



Guidelines for Community Fundraising Events (CFE)

Thank you for your interest in fundraising for the Charlotte Affiliate of Susan G. Komen®. Fundraising events are essential in furthering our mission of eradicating breast cancer and providing education, screening, and treatment support for local women who are medically underserved or underinsured. We thank you for helping to support the cause.

We want you to have a very successful fundraiser, and there are valuable benefits to officially registering your fundraiser with the Affiliate. However, time and resources do not allow us to provide the same level of support for every event. In an effort to maximize the allocation of resources, Affiliate support is based on the following:

\$1 to \$249:

- ✓ Use of Komen Charlotte name on promotional materials
- ✓ Breast health education materials

\$250 to \$999:

- ✓ Breast health educational materials
- ✓ Use of Komen Charlotte name on promotional materials
- ✓ Event promotion once on Komen Charlotte Calendar of Events
- ✓ Event promotion in one Komen Charlotte E-Newsletter
- ✓ Event promotion once on social media

\$1,000 to \$2,499:

- ✓ Breast health educational materials
- ✓ Use of Komen Charlotte logo on promotional materials
- ✓ Event promotion in Komen Charlotte Calendar of Events in one E-Newsletter and on website
- ✓ Event promotion two times on social media
- ✓ Komen Charlotte table display & volunteer (based on availability)

\$2,500 to \$4,000:

- ✓ Breast health educational materials
- ✓ Use of Komen Charlotte logo on promotional materials
- ✓ Event Promotion on Komen Charlotte Calendar of Events in E-Newsletter, on website and min. two times on Social Media
- ✓ Komen Charlotte table display and volunteer(s)
- ✓ Survivor speaker (based upon availability)
- ✓ Komen Charlotte banner for event display (if available)

\$4,000 and more

Discuss with staff for more information

Third parties may not transfer this privilege to their own customers, members or other entities that are associated with the primary organization or individual.

Based upon availability, Komen materials requested will be allocated in proportion to the expected number of event attendees. As the Affiliate has to pay for printed materials, please understand that supplies may not be available to cover your entire event. However, given enough lead time, it may be possible for the event organizer to order and pay for the desired print materials.

All references to the Affiliate in publicity and promotional materials, on tickets, invitations, or other materials related to the promotion should read:

- Susan G. Komen Charlotte (*preferred first reference*)
- Komen Charlotte (*acceptable for subsequent references*)

All promotional materials carrying the Affiliate name and/or logo must be approved by the Affiliate prior to production and distribution!

REGISTERING YOUR FUNDRAISER

1. **FUNDRAISER INFORMATION FORM:** Please complete our Community Fundraising Event Agreement Form as soon as possible and send at least 30 days prior to your event to ensure that we have ample time to provide you with the appropriate information and materials. Once completed, mail or e-mail the application to:

Susan G. Komen Charlotte
Attn: Megan Brandenburg
2316 Randolph Road
Charlotte, NC 28207

E-mail: m.brandenburg@komencharlotte.org

2. **FINAL AGREEMENT:** The final Agreement must be signed by the organizer and returned (*along with the requested Certificate of Liability Insurance, if applicable*) to Komen Charlotte. Once signed, a copy will be sent to the organizer and the event will be officially listed with the Affiliate.

GUIDELINES

1. **EVENT SPONSORS:** In order for the Affiliate to protect and preserve relationships with current Affiliate partners (sponsors), fundraiser organizers must inform the Affiliate of any effort to recruit financial underwriters, sponsors or in-kind donors.
2. **ADMINISTRATION & VOLUNTEERS:** The Affiliate wants to help ensure the success of your event, and will work with your organization wherever possible. However, the Affiliate staff is not permitted to coordinate any administrative aspects of a third-party activity, such as invitation distribution, selling tickets, recruitment and scheduling of volunteers, etc.
3. **PUBLICITY:** Organizers are responsible for ALL communications and public promotion for the event. The Affiliate may be able to promote the event in the following ways:
 - *E-Blast to Affiliate database*
 - *Inclusion in the Affiliate Calendar of Events*
 - *Inclusion on the Affiliate website*
 - *Announcement through Affiliate Social Media outlets*
 - *Other publicity outlets, as discussed with staff*

Please refer to the above mentioned levels to see if you qualify for these benefits.

4. **DISCLOSURE:** The public must be informed about the specific dollar amount or percentage that will benefit the Affiliate, including any items sold as part of the fundraiser, e.g., \$5 per pin; 25% of all ticket sales; etc...
(*this information must also be included in the Fundraising Plans section of the Event Information Form*)

Any items sold must be non-controversial in nature and approved by the Affiliate.

5. **IRS REGULATIONS:** Event organizers are responsible for complying with all IRS regulations regarding the event.

Businesses making donations to the fundraiser should understand that this is a third party fundraiser and that their donation(s) is being made to the organizer and not to Komen Charlotte. Accordingly, IRS regulations prohibit the Affiliate from issuing tax letters or a tax ID number to sponsors, underwriters, or in-kind donors who contribute to the fundraiser.

6. **INSURANCE:** Event organizers are required to have or obtain the necessary permits and insurance. Komen Charlotte and all related entities cannot assume any type of liability for your event.

Please contact the Affiliate with any questions or concerns that you may have regarding insurance requirements.

7. **WAIVERS:** For non-school sporting events, a signed waiver/release from each participant is required prior to the event.

8. **PROCEEDS:** All checks for donations and/or participation should to be made out to the event organization. At the conclusion of the event, the organizers should write one check made payable to the Affiliate. Individual donation checks will be accepted but they must be made to: Komen Charlotte; we cannot accept any checks that are not made out to the Affiliate.

If products or items are sold to raise funds, you must also include documentation listing the items, the number sold, and the revenue generated from those sales.

Proceeds must be submitted to the Affiliate within 30 days of the conclusion of the event unless agreed upon by the Affiliate in advance.

9. **ACKNOWLEDGMENTS:** The Affiliate will send a letter of acknowledgment to the host individual or organization. Letters to individual donors and/or participants are the responsibility of the organizer.

These guidelines are in place to protect all involved parties, so please read them thoroughly prior to completing and returning the Community Fundraising Event Agreement form. Should you have any questions, please contact Megan Brandenburg at m.brandenburg@komencharlotte.org or (704) 347-8181.

***Thank you for your support of Susan G. Komen Charlotte
and our vision of A World Without Breast Cancer!***