



Third Party Fundraising Event Tips and Guidelines

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Thank you for your interest in fundraising to support the Sarcoma Foundation of America (SFA). We are extremely grateful to the many chapters and organizations who wish to host events to further support our mission of advocating for sarcoma patients by funding research and by increasing awareness about the disease.

Three easy steps to get your event started:

- Please read the guidelines for the third party fundraising
- Complete and submit the SFA Fundraising Event Proposal
- Wait for written approval before using the SFA name, logo, likeness or materials (SFA will provide response within 10 business day of application submission)

Tips for Organizing a Third Party Fundraiser

Once you have chosen your event (e.g., golf outing, walk/race, etc.), please consider the following tips:

Tip 1: Plan a timeline. When and where will your event be held? How much time will you need to plan out the details, and let everyone know about your event?

Tip 2: Create a simple budget. Include both income and expenses. To cover expenses, consider finding sponsors to support the event, and speaking with local businesses that will donate goods, services, and auction/raffle prizes. If you are creating a sponsorship package, be sure to include in-kind donations as a possibility.

Tip 3: Gather your family, friends, colleagues and associates and organize a committee. Committees may include: marketing and promotion, auction and raffle prizes, in-kind donations, day of event logistics, set-up/clean-up, and registration. Don't forget to make sure you have the appropriate state gaming licenses for your state. Please check your local and state guidelines to see if your event requires liability insurance. Below are some options to consider for cost-effective and one-time event insurance:

- www.specialeventinsurance.com
- www.theeventhelper.com
- www.kandkinsurance.com/sites/events/Pages/Short-Term-Special-Events.aspx

Tip 4: Marketing and Promotion. The earlier you can get your materials completed and approved – the better. Consider publicizing your event 2-3 months in advance.

Tip 5: Fundraise Online. We encourage you to set up a **personal fundraising page** today in support of the SFA! Just click the "Start Fundraising" button.

SFA Third Party Fundraising Guidelines

Following are criteria for all Third Party Fundraisers approved by SFA:

MARKETING AND PROMOTION

1. SFA must review and approve all promotional materials that include our name and logo before they are printed and distributed. Materials must clearly state SFA as purely a beneficiary and not conducting or sponsoring the event. For example, “proceeds from the ABC Race/Walk will benefit the Sarcoma Foundation of America.”
2. Promotional material should be clear about the approximate percentage of proceeds that will be donated or state the exact donation structure. For example, “\$5 from every ticket sold will be donated to the Sarcoma Foundation of America.”
3. SFA may publicize the event to our members when appropriate, and/or highlight the event on the SFA’s website, Facebook and Twitter accounts.

EVENT EXPENSES

1. Expenses incurred for hosting the event are the responsibility of the organizer of the event. SFA will not be liable for any costs or expenses.
2. SFA will not reimburse the organizer for the purchase of goods for a third-party event. Event costs should be deducted from the funds prior to sending the donation to SFA.
3. The SFA sales tax-exemption (on purchases) cannot be extended to any event or fundraising effort.

EVENT INCOME

1. Event organizers are responsible for maintaining the account for the event.
2. All donation checks must be payable directly to the Sarcoma Foundation of America if the donor would like to receive a receipt.
3. Only checks payable to the Sarcoma Foundation of America clearly labeled with the donor’s information will be provided with a tax-deductible acknowledgement letter in accordance with IRS and state tax regulations.
4. If your organization is deducting expenses before sending the net proceeds to SFA, please do not state or imply that any funds given are tax deductible, and do not use the word donation because it implies that the funds are tax deductible.
5. SFA requests all net proceeds be submitted to our office within thirty (30) days of the conclusion of the event. Please send a check payable to the Sarcoma Foundation of America at the following address:

SARCOMA FOUNDATION OF AMERICA
9899 MAIN ST SUITE 204
DAMASCUS MD 20872

EVENT INSURANCE & LIABILITY

1. Event organizers are responsible for obtaining any necessary permits required by local and state government and complying with all applicable laws, and also obtaining any necessary insurance coverage.
2. SFA may request the verification of adequate insurance coverage, and reserves the right to be listed as “additional insured.”
3. Event organizers must notify SFA of any significant changes to the fundraising event once it has been approved. Should circumstances warrant, SFA may direct the organizer to cancel the event and to refrain from using SFA’s name, logo, or likeness. The event organizer agrees to release SFA and its directors, employees, and volunteers from any and all liability and connection to the event.

