

Komen North Texas Fundraising Guidelines

(Third Party Donations from Special Events and/or the Sale of Products or Services)

Thank you for your interest in fundraising on behalf of the Komen North Texas Affiliate. Your support will help us get closer to ending breast cancer forever and insuring quality care for all! To learn more about where the money goes, visit komennorthtexas.org.

Getting Started

Please familiarize yourself with the information below and then 90 days prior to your event complete the **Relationship Proposal Form** posted on komennorthtexas.org.

- Your proposal will be reviewed by the Special Events Committee
- We will contact you within approximately 14 days with our decision
- Please do not move forward with your plans until you receive our decision
- If your proposal is approved, we'll reconfirm the program structure and then draft and send you our standard relationship agreement

Benefits

Depending on your level of commitment and how far in advance our contract is signed, your organization may have access to certain benefits including:

- Komen North Texas Logo
- Komen North Texas Name
- Ability to link to komennorthtexas.org
- Acknowledgement on komennorthtexas.org
- Acknowledgement in Komen North Texas eNewsletter
- Acknowledgement in Komen North Texas social media

Integrity

To protect our non-profit status and brand reputation (along with your reputation), we follow:

- Better Business Bureau Wise Giving Alliance guidelines
- Internal Revenue requirements
- Industry risk management insurance requirements

Things to Consider

Before you submit your **Relationship Proposal Form**, please read the following:

Required Contract:

All third party fundraising on behalf Komen North Texas requires a signed written contract (a letter of agreement or LOA), which clearly describes the rights, duties and obligations of all parties involved. Please note that while Komen North Texas will draft the contract, we are unable to provide legal counsel regarding your event/promotion.

Event Logistics:

Komen North Texas is unable to provide administrative or logistical support for your event/promotion (e.g., distributing invitations or email blasts, compiling RSVP's, selling tickets, sitting on steering committees, etc.). Your organization is responsible for your event/promotion

planning and execution, including committing all funds required for the event. With ample advance notice, Komen North Texas is happy to provide mission-related support such as, educational materials, speaker/representatives, and/or a limited number of Komen volunteers to answer breast health questions or accept additional donations.

Expense Ratio: As a responsible steward of public funds, Komen works to keep our expenses at or below 25% of our gross revenue. While Komen does not mandate an expense ratio policy for third party events, we strongly encourage individuals or organizations that conduct events to benefit Komen, to also be good stewards of their funds.

Insurance: We expect any individual or organization conducting an event to be responsible for obtaining necessary permits and insurance (General Liability Insurance, etc.). You must also name Komen and the Komen North Texas Affiliate as additional insured on the liability insurance for the event. If you are hosting an athletic or sporting event, you must require all participants to sign a waiver/release.

Sponsors: Komen works with various underwriters and sponsors in connection with events we conduct. In order to ensure that there is no conflict with our sponsors or underwriters, individuals or organizations conducting events that benefit your Affiliate, must inform you of any potential event sponsors or underwriters for your event before they are secure. Any products or other item(s) sold at or in connection with events must be non-controversial in nature.

Trademark: Individuals or organizations conducting events that benefit Komen North Texas must obtain written permission if you wish to use our name, logo and/or trademarks. The LOA should be negotiated and signed by the parties. Third parties may only use Komen's name and/or trademarks in accordance with the terms of the executed LOA.

Collateral: Individuals or organizations conducting events that benefit Komen North Texas must be prepared to create and disseminate all publicity for the event. However, all publicity material related to the event must be reviewed and approved by Komen North Texas if our name, logo and/or trademarks are used.

Disclosure: In accordance with the [Better Business Bureau Wise Giving Alliance's guidelines](#) for charitable promotions, all advertising and promotional materials for the event must clearly disclose to the public the specific amount of money from the consumer's purchase that will be donated to the Affiliate (e.g., "\$10 of each ticket purchased," "10% of the sales price of this product," etc.).

Donations: Individuals or organizations conducting events that benefit Komen North Texas should provide one check for the event proceeds, along with an accounting of those proceeds, within an agreed-upon time following conclusion of the event. Sponsors, underwriters, attendees and participants must make their payment for the event directly to the individual or organization conducting the event. They cannot offer sponsors, underwriters, or attendees the option of writing their checks for the event directly to Komen for tax purposes and they should not make statement or take any action which would imply that those payments are tax-deductible. If a sponsor, under writer, attendee or participant is interested in making a donation directly to Komen (separate and apart from the event fee), we are happy to accept and acknowledge those donations.

Thank you for supporting the [North Texas Affiliate of Susan G. Komen for the Cure](#) and our mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.