



### **Third Party Fundraising Event Guidelines**

Susan G. Komen – Chicago® is extremely grateful to the many people and organizations who wish to host events to further support our mission of saving lives and ending breast cancer forever. We recognize the great amount of hard work you will assume on our behalf and want your event to be a success. Please carefully review the following guidelines, which have been designed for the protection of the fundraiser and Susan G. Komen – Chicago® and its related entities.

#### **Definitions:**

*Third-Party Fundraiser* – an organization, group or individual raising money on behalf of Susan G. Komen- Chicago® through a fundraising event or initiative, where SGK- Chicago has no fiduciary responsibilities and little staff involvement.

#### **Event Application and Approval:**

After reading all of the Third Party Guidelines, please complete and submit for approval the Third-Party Fundraiser form. The Development Coordinator must approve the fundraiser sixty (60) days in advance for the event and will ensure the event follows Susan G. Komen – Chicago guidelines and is consistent with our mission and values.

- We will respond to your application within ten (10) business days.
- Approval by Komen Chicago must be obtained before you advertise or hold your event.
- Komen Chicago retains a fiduciary duty to ensure that our name is being used properly, that all funds are being handled in a manner that is consistent with Komen Chicago's mission and public image.
- Fundraising events must comply with all relevant local, state and federal laws.
- Each application will be considered individually. Generally, events that will not be authorized:
  - Do not support the mission and values of the Susan G. Komen organization.
  - Would require Susan G. Komen to actively promote the event for success.
  - Would require Susan G. Komen to sell tickets, coupons, etc or involve phone or door-to-door solicitations.
- Susan G. Komen – Chicago is authorized to serve five counties including Cook, DuPage, Lake, McHenry and Kane. We can only consider fundraising events which will raise money in one or more of these counties.

#### **Marketing and Promotion:**

Once your fundraiser is approved, we will provide you with the Komen Chicago logo for your marketing materials.

- We must review and approve everything with our name and logo before it's printed or distributed.
- Third-Party events may not be represented as events sponsored by Susan G. Komen – Chicago.
- Promotions for the event should reflect Komen Chicago as the beneficiary and should state the exact donation structure on marketing materials (i.e. "\$10 from every ticket sold will be donated to Susan G. Komen – Chicago").
- As an event organizer, you are welcome to contact local media regarding your fundraiser and post to Susan G. Komen – Chicago social media pages. Komen Chicago cannot write or distribute any press releases for your fundraiser or solicit media coverage on your behalf.
- Susan G. Komen – Chicago may mention the event to our constituents, when appropriate, in the following:
  - Komenchicago.org website with a link to the event's website.
  - Komen Chicago monthly e-newsletter
  - Komen Chicago Facebook and Twitter accounts.
- Komen Chicago will not provide mailing lists for donors, volunteers, or sponsors for fundraising purposes and is unable to mail information on behalf of the event.

**Event Expenses:**

- Komen Chicago will not be liable for any costs or expenses. Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the organizer of the event.
- The Komen Chicago sales tax-exemption (on purchases) cannot be extended to any event or fundraising effort.
- Event costs should be deducted from the funds prior to sending the donation to Komen Chicago.

**Event Income:**

- Event organizers are responsible for maintaining accounting for the event.
- All donation checks must be payable directly to Komen Chicago if they would like to receive a receipt.
- Only checks payable to Susan G. Komen- Chicago clearly labeled with donors information, will be provided with a tax deductible acknowledgement letter in accordance with IRS and State Tax Regulations.
- Within 30 days following the event, organizers should submit funds, payable to Susan G. Komen – Chicago, and appropriate documentation from individuals and/or businesses regarding their financial donations.
- Funds can be submitted to:
  - Susan G. Komen – Chicago  
8765 W. Higgins Rd. – Suite 401  
Chicago, IL 60657
- We are not legally able to provide our Illinois Department of Revenue sales-tax letter for third-party events by State of Illinois regulations.

**Event Insurance/Liability:**

- Copies of necessary insurance with Komen listed as additional insured must be submitted to the Komen Chicagoland Affiliate 30 days prior to the event.
- If you are conducting a sporting event, participants must sign a waiver.

**Komen Chicago can help with your event in the following ways:**

- Approval of the use of Komen Chicago name, logo and images.
- Breast Health Educational Materials.
- Acknowledge and provide tax receipts for contributions made payable and submitted to Komen Chicago.
- Advice and suggestions on event planning.
- Provide a speaker for the event if requested at the time of application.
- Provide a “Komen Booth” at your event if requested at the time of application.
- Provide a letter of support to validate the event and support event solicitation activities.