



Fundraising Partnership Guidelines for Conducting Special Events, Benefits or Promotions

Thank you for your interest in benefiting the **Greater Kansas City Affiliate of Susan G. Komen for the Cure** (“Komen Kansas City Affiliate”). Donations to the Komen Kansas City 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.

As you begin your planning process, please review the guidelines below **FIRST** before completing the appropriate application. Should you have any questions, feel free to contact **Denise Wiese, Special Events Manager at (816) 842-0410**.

What You Need to Know FIRST

- ✓ A third party must request written permission to use Komen’s name and/or logo, and completion of the appropriate agreement constitutes such a request. **Only events and promotions with a guaranteed minimum donation of \$1,500 or more will be given permission to use the logo.** All references to the organization in publicity and promotional materials, on tickets, invitations, etc. should say:
 - Susan G. Komen for the Cure® Greater Kansas City Affiliate (for the first reference)
 - Susan G. Komen Greater Kansas City (second reference)
- ✓ Individuals or organizations conducting events that benefit the Komen Kansas City 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.
- ✓ Komen has trademark rights on many phrases which include “for the cure” in them. If you are intending to use a phrase of this nature, it will need to be cleared by a trademark search through our headquarter office.
- ✓ While we are 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.
- ✓ Susan G. Komen for the Cure 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 Komen Kansas City Affiliate, must inform the Affiliate of any potential

event sponsors or underwriters for the event before they are secure. Any products or other item(s) sold at or in connection with events must be non-controversial in nature.

- ✓ 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.
- ✓ Of the amount donated to the Komen Kansas City Affiliate, the Affiliate 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 Susan G. Komen, to also be good stewards of their funds.

Donations

- ✓ Please have participants make checks payable to the organization that is holding the event. Organizers of third party events specifically may not offer underwriters or donors the option of writing checks to the Komen Kansas City Affiliate for tax purposes.
- ✓ In order to fulfill our own accounting requirements, we request that you provide us the event proceeds and details of the accounting within 60 days after the conclusion of the special event.
- ✓ Third party organizers cannot use the Affiliate's Tax ID number.
- ✓ Our policy is to acknowledge checks of \$20 or more to Komen Kansas City. We also like to acknowledge the reason for the donation. This may not be possible if we receive checks without an explanation of their purpose. In order to properly account for all donations, we ask that you send us only one check made out to Komen Kansas City. If the donation is coming from several donors, please provide us with an electronic spreadsheet that includes the donor names, addresses, amount of donation and check number.

What the Affiliate *can* legally do for a third party 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.
- ✓ Provide resources for a breast health table at the event (and staff the table).
- ✓ Serve as a guest speaker.
- ✓ Provide a representative at the event for a check presentation.

What the Affiliate *cannot* legally do for a third party fundraiser

- ✓ Actively promote the event by mailing invitations to Affiliate constituents.
- ✓ Use Affiliate mailing lists.
- ✓ Solicit sponsorships or donations for the event.
- ✓ Endorse the event, organizers or product.
- ✓ Pay the event expenses or reimburse the Organizer for event expenses.

- ✓ Provide insurance for the event.
- ✓ Allow events fees or sponsorships to be paid directly to Komen.

How will your donation be invested?

- ✓ Of the net revenue, 75% stays right here in Greater Kansas City to fund education, screening and treatment programs. A full description of our current grant programs can be found at komenkansascity.org.
- ✓ Of the net revenue, 25% goes to the Susan G. Komen for the Cure Award and Research Grant Program, funding cutting edge research.

Moving Forward with the Third Party Event

1. Complete the Community Fundraising Partnership Application and submit it to Denise Wiese, Special Events Manager, via fax 816-842-1554 or email at dwiese@komenkansascity.org.
2. The proposal will be reviewed by management of the Komen Kansas City Affiliate, with consultation of Komen headquarters if necessary.
3. All agreements must specifically state a percentage of net revenue or a specific dollar amount that will be contributed. For example, 10% of the sale price or \$10 of each ticket price.
4. Preapproval is needed if using “for the cure” in any way when referring to the event.
5. If you are planning a sporting event, you must require all participants to sign a waiver/release.
6. Provide proof of comprehensive general liability insurance in the amount of \$1 million which covers liability for bodily injury, property damage or death upon arising out of the third party event. A Certificate of Insurance must be submitted to the Komen Kansas City office no later than 30 days prior to the event or start of promotion. At the discretion of the Komen Kansas City Affiliate, you may be required to name the following as Additional Insured on your policy solely with respect to the event or sale: Susan G. Komen for the Cure, 5005 LBJ Freeway, Suite 250, Dallas, TX 75244 AND Susan G. Komen for the Cure Greater Kansas City Affiliate, 1111 Main St. Ste. 450, Kansas City, MO 64105.

Note: All other events that do not meet the above criteria can opt on forming a Passionately Pink for the Cure event by visiting www.passionatelypink.org. You will receive everything that you need to create a successful fundraising event to benefit Susan G. Komen for the Cure®.

We sincerely appreciate your desire to support the Greater Kansas City Affiliate and our mission to live in a world without breast cancer. If you have any questions about hosting a Third Party, please call Denise Wiese at 816-842-0410.