



Community Friends THIRD-PARTY FUNDRAISING

Thank you for selecting the Breast Cancer Coalition of Rochester as the beneficiary of your fundraising event or activity (mutually referred to as “event “). The Coalition relies on individuals’ and organizations’ generosity and willingness to initiate events. We are honored and delighted to be selected and sincerely thank you for your efforts on behalf of our community.

The Breast Cancer Coalition’s Mission is to cultivate community among those touched by breast or gynecologic cancer; to empower informed decision-making through education, support, and advocacy; and to advance research in our region with the goal of eradicating breast cancer.

This packet contains the following information:

1. **Fundraising Contact Form:** If you or your business/organization wants to host a benefit event for the Coalition, please complete the Third-Party Fundraising Agreement before executing your event plans. We strongly recommend a 4-week notice to ensure proper planning for your event.
2. **Fundraising Guidelines:** The Breast Cancer Coalition of Rochester, Inc. has guidelines for planning events to benefit the Coalition. Please carefully review these guidelines. Upon written approval of your proposal or plan, the guidelines become part of your agreement with the Coalition, and you are responsible for compliance.
3. **Acknowledgement Form:** Third-party fundraising organizers must ensure they read and understand these established guidelines and protocols.
4. **Signatory of Agreement:** The Agreement must be completed and signed by an authorized representative of your business/organization. For events sponsored by individuals, the primary individual should complete and sign as the authorized representative.
5. **Financial Summary:** Please complete the Third Party Fundraising Financial Summary form and return it to the Coalition within ninety (90) days following your event, as required by New York State Charities Bureau laws.
6. **Media Release Form:** Third-party fundraiser organizers sign and return this form prior to your event.

Please note: while we actively encourage third-party fundraising, events **must** be approved before creating any promotional materials that include the Coalition logo. While we aim to quickly approve events, the review may take up to two weeks. We appreciate your interest in fundraising for the Breast Cancer Coalition, and we look forward to working with you. Please contact us with any questions at info@bccr.org or 585.473.8177.

Additional charity fundraising information can be found here: http://www.charitiesnys.com/pdfs/statute_booklet.pdf 6



Breast Cancer
COALITION

**Community Friends
THIRD-PARTY FUNDRAISING CONTACT FORM**

Please complete and return this form prior to your event. Please direct questions to the Breast Cancer Coalition at (585) 473-8177 or info@bccr.org

Responsible Party Sponsoring Event (Signatory of Agreement)

Event Date: _____

Event location: _____

Sponsoring Organization / Group / Individual: _____

Name: _____

Title: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Work phone: _____ **Mobile:** _____

E-mail: _____

Website: _____

Primary Contact for Event (If different than above)

Contact Name: _____

Contact Title: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Work phone: _____ **Mobile:** _____

E-mail: _____



THIRD-PARTY FUNDRAISING GUIDELINES

Purpose:

A third-party fundraiser is any fundraising activity or event organized by a non-affiliated group or individual in which the Breast Cancer Coalition has no fiduciary responsibility and little or no staff involvement. Third-party fundraising events should fit the **mission** and promote the mission and image of the Breast Cancer Coalition of Rochester.

The Breast Cancer Coalition of Rochester's **mission** is to provide *support* to those touched by a diagnosis of breast cancer, to make *access* to information and care a priority through *education* and *advocacy*, and to *empower* women and men to participate fully in decisions relating to breast cancer.

Permission:

Fundraising events must comply with all local, state, and federal laws.

Per the NY Attorney General's office, the Breast Cancer Coalition of Rochester has a fiduciary duty to ensure its name is used correctly, the funds are handled and accounted for in a responsible manner and according to NYS Charities Bureau laws, and the fundraising is conducted in a manner that is consistent with the mission and image of the organization. If you are uncertain of charity laws, please refer to the link below or consult with a Breast Cancer Coalition staff member. http://www.charitiesnys.com/pdfs/statute_booklet.pdf

Ethical standards and principles are the foundation for maintaining public trust for all fundraising by and for the Breast Cancer Coalition. We adhere to, and ask our fundraising friends to adhere to, the Association of Fundraising Professionals (AFP) Code of Ethics.

