



Community Fundraising Partner Guidelines

Thank you for your interest in holding an event to benefit Susan G. Komen Northeast Ohio. Donations to Komen Northeast Ohio are vital in our mission to end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.

When you make a donation to Komen Northeast Ohio, as much as 75% remains in the local community to fund local breast cancer education, screening, treatment, outreach and survivor support programs. The remaining 25% funds Komen national research grants.

These guidelines are intended to be a useful resource to you as you plan your event or promotion. We realize that, depending on the nature of your event or promotion, not all of these guidelines may apply. We want to make this process as simple as possible. Here are the major steps:

- 🎀 Read these guidelines
- 🎀 Complete and sign the Community Fundraising Partner Application
- 🎀 Submit the application to Komen Northeast Ohio for review at least four weeks prior to the event
- 🎀 Upon approval, Komen Northeast Ohio will send a Letter of Agreement
- 🎀 Review, sign and submit the Letter of Agreement
- 🎀 Begin planning your event or promotion

Important ► Our name, **Susan G. Komen Northeast Ohio** and the goodwill associated with it, is our most important asset. Until you receive event/promotion approval in writing from Komen Northeast Ohio, please do not use our name, logo or marks.

Important ► We request that you do not print any materials or pursue any media publicity until you have received written approval for your event.

Keeping it simple ► Komen Northeast Ohio gratefully accepts any donations from individuals and companies. The pink ribbon is the universal symbol for breast cancer awareness and may be used without our permission. If you wish to use the pink ribbon in conjunction with a general statement to promote your event such as, "Funds will be used to support local breast cancer programs," *no further paperwork or approval is necessary*. All donations, regardless of the amount, are greatly appreciated. However, if you wish to use the Komen name or logo, you must complete the application and receive approval.

Things to consider before you submit a proposal

As a responsible steward of public funds, Komen believes that a reasonable percentage of the gross revenue from all fundraising events should be directed to the Affiliate. As a general rule, events that

Komen Northeast Ohio sponsors must be kept to an expense level of 25% of gross revenue. We request that our Community Fundraising Partners use this guideline also. Exceptions may be made for first-year events or on a case-by-case basis.

Community fundraising initiatives should generate a minimum donation of \$250.

If funds will be raised through a product promotion, the minimum donation required will be based on the scope of promotion.

We want to make sure that your event runs smoothly and safely. If it is necessary, you will be required to obtain all permits and insurance for your event and event location. Obtaining insurance is commonplace with fundraising events. Further details about insurance requirements will be included in the Letter of Agreement. The following entities must be named as additional insureds on the liability policy for the event:

Susan G. Komen
5005 LBJ Freeway, Suite 250
Dallas, TX 75244

Susan G. Komen Northeast Ohio
26210 Emery Rd, Suite 307
Cleveland, Ohio 44128

If you conduct an athletic or sporting event, you must require all participants to sign a waiver/release and you must retain them for an agreed-upon period of time following the event.

Any items sold to raise funds should be non-controversial in nature.

Komen Northeast Ohio works with various sponsors for events that we conduct. In order to ensure that there is no conflict with our sponsors, you must inform us of any potential sponsors or underwriters you are considering before you secure them.

In general, Komen Northeast Ohio is not able to handle administrative aspects of your event. Your organization must have the means sell tickets, staff the event, send and track invitations, initiate publicity, and commit the necessary funds for advertising. IRS regulations dictate that community fundraising events must remain entirely separate from Komen activities and resources. While we are very grateful for your donation and wish to provide guidance about your event, we simply do not have the staff resources to assist with administrative and promotional tasks.

Event organizers are responsible for complying with all IRS regulations. IRS regulations governing charitable deductions for participation in special events are very specific and the Affiliate can provide further information on this matter.

Planning Checklist

Permission to use Komen Northeast Ohio's name, logo and other trademarks (local name and trademarks) will be specifically detailed in the Letter of Agreement, which must be approved and signed. Following approval, all references to the Affiliate in publicity and promotional materials should be:

Susan G. Komen Northeast Ohio (first reference)
Komen Northeast Ohio (subsequent references)

Important ► Komen Northeast Ohio has no authority or ability to permit usage of Susan G. Komen's national trademarks or name.

- All promotional material related to an event benefiting Komen Northeast Ohio must be reviewed and approved by Komen prior to its production and distribution. This includes, but is not limited to, invitations, brochures, signage, press releases, newspaper or newsletter articles, etc
- In accordance with the Better Business Bureau's guidelines for charitable promotions, advertising and promotions materials must clearly disclose to the public the specific amount of money that will be donated to Komen Northeast Ohio (e.g. \$10 of each ticket purchased, 25% of the sales prices of this product, etc.)
- An important aspect of the Komen mission is to provide breast health education. When possible, please publicize the Komen 1.877 GO KOMEN help line number and provide breast health education materials. Komen Northeast Ohio can provide these materials at no charge.

Making your donation

In order to fulfill our accounting requirements, we request that you submit the event proceeds along with an accounting of the proceeds to us within a mutually agreed upon timeframe (normally 60 days following the conclusion of the event or promotion).

Please send your donation to:

Komen Northeast Ohio
26210 Emery Rd, Suite 307
Cleveland, OH 44128

Please have participants, sponsors and underwriters make checks payable to the entity or individual organizing the event. **Do not offer sponsors, underwriters or participants the option of writing checks for the event directly to Komen Northeast Ohio for tax purposes.** The IRS does not allow tax deductions for an individual's payment to a community fundraising event or product promotion. Do not make any statement or action which would imply that an individual's payment is tax-deductible.

Please send one check made to **Susan G. Komen Northeast Ohio**. If donations are coming from several donors, please contact our office at (216)292-2873 or info@komenneohio.org for further instruction.

Thank you for joining us in creating a world without breast cancer!