HOW SFA CAN HELP WITH YOUR EVENT

SFA is extremely grateful of our supporters for planning and managing third-party fundraisers to benefit our mission. SFA is here to support the third-party fundraisers by:

- Providing advice and suggestions on event planning.
- Offering existing SFA promotional and educational materials.
- Approving the use of SFA’s name, logo and images.
- Acknowledging and providing tax receipts for donations made payable and submitted directly to SFA.
- Providing a letter of support to validate the event.

Limited Resources

Unfortunately, due to limited resources, SFA does not have the staff resources to organize third-party fundraisers. Additionally, SFA is unable to provide the following:

- Funds, directly or indirectly to support the event, including, but not limited to expenses, purchases, insurance or liability coverage.
- SFA’s tax exemption number for making any purchases related to the fundraiser.
- Guaranteed speakers, Board Members, volunteers, or staff attendance at the event.
- Assistance with soliciting donations, handling mailings, attending committee meetings, recruiting attendees and collecting monies.
- Access to donor lists or contacts.

The Sarcoma Foundation of America (SFA) is grateful for your support by organizing a third party fundraiser to benefit our mission. Events such as yours are important to our efforts in advocating for sarcoma patients by funding research and by increasing awareness about the disease.



Fundraising Event Proposal

Sarcoma Foundation of America
Phone: 301-253-8687
Fax: 301-253-8690
Email: events@curesarcoma.org

Please Print

Name(s): _____

Organization (if applicable): _____

Address: _____ City: _____ State: _____ Zip: _____

Phone (home): _____ (cell): _____ Email: _____

Name of proposed event: _____

Event Date: _____ Event Time: _____

Event Location & Address: _____

Please provide ALL relevant information about your event/activity/project, including how the money will be raised:

Raffle Auction Entry fee Donations other _____

How do you plan to advertise your event: _____ Expected # of participants: _____

Which of the following best describes the type of fundraising you would like to undertake?

Golf Tournament Bicycle/Motorcycle Ride Other (please specify) _____
 Run/Walk Fashion Show _____

Projected revenue \$ _____ Projected Expenses \$ _____ Anticipated net revenue \$ _____

I would like to request the following support/assistance from SFA:

Use SFA logo SFA representative at your event* Announcements to SFA constituents
 SFA brochures/literature* Presence on SFA website Other _____

**Support and assistance will be assessed on a case-by-case basis and will depend on anticipated crowd size, potential earnings, availability of materials and/or representative.*

Have you raised money for SFA before? Yes No

Do you plan to hold fundraising events for SFA on an ongoing basis? Yes No Not Sure

What is your motivation to raise funds for SFA? _____

Disclaimer and Fundraising Agreement

I accept the terms and conditions of the SFA Fundraising Agreement. I agree to conduct my event/activity/project in accordance with the fundraising guidelines and in a manner that upholds the integrity of the Sarcoma Foundation of America.

I have read and I agree to abide by the agreement of Sarcoma Foundation of America and indemnify Sarcoma Foundation of America from and against any claim for injuries or damage arising at or from the event/activity/project that is subject of this proposal.

I understand that understand and agree that all marketing and promotion of the proposed event must be approved by the Sarcoma Foundation of America prior to being released and printed.

Signature: _____ Date: _____

Please return completed Fundraising Proposal to: 9899 Main Street, Suite 204, Damascus, MD 20872; or fax/email it to 301-253-8690 or events@curesarcoma.org.

SFA Approval

Signature: _____ Date: _____

Signature of authorized SFA representative

Print Name: _____ Title: _____