



## **Guidelines for Conducting Special Events, Benefits or Promotions to Benefit The North Jersey Affiliate of Susan G. Komen**

Thank you for your interest in benefiting the North Jersey Affiliate of Susan G. Komen ("Komen North Jersey Affiliate"). Donations to the Komen North Jersey Affiliate are an important vehicle in advancing our mission of eradicating breast cancer as a life-threatening disease through the advancement of research, education, screening, and treatment.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion ("event") to benefit the Komen North Jersey Affiliate. It will be necessary for you to first complete and submit an application giving us certain information about the proposed event. (A copy of the application can be downloaded from our website). Please submit the application 90 days prior to your event. Once the application has been submitted, it will be reviewed by the Relationship Review Committee. We will do our best to contact you within approximately 14 days with our decision. Please do not move forward with your plans, however, until you have been notified of our decision. Returning the form electronically or via fax will greatly expedite the process. Please e-mail your application to [pgreene@komennorthjersey.org](mailto:pgreene@komennorthjersey.org) or fax to 908-277-6050.

Please keep in mind that while we are very appreciative of your intentions, we need to protect the good name and reputation by which you have come to know us. To accomplish this we follow the Better Business Bureau Wise Giving Alliance guidelines, our national organization's branding guidelines, Internal Revenue requirements and risk management insurance requirements. They not only protect our affiliate but will protect you as well.

**Please note that while the Komen North Jersey Affiliate may be able to provide guidance for your event, we are generally unable to provide administrative or logistical assistance for the event (e.g., distributing invitations, compiling RSVP's, selling tickets, sitting on steering committees, etc.). If the event is approved, you should be prepared to provide all of the support necessary to organize and conduct the event, including committing all funds required for the event.**

[www.komennorthjersey.org](http://www.komennorthjersey.org)

We sincerely appreciate your desire to support the Komen North Jersey Affiliate and our mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.

## Things to Consider Before you Submit an Application

All agreements relating to fundraising activities conducted by a third party on behalf of an Affiliate shall be in writing (a letter of agreement or LOA) and clearly describe the rights, duties and obligations of all parties involved. Please note that while Komen Affiliates may be able to provide guidance to third parties, Affiliates are generally unable to provide administrative or logistical assistance for the event. If your Affiliate approves a third party event, the event organizer should be prepared to provide all of the support necessary to organize and conduct the event, including committing all funds required for the event. Below are **key policies and Komen guidelines regarding partnerships with individuals or organizations that conduct activities to benefit Komen.**

**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.) They must also name Komen and the Affiliate as additional insured on the liability insurance for the event. **\*\*If athletic or sporting event, they 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 your Affiliate must obtain written permission from your Affiliate if they wish to use Komen's name, logo and/ or trademarks. The LOA should be negotiated and signed by the parties. Third parties may only use Komen's name and trademarks in accordance with the terms of the executed LOA.

**Collateral:** Individuals or organizations conducting events that benefit your Affiliate need to 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 the Affiliate if Komen registered trademarks are used. All references to Komen in publicity and promotional material should correctly brand your localized Affiliate name.

**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 your Affiliate should provide your Affiliate with a 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, underwriter, 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.

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