Please read about the AFP Code of Ethics here:

<http://www.afpnet.org/Ethics/EnforcementDetail.cfm?ItemNumber=3261>

Event Approval:

All fundraising events for the Breast Cancer Coalition of Rochester require prior approval. Please do not make public announcements or promote the event until your event is approved.

Approval for your event is specific to the dates and location you indicate on the Third-Party Agreement. You must submit a new request if you intend to repeat the event.



Event Assistance:

Please understand that the volume of requests typically exceeds the number of Breast Cancer Coalition representatives available to attend or assist with events. While we do our best to provide the requested representatives, we cannot guarantee the attendance of directors, staff, volunteers, or participants/patrons at your event.

If you would like to request a speaker or representative for your event, please provide the details in your event or promotion proposal.

As requested and appropriate, the Coalition will provide our brochures, pamphlets, newsletters, and other informational materials, promoting and explaining the work of the Breast Cancer Coalition of Rochester. Please let us know your needs as soon as possible to ensure we have sufficient quantities for your event.

The Coalition is unable to provide mailing lists to third-party fundraisers. Event organizers must list potential contributors, volunteers, patrons, and participants.

The Coalition cannot solicit sponsors for any third-party event and does not provide donor or member contact information.

The Coalition does not solicit or accept tobacco-related, oil or natural gas-related, pesticide-related, or pharmaceutical-related sponsors for any event.

Event Promotion & Logo Usage:

The third-party individual/group/organization holding the event must represent themselves as a third-party fundraiser(s) rather than staff, members, or otherwise affiliated with the Breast Cancer Coalition of Rochester.

The Breast Cancer Coalition of Rochester logo is a registered trademark and cannot legally be reproduced without written permission. If the Coalition logo is to be used in publicity and marketing materials, the Coalition must approve in writing any materials incorporating our logo before production and release.

The full name of our organization is the Breast Cancer Coalition of Rochester, and the Coalition should be identified by its full name in the first reference in all materials about the event. The term "Coalition" may be used in references thereafter. To avoid confusion, please do not use other variations or abbreviations of our name.

Promotions for the event must reflect the Coalition as the **beneficiary**, not the host, presenter, sponsor, or partner.



Event Language:

If an approved product or service will benefit the Coalition, adherence to required Better Business Bureau language is required. All collateral materials relating to the promotion must specify:

- That written information about the Breast Cancer Coalition of Rochester is available by calling (585) 473-8177 or visiting www.bccr.org
- The actual or anticipated portion of the sales, proceeds, promotion, and donations that will benefit the Breast Cancer Coalition of Rochester
- That the Breast Cancer Coalition of Rochester is the benefitting organization and how the Coalition will benefit. Consider whether your language addresses the following questions, taking care to be as clear as possible:
 - What part of the event will benefit the Coalition? (Ticket sales, raffles, percentage of sales, other sources of income) Suggested language: *"All proceeds to benefit the Breast Cancer Coalition of Rochester."* Or *"25% of the ticket price will benefit the Breast Cancer Coalition of Rochester."*
 - Will any portion of a donor, sponsor, participant, or customer funds be used to defray expenses?
 - Is there a cap on your donation?
 - If a specific goal is not met, is it possible there will be no donation? If so, how will participating patrons be informed that this goal was not met?

Event Insurance

The event organizer(s) assume all liability risk related to the event.

