







## Community Fundraising Partner Guidelines

Thank you for your interest in benefiting the Central & Eastern Virginia Affiliate of Susan G. Komen®. Donations to Komen Central & Eastern Virginia are vital in our mission to end breast cancer forever.

When you make a donation to Komen Central & Eastern Virginia, as much as 75% remains in our service area to fund local breast cancer education, screening, and treatment programs. The remaining 25% fund Komen National Research Grants.

These guidelines are intended to be a useful resource to you as you plan your event or promotion. We realize that depending on the nature of your event or promotion, not all of these guidelines may apply. We want to make this process as simple as possible. Here are the major steps:

-  Read these Guidelines
-  Complete and sign the Community Fundraising Partner Proposal
-  Submit a proposal to Komen Central & Eastern Virginia for review at least 4 weeks prior to the event
-  Upon approval, Komen Central & Eastern Virginia will send you a Letter of Agreement
-  Review, sign, and submit the Letter of Agreement
-  Begin planning your event or promotion

**Important ►** Our name – **Susan G. Komen® Central & Eastern Virginia** - and the good will associated with it - is our most important asset. Until you receive event/promotion approval in writing from Komen Central & Eastern Virginia, please do not use our name, logo or marks.

**Important ►** We also request that you do not print any materials or pursue any media publicity until you have received written approval for your event.

**Keeping it very simple ►** Komen Central & Eastern Virginia gratefully accepts donations from individuals and companies. The pink ribbon is the universal symbol for breast cancer awareness and may be used without our permission. If you wish to use the pink ribbon in conjunction with a general statement to promote your event, such as, “Funds will be used to support local breast cancer programs,” no further paperwork or approval is necessary. You may send your donation to the address shown on the event form. All donations, regardless of the amount, are greatly appreciated. However, if you wish to use the Komen name or logo including the Komen Running Ribbon logo, you must complete the Community Fundraising Partner Proposal application and receive approval.



pink ribbon



Komen Running Ribbon



## Things to consider before you submit an application...

As a responsible steward of public funds, Komen believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to the Affiliate. As a general rule, events that Komen Central & Eastern Virginia sponsors must be kept to an expense level of 25% of gross revenue. We request that our Community Fundraising Partners use this guideline also. Exceptions may be made for first-year events or on a case-by-case basis.

### **Community fundraising initiatives should generate a minimum donation of \$250.**

If funds will be raised through a product promotion, the minimum donation required will be based on the scope of promotion.

We want to make sure that your event runs smoothly and safely. If it is necessary, you will be required to obtain all permits and insurance for your event and event location. Obtaining insurance is commonplace with fundraising events. Further details about insurance requirements will be included in the Letter of Agreement. The following entities must be named as additional insureds on the liability policy for the event:

Susan G. Komen  
5005 LBJ Freeway, Suite 250  
Dallas TX. 75244

Susan G. Komen Central Virginia  
1403 Johnston Willis Drive  
Richmond, VA 23235

If you conduct an athletic or sporting event, you must require all participants to sign a waiver/release and you must retain them for an agreed-upon period of time following the event.

Any items sold to raise funds should be non-controversial in nature.

Komen Central & Eastern Virginia works with various sponsors for events that we conduct. In order to ensure there is no conflict with our sponsors, you must inform us of any potential sponsors or underwriters you are considering before you secure them.

In general, Komen Central & Eastern Virginia is not able to handle administrative aspects of your event. Your organization must have the means to sell tickets, staff the event, send and track invitations, initiate publicity, and commit the necessary funds for advertising. IRS regulations dictate that community fundraising events must remain entirely separate from Komen activities and resources. While we are very grateful for your donation and wish to provide guidance about your event, we simply do not have the staff resources to assist with administrative and promotional tasks.

Event organizers are responsible for complying with all IRS regulations. IRS regulations governing charitable deductions for participation in special events are very specific and the Affiliate can provide further information on this matter.



## Planning Checklist...

Permission to use Komen Central & Eastern Virginia's name, Affiliate logo, and other Affiliate trademarks (local name and trademarks) will be specifically detailed in the Letter of Agreement, which must be approved and signed. Following approval, all references to the Affiliate in publicity and promotional materials should be:

**Susan G. Komen® Central & Eastern Virginia** (first reference)  
**Komen Central & Eastern Virginia** (subsequent references)

**Important** ► Komen Central & Eastern Virginia has no authority or ability to permit usage of Susan G. Komen's national trademarks or name.

All promotional material related to an event benefiting the Komen Central & Eastern Virginia Affiliate must be reviewed and approved by the Affiliate prior to its production and distribution. This includes, but is not limited to, invitations, brochures, signage, press releases, newspaper or newsletter articles, etc.

In accordance with the Better Business Bureau's guidelines for charitable promotions, advertising and promotions materials must clearly disclose to the public the specific amount of money that will be donated to Komen Central & Eastern Virginia (e.g., \$10 of each ticket purchased or 10% of the sales prices of this product, etc.).

An important aspect of the Komen mission is to provide breast health education. When possible, you should publicize the Komen 1.877 GO KOMEN help line number and provide breast health education materials. Komen Central & Eastern Virginia can provide these materials.

## Making your donation...

In order to fulfill our accounting requirements, we request that you submit the event proceeds along with an accounting of the proceeds to us within a mutually agreed upon timeframe (normally 30-60 days following the conclusion of the event or promotion).

**Please send your donation to:**

Susan G. Komen Central & Eastern Virginia  
1403 Johnston Willis Drive  
Richmond, VA 23235

Please have participants, sponsors, and underwriters make checks payable to the entity or individual organizing the event. **You should not offer sponsors, underwriters, or participants the option of writing their checks for the event directly to Komen Central & Eastern Virginia for tax purposes.** The IRS does not allow tax deductions for an individual's payment to a community fundraising event or product promotion. You should also not make any statement or action which would imply that an individual's payment is tax-deductible.

Please send one check made out to Susan G. Komen Central & Eastern Virginia. If donations are coming from several donors, please call our office for further instruction.

**Thank you for joining us in creating a world without breast cancer!**