soliciting private support for their projects that further the mission of MSM are encouraged to use the platform once it is in place. This will ensure that the donors' gifts are tax deductible. This will also assure that no tax liability accrues to the initiator because of receiving the funds. All contributions must provide general or program support and cannot directly benefit a specific individual student, faculty member, or researcher.