Event organizers must obtain liability insurance to cover the event if required. If a liquor license is required, it is the responsibility of the event organizers to get such a license. Please add the "Breast Cancer Coalition of Rochester" as an additional insured to your insurance policy. A copy of the Certificate of Endorsement page needs to be forwarded by one of the following two methods:

E-mail: info@bccr.org with your event name listed in the subject line

Mail: Breast Cancer Coalition of Rochester
1048 University Avenue
Rochester, NY 14607
Fax: (585) 473-7689



PUBLICITY:

Publicity Pre-Event

With appropriate notice, the Breast Cancer Coalition of Rochester can assist with the promotion of your event through:

- The Breast Cancer Coalition website with a link to your event website, if appropriate
- *Voices of the Ribbon*, our newsletter published four (4) times per year with a readership of >10,000, if time and space permits
- E-mail “blast” of information about your event to our e-mail database
- Announcement of your event via Coalition social media, including Facebook and Twitter
- Post printed material on our community bulletin board
- Place promotional materials in our reception area
- Announce event information at our weekly Brown Bag program
- Assist with press releases announcing and promoting the event, if desired.

Please note: We cannot write or send your press releases for you.

Publicity Post-Event

- The Coalition requires that event organizers adhere to ethical reporting of fundraising results. Only **NET** proceeds may be reported to participants, the media, and the wider community. Net proceeds are the actual funds presented to the Coalition.
- The Coalition will acknowledge the event in *Voices of the Ribbon*, our newsletter published four (4) times per year and reaching a readership of >10,000. A written event summary, including a photo (if provided) if the media release is signed and submitted. (Please take several pictures of your event so we may select one for the newsletter, space permitting.)

Please note:

The Breast Cancer Coalition is a grassroots, community-based, independent organization unaffiliated with a national group or organization. ***Due to budgetary constraints and our desire to allocate maximum funds to our services, we regret that we cannot provide promotional pink ribbon pins or other items for your event.***

Solicitations of Corporate Donations, Sponsorships, and In-Kind Donations

The Coalition receives generous donations of funds and services from the community. Please note that many individuals and businesses already support the Coalition and may not wish to make additional donations to support your event.



In-Kind Sponsorship is a product or service donation, such as printing or silent auction items. The Coalition cannot solicit in-kind sponsors for any third-party fundraiser. In-kind sponsors and cash sponsors must be differentiated.

Tax Receipts and Donor Acknowledgement

To guarantee proper acknowledgment of event donors and to provide appropriate tax documentation, the Coalition requires a list of event donors, including name, address, donation amount, and value, promptly and no later than ninety (90) days following the event or promotion completion. *This is only necessary if acknowledgment of a donation is desired of an individual or entity.*

Event Expenses and Income

If you purchase goods for the event, or if expenses are incurred, please consider the following:

The Coalition cannot reimburse you for buying these goods and services.

The event planner/host may not take a fee, commission, or salary from the event.

If event expenses are greater than the total collected, the group conducting the event is responsible for payment of the additional costs.

The Coalition's purchase tax exemption cannot be extended to any third-party event.

Funds raised should be presented to the Coalition as soon as possible following the event and no later than ninety (90) days after the event to New York State Charities Bureau Laws.

As a general rule, if funds are used to defray event expenses, expenses should not exceed 30% of the funds raised.

By law, a donation solicited on our behalf is fully tax-deductible only when made directly and entirely to the Coalition.

Only checks payable to the Coalition of Rochester will be provided with a tax-deductible acknowledgment letter. These must be delivered for processing immediately following the event.

Suppose cash donations are taken, and donors require an acknowledgment for tax purposes. In that case, the following legible information must be collected and reconciled with the proceeds given to the Coalition: name, address, donation amount, and date. The collection of this information is the sole responsibility of the event organizers.



ACKNOWLEDGEMENT FORM

The responsible party must initial each of the following acknowledgments.

