

INDEPENDENT FUNDRAISER GUIDE

A GUIDE TO EVENTS OR PROMOTIONS INTENDED TO BENEFIT
THE MAINE AFFILIATE OF SUSAN G. KOMEN FOR THE CURE®



Thank you!

Thank you very much for your interest in hosting an event or promotion to benefit the Maine Affiliate of Susan G. Komen for the Cure®. Donations to Komen Maine are an important vehicle in keeping our promise to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

This document is intended to provide information about the Maine Affiliate Susan G. Komen for the Cure and the steps required to hold an event or promotion for us.



Who we are

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, as well as fundraisers like yours, we have invested more than \$1.3 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. Every major advance in the fight against breast cancer has been touched by Susan G. Komen for the Cure.

The Maine Affiliate began with its first Race for the Cure event in 1997. Since then, we have granted over \$1.5 million in the State of Maine and invested over \$400,000 in research.



Definitions

Special events, activities or promotions that will include a fundraising component to benefit the Maine Affiliate of Susan G. Komen for the Cure® are referred to as Independent Fundraisers for the purposes of this document.

Independent Fundraisers can take the form of:

- Special Events
- Promotions
- Online Auctions
- Percentage of Product Sales
- A combination thereof

The person and/or organization conducting the event will be referred to as the **Organizer**.

How will your donation be invested?

Of the amount donated to the Komen Maine Affiliate:

- The Affiliate may use no more than 25% of gross revenues for expenses. (Independent Fundraisers should try to adhere to this standard as well.)

Of the net:

- 75% of the net revenue stays right here in the State of Maine to fund education, screening and treatment programs. (A full description of our current grant programs can be found at www.komenmaine.com.)
- 25% of the net revenue goes to the Susan G. Komen for the Cure Award and Research Grant Program, funding cutting edge research. (Every significant advance in the fight against breast cancer has been touched by a Komen grant.)



How it works

Before you plan your event or promotion, we would like to make you aware of some guidelines established by our national organization. Please keep in mind that while we are extremely appreciative of your intentions, we need to protect the Komen name, brand and reputation by which you have come to know and respect us. To accomplish this, we have several steps everyone must take in order to develop a fundraiser. Steps include:

- ✓ Fill out an application to conduct an Independent Fundraiser.
- ✓ The application will be reviewed by management of the Komen Maine Affiliate, with consultation of Komen headquarters if necessary.
- ✓ Once approved, a Letter of Agreement (LOA) will be created to outline what is agreed upon.
- ✓ Planning and promotion of the fundraiser cannot begin until the LOA is signed by both parties.
- ✓ An insurance certificate must be received by the Affiliate prior to the event.

Summary of the Duties of the Independent Fundraiser

✓ Organizing

- Securing date/venue, soliciting sponsors, obtaining permits and/or licenses, establishing committees

✓ Operations/logistics

- Selling tickets, contracting with vendors, staffing the event, managing employees and volunteers, thanking participants and sponsors

✓ Promotion/Publicity/Advertising

- Promoting through print media, radio, TV, website; recruiting participants and volunteers, mailing invitations (with approval of Affiliate).

✓ Legal liability and insurance

- Negotiating & executing all contracts, complying with applicable laws, assuming all liability (e.g. for injuries, etc.), securing insurance. Providing the Affiliate with proof of that insurance and naming the Affiliate and Susan G. Komen for the Cure as additional insureds.

✓ Financial liability

- Paying all vendors/creditors, cover losses if the event loses money, record keeping, tax filings

What the Affiliate can legally do for an Independent Fundraiser.

- ✓ Passively promote the event by:
 - Including the event on our calendar of upcoming events that will benefit the Affiliate
 - Provide a link from our website to the home page of the Organizer's site (if applicable)

- ✓ Provide resources for a breast health table at the event (and staff the table)*

- ✓ Serve as guest speaker, emcee the event*

- ✓ Provide a representative at the event for a check presentation*

* Not guaranteed to all Independent Fundraisers– subject to availability.



For an Independent Fundraiser, the Affiliate legally...

✓ Cannot actively promote the event by:

- Mailing invitations to Affiliate's constituents
- Allowing Organizer to use Affiliate mailing lists
- Soliciting sponsorships or donations for the event
- Endorsing the event, organizers or product

✓ Cannot provide volunteers to:

- Serve on event organizing/planning committee
- Serve in a leadership role at the event
- Have decision making authority at the event or over event operators
- Sell tickets, accept admission fees, or otherwise handle event proceeds

✓ Cannot pay the event expenses or reimburse the Organizer for event expenses

✓ Cannot provide insurance for the event

✓ Cannot allow event fees (i.e. admission or ticket sales) or sponsorships to be paid directly to Komen, nor acknowledge payments to the Organizer, nor any other activity that implies payments are tax-deductible. (Donations made directly to the Affiliate can be accepted and will be acknowledged by the Affiliate.)

