



Susan G. Komen Tidewater Guidelines for Special Events, Benefits or Promotions

Thank you for your interest in hosting a third-party event to benefit Susan G. Komen Tidewater. Donations to Komen Tidewater are an important vehicle in support of our mission to enable women to detect and survive breast cancer.

In 2014, third party events contributed over \$100,000 to our total revenue. This year we are looking to raise even more. With you help and the funds we raised, we have been able to provide more than \$4.5 million to our Komen Tidewater service area for screenings, diagnostics, treatment support, education, training, and survivor programs.

Below are some guidelines we hope will help you with event details and planning. This may also introduce you to some useful ideas for managing your fundraising event.

How It Works

1. Prospective third-party hosts submit a fundraising event proposal form to Komen Tidewater outlining the details of the event and the donation structure.
2. Within 3 business days, Komen Tidewater shall evaluate the request, and if approved will draft a contract based on the request for both parties to sign.
3. With a signed contract, Komen Tidewater will then release the affiliate's logo to the third-party host to use for event marketing and publicity.
4. Third-party hosts plan all aspects of the event, including designing and disseminating advertising materials, reserving event space, obtaining all needed permits, volunteers and other planning activities.
5. At the event, the third-party host will collect donations in whatever manner they have chosen for Komen Tidewater and document all donors who give more than \$250.
6. Following the event, the third-party host will present the proceeds raised to Komen Tidewater. This presentation can be done via mail, or check presentation.

Event Planner Responsibilities

- Komen Tidewater wants to ensure that all events run as smoothly and safely as possible, therefore:
 - You are required to obtain all the necessary permits and insurance for the event itself as well as for the specific event location.
 - If you are planning a sporting event, you must require all event participants to sign a waiver / release.
- Any item(s) you are planning to sell as a fundraiser for Komen Tidewater must be non-controversial in nature. As part of good fundraising practices, and in compliance with the Better Business Bureau, the public must be informed of the specific dollar amount or the percentage of the sale that will be donated to Komen Tidewater.

As the organizer of this event, you should be prepared to:

- Handle all of the administrative tasks related to your event, including but not limited to distributing invitations, compiling RSVPs, or selling tickets. While Komen Tidewater is able to provide guidance for your event, we do not have the personnel to handle these types of tasks on your behalf and to stay in compliance with the IRS rules governing non-profit organizations.
- Adhere to all agreed upon rules pertaining to the use of the Komen Tidewater name and/or logo. Please keep in mind that all references to the organization in publicity, promotional materials, tickets, invitations, etc. should say:
 - On first reference: Susan G. Komen Tidewater
 - For subsequent reference: Komen Tidewater
- Have all promotional materials related to your event reviewed and approved by Komen Tidewater **prior** to production and distribution. This includes, but is not limited to, invitations, press releases, newspaper or newsletter articles, merchandise, etc.
- Complying with IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific. If needed, Komen Tidewater can provide basic information.
- Provide us with the event proceeds and accounting details within 30 days after the conclusion of the event.

What You Can Expect from Komen Tidewater

- Komen Tidewater will draft a contract (3rd Party Letter of Agreement, LOA), outlining the expectations for both the third-party hosts and Komen Tidewater, including the rules and regulations pertaining to the use of the Komen Tidewater name and/or logo.
- Following approval of the contract by both parties, Komen Tidewater will provide our logo to you to use for event promotions.
- Komen Tidewater will evaluate all promotional materials pertaining to your event in a timely manner.
- Komen Tidewater will list your event through the Komen Tidewater website and, as appropriate, will post information about your event on our social media outlets.
- When appropriate, Komen Tidewater will coordinate check presentations to help your group gain valuable publicity for your efforts.
- Komen Tidewater will acknowledge all donations from groups or individuals of \$250 or more. All donors will be acknowledged if contact information is provided.

We appreciate your interest in hosting a third-party event to benefit Komen Tidewater and are looking forward to working with you!



Susan G. Komen Tidewater
420 North Center Dr.
Suite 143
Norfolk, VA 23502
757-490-7794