- _____ I have read and agree to comply with the Breast Cancer Coalition Third Party Fundraising Guidelines. I understand that the Guidelines are a part of this Agreement.
- _____ I understand that this is a proposal, and I may not execute the event without prior written approval from the Breast Cancer Coalition.
- _____ I understand that the Breast Cancer Coalition must approve publicity and other marketing materials containing the Coalition's name and logo before production and release.
- _____ I understand I am being granted permission to use the Breast Cancer Coalition logo and will not distort the design or inappropriately display the logo.
- _____ I have read and understand the Third-Party Fundraising Third Party Guidelines.
- _____ I have read and understand that I must return the completed Third Party Fundraising Financial Summary form to the Breast Cancer Coalition promptly and no later than ninety (90) days following the end of the event or promotion.
- _____ I will send a photo(s) and copies or links to media coverage, including a signed copy of the "Photo/Media General Release Form."
- _____ I agree and to hold harmless the Breast Cancer Coalition of Rochester, its directors, employees, legal representatives, and volunteers for any expenses, losses, claims, or damages resulting from your event or the noncompliance with any term or provision of the Breast Cancer Coalition. Furthermore, I understand that the Breast Cancer Coalition insurance will not cover Third Party events.



SIGNATORY OF AGREEMENT

I have carefully read and fully understand the Breast Cancer Coalition of Rochester's Third-Party Fundraising Guidelines and Agreement. I know the Coalition must issue an approval letter before conducting this event. I understand the event approval process may take up to two (2) weeks.

Signature (for electronic submission, your typed full name on this line serves as your signature)

Printed Name

Title

Organization / Business Name, if applicable

Date

On behalf of the Breast Cancer Coalition of Rochester and those we serve, our staff and Board of Directors wish to thank you for your interest in our organization, for reaching out to us, and for helping us honor our mission. We cannot possibly provide services to the thousands living in the aftermath of a breast cancer diagnosis without your generous support. Thank you for keeping your support of breast cancer initiatives... LOCAL!

Please return the completed packet by one of the following methods: E-mail: info@bccr.org.

Mail: Breast Cancer Coalition of Rochester
1048 University Avenue
Rochester, New York 14607



THIRD-PARTY FUNDRAISING FINANCIAL SUMMARY

Please complete as soon as possible after your event and not later than ninety (90) days after your event or promotion completion. Please forward as indicated below.

Third-Party Fundraising Event Name

Third-Party Fundraising Primary Contact

Date of Third-Party Fundraising Event

\$ _____
Income

\$ _____
Expenses

\$ _____
Net Donation to the Coalition

Please mail the proceeds from your event along with this form and any other support documentation for proper donor acknowledgment as soon as possible after your event and not later than ninety (90) days following the completion of your event or promotion to:

Breast Cancer Coalition of Rochester
1048 University Avenue
Rochester, New York 14607

Please make checks payable to **The Breast Cancer Coalition of Rochester**.

If possible, please consider delivering the proceeds in person. These visits are day brighteners for our hardworking staff.



MEDIA RELEASE FORM

I hereby authorize the Breast Cancer Coalition of Rochester, hereafter referred to as 'the Coalition,' to publish photographs, videos, and media taken of our event _____ on _____ and my name and likeness for use in/on the Coalition's print, online, slides, video-based marketing materials, and other Coalition publications.

I hereby release and hold harmless the Coalition from any reasonable expectation of privacy or confidentiality associated with the images, slides, video, and media specified above.

I further acknowledge that my participation is voluntary and that I will not receive financial compensation of any type associated with the taking or publication of these photographs, slides, videos, and media or participation in Coalition marketing materials or other Coalition publications. I agree that publication of said photos, slides, video, and other media confers no ownership rights or royalties.

I hereby release the Coalition, its contractors, employees, volunteers, Board of Directors, and any third parties involved in the creation or publication of marketing materials from liability for any claims by me or any third party in connection with my participation or event.

AUTHORIZATION

Event Name: _____

Event Date: _____

Printed Name: _____

Signature: _____

Street Address: _____

City: _____ State: _____ Zip: _____