

Community Fundraising Partner / 3rd Party Events

Frequently Asked Questions

Why do I need to submit an application?

Komen Northeast Ohio needs to validate each potential partner, organization or new initiative before agreeing to a relationship to ensure it fulfills our mission and is appropriate.

When should I submit my application?

At least four weeks prior to the event or promotion.

How much time should it take to approve the application and promotion materials?

The Affiliate is fortunate that to have community members and organizations willing to raise money for our mission. However, we are a small organization and it will take approximately three working days to review the application. We encourage community fundraisers to keep this in mind when planning their events.

What is an expected donation?

An expected donation is your fundraising goal. The Affiliate asks you to set this amount, so we can better understand your event and your planned contribution to the fight against breast cancer.

What is the Letter of Agreement?

The Letter of Agreement formalizes the partnership between the fundraiser and Komen Northeast Ohio. It details event specifics (date, time, etc) provides the expected donation amount and covers detailed event guidelines. It also gives the fundraiser rights to the Komen Northeast Ohio name and logo under certain conditions. The Letter of Agreement **must** be signed by both the event organizer and Komen Northeast Ohio. Depending on the nature of the event, you may be legally bound by a minimum donation. This amount will be agreed upon by both parties clearly outlined in the Letter of Agreement.

Is there a minimum donation amount?

Yes. The Affiliate cannot grant use of our name or logo for events or sales with anticipated net income of less than \$500.

What if the event/promotion does not meet the minimum?

Please consider not using the Komen name/logo and make a general statement that the funds raised will go to a local breast health organization of breast cancer research and support. You may use a generic pink ribbon. We would be happy and grateful to receive funds raised in this manner and would give public recognition for your donation.

What if the event taking place in less than a month?

Consider using the general pink ribbon rather than the Komen name or logo. The pink ribbon is the universal symbol for breast cancer awareness and may be used without permission. If you wish to use the pink ribbon in conjunction with a general statement such as, *"Funds will be used to support local breast cancer programs,"* no further paperwork or approval is necessary and these donations can be mailed directly to the Affiliate.

Do materials have to include the amount that will be donated to Komen Northeast Ohio?

The Affiliate and the Better Business Bureau mandate that the *donation percentage be communicated to the public clearly on all communications pieces* (i.e. 15% of the net proceeds will be donated...or \$7 from every ticket purchased will be donated to...)

How should the Affiliate be referred to in promotional materials?

All promotional materials should read:

First reference: Susan G. Komen Northeast Ohio

Additional references: Komen Northeast Ohio

The logo can only be used after a Letter of Agreement has been signed.

Why must promotional materials be approved?

The Komen Northeast Ohio name and marks are our greatest assets. To protect and maintain them, we partner with organizations and individuals that are reputable and have products, interests and values that support and are consistent with our vision – a world without breast cancer. We also want to make sure that the Komen Northeast Ohio name is referenced correctly and the portion of proceeds and/or donations are properly stated.

Can Komen Northeast Ohio provide its tax ID number so a vendor can write off its in-kind donation?

Komen Northeast Ohio does not acknowledge third party in-kind donations e.g. raffle, auction items, services, venue space, etc. for tax purposes.

How will Komen Northeast Ohio publicize the event?

Komen Northeast Ohio will list your event on our website. Depending on the date of your event, we may also be able to publicize your event on Facebook and in our monthly eNewsletter.

Can Komen Northeast Ohio provide educational materials for the event?

Komen Northeast Ohio is happy to provide community members with up to 100 pieces of breast health information. Please fill out the [Educational Materials Request Form](#).

Can Komen Northeast Ohio provide a speaker for the event?

The Affiliate relies on a group of dedicated volunteers who routinely represent Komen Northeast Ohio in the community. These volunteers fulfill requests from for health fairs, speaking engagements, and survivor support groups. Komen Northeast Ohio works through its volunteers to promote breast health education and are available to speak on the following topics:

- Breast health and breast cancer
- Early detection
- Susan G. Komen Northeast Ohio
- Breast self-awareness

We get many requests for speakers; we ask that you place your request as far in advance as possible as this increases the chance of volunteer availability for your event. Please complete the [Speaker Request Form](#).

What types of events are *not approved* by the Affiliate?

Komen Northeast Ohio reserves the right to decide not to participate in any activity, event or program if it is deemed inappropriate or not in the best interest of the Affiliate. The Affiliate is prohibited from participating in any event/activity that has a distinctly political feel. We do not endorse individual candidates or political party groups.