The Organizer can (after a signed LOA)...

- ✓ Use the Affiliate's name, in reference to the beneficiary, with clear language regarding what amount of the admission, product price, etc. the Affiliate will receive, following the Better Business Bureau's Wise Giving Alliance's Guidelines.
- ✓ Collect donation checks, paid to the order of the Komen Maine Affiliate, which will be tax deductible to the donor and acknowledged by the Affiliate.
- ✓ Solicit sponsorships for the event, as long as the sponsoring company understands that the Organizer does not represent Komen and the donation is not tax deductible. Organizers are required to inform us of any potential sponsors prior to contact so that we may ensure that there is no conflict with our own events.
- ✓ Charge admission or a registration fee for the event, understanding that this is not tax deductible.
- ✓ Create promotional material for the event or promotion, which must be reviewed and approved by the Affiliate prior to being printed or distributed. This includes, but is not limited to, invitations, press releases, newspaper or newsletter articles, websites and web content (i.e. Facebook, Twitter, etc.) merchandise, etc. References to the Komen Maine Affiliate must be worded:
 - Maine Affiliate of Susan G. Komen for the Cure (for the first reference)
 - Komen Maine Affiliate (for subsequent references in the same document)



The Organizer legally...

- ✓ Cannot claim to be a representative of Komen.
- ✓ Cannot use the Affiliate's Tax ID number to avoid sales or other taxes (to do so would jeopardize our non-profit status).
- ✓ Cannot provide receipts to donors or promise tax deductions for event sponsorships or fees.
- ✓ Cannot use the Komen registered trademarks (logo) without written permission from the Affiliate.
 - Because our ribbon and logo are tightly licensed marks, we must set standards for their use. Only events and promotions with a guaranteed minimum donation of \$2,500 or more will be given permission to use the logo. Repeat events that have historically generated over \$2,500 in revenue will also be given permission to use our marks.
 - Because a generic pink ribbon is not trademarked and is the national symbol for breast cancer awareness, it may be used by any member of the general public.



Why so strict?

Today, the government is more strict with non-profit charities than they used to be, and donors are even more stringent, requiring more information before handing over their hard-earned dollars. As a result, charities must be much more transparent and have higher standards to prove the use of the community's investment in them. This makes the job more difficult in some ways, but is really a good thing.

Not that long ago, individuals or groups would spontaneously decide to host bake sales or dinners to benefit a charity without signed contracts or insurance. We've all heard the horror stories about non-profits that do not use proper oversight or businesses that use the pink ribbon to gain sales but give little to charity. These contracts are used to avoid such situations and misrepresentations of Komen..

Having a signed agreement protects you too! It dispels any questions the public or media may have about where the money you raise is going. If a member of the media calls us regarding an event you are doing without our knowledge, we cannot verify its validity, and this hurts both our reputations.



Why so strict? continued...

Susan G. Komen for the Cure has worked hard for over 25 years to build its reputation. We have earned a 4-Star Charity rating by Charity Navigator, the highest possible rating, and strive to maintain the high standards for which we are well known. Our name, and the integrity behind it, are our biggest assets, and we work hard to protect those assets for the good of the mission and the benefit of our donors.

Because their actions reflect upon our organization when our name is associated with their event, Independent Fundraisers are held to the same level of scrutiny by the government, donors and Susan G. Komen for the Cure. This is a big responsibility that must be taken seriously.

Those with the best of intentions can make mistakes that may damage our reputation at best, or result in legal action at worst. While we are grateful for your intention to raise money on our behalf, we respectfully ask that you do not move forward with your fundraiser without following the guidelines in this document.

The next step

Please fill out the application (located at www.komenmaine.com or emailed with this guide) and mail or email it to the Komen Maine Affiliate.

Please provide as much information as possible about your plans, including detailed information about the specific amount of money from the consumer's purchase and/or participating in the event will be donated to the Komen Maine Affiliate (e.g. \$10 of each T-shirt purchased or 20% of the sales price). This is required for us to issue a Letter of Agreement and follows the Better Business Bureau Wise Giving Alliance's guidelines.

Please send in your application a minimum of 60 days before the intended event or promotion date. We are governed by a volunteer Board of Directors and sometimes it takes time to receive approval from them and, if necessary, Komen headquarters.



Show
your
true
colors.

PICK YOUR PINK.
PLAY YOUR PART.
END BREAST
CANCER.™



Sound too complicated?

For smaller scale events, an easier option is to conduct a Passionately Pink promotion. It is great for:

- Dress down days at work
- Family gatherings
- Parties
- Established events that want to add a Passionately Pink component.

To get started:

- Sign up at www.passionatelypink.org
- Komen provides a toolkit of materials, including flyers and posters to promote your event.
- 75% of the funds come back to the Komen Maine Affiliate (and 25% to research) if the event is held in Maine... just as it would be if you did an Independent Fundraiser Letter of Agreement with the Affiliate.

