THIRD PARTY FUNDRASING "FUNDRAISING FRIENDS" TOOLKIT

Est. 1998

Breast Cancer COALITION

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Thank You for Your Efforts!

We are so thankful for your interest in supporting the Breast Cancer Coalition! As an independently-operated, community-based, grassroots nonprofit organization, we are able to support those impacted by breast and gynecologic cancers because of individuals and groups like YOU! We serve 27 counties in Western and Central New York, providing discussion groups and programming to survivors at ZERO cost to them.

Your actions and efforts truly make a difference. Whether you choose to host a fundraiser once or decide to host it year after year, every dollar raised helps us offer survivors of breast and gynecologic cancer a safe space to get and give support, to learn about resources, and to connect with others who just "get it."

Mission Statement:

To cultivate community among those touched by breast or gynecologic cancer; to empower informed decision-making through education, compassionate support, and advocacy; and to advance regional research with an ultimate goal to eradicate breast and gynecologic cancers.

The Coalition team at the 2025 Pink & Teal Challenge!

What is a third-party fundraiser?

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 fundraisers should fit the Coalition's mission.

Why your support matters

When you support the Breast Cancer Coalition, your funds stay local! Every year, a large portion of our annual budget comes from our fundraising friends. We could not do what we do without your support, and for that we are so grateful!

When you raise funds or donate to the Coalition, you are making a direct impact in your community.

How your fundraising makes a difference

Your contributions and fundraising efforts help us to continue offering programs and services to survivors of breast and gynecologic cancer at ZERO cost to them. We are dedicated to ensuring that all survivors can access our services at any time without the added worry of financial costs.

The Coalition is an available resource for breast and gynecologic cancer survivors from the point of diagnosis through survivorship. Whether someone is newly diagnosed, is in active treatment or is several years beyond treatment, the Coalition remains available to support our community at any time.

Fundraising is FUN!

If you have an idea for a fundraiser, we want to hear about it! Fundraisers can be a single-day event, or they can happen over the course of a month, or even longer. Perhaps you choose to do a fundraiser around a special event or anniversary. Or maybe you just feel inspired to support your community. However you decide to get started, we are so appreciative of your support!

Fundraising Ideas

- **Organize events in your community.** Host a bake sale, a car wash, a walk-a-thon, a cookoff, or coordinate a t-shirt sale.
- **Start a fundraiser at work.** Some ideas include jeans day ($5 donation to wear jeans), starting a raffle, or organizing a bottle collection.
- **Get involved at school.** Many local schools and colleges organize fundraisers throughout the year. Ideas include hosting an event during sports games (like "Dig for Pink" volleyball games or "Pink in the Pool" swim meets), organizing a coin collection, or collecting in-kind donations for a class project.
- **A special time of year.** Many people choose to fundraise in September for Gynecologic Cancer Awareness Month, or in October for Breast Cancer Awareness Month. This is a great time of year to show the survivor community your support.
- **Extracurricular activities.** If you belong to a kickball league or a hiking group, consider collecting donations during an upcoming gathering.
- **Online-only.** On different social media platforms like Facebook, you can start a fundraiser and set a specific goal. Many people choose to do this in honor of their birthday or a special anniversary. This is a stress-free and easy way to raise funds.
- **Support our three annual fundraisers!** Each year, the Breast Cancer Coalition hosts the *Pink & Teal Challenge,* the *Tee'd Off at Breast Cancer* golf tournament, and *ACTober*! By participating in these events through peer-to-peer fundraising or donating raffle items, you are showing your support.

Fundraising Friends Guidelines

Thank you for being a Coalition Fundraising Friend - we are grateful for your support! Your efforts truly make a difference for people in our community diagnosed with breast and gynecologic cancer.

Please contact our Grants and Community Liaison, Tori Toliver Powers, at Tori@BCCR.org or call the office at (585) 473-8177 to discuss your fundraising ideas!

General Guidelines:

1. **Our Fundraising Friends host third-party fundraisers in our community.** 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 fundraisers should fit the Coalition's mission.

2. **The Breast Cancer Coalition must protect our brand image. Please allow us five business days to review any printed or electronic materials before their release to ensure proper branding.** We are happy to supply our logo and discuss how we can help promote your event.

3. **Promotions for any event must reflect the Coalition as the beneficiary.** We are not the host, presenter, sponsor, or partner for a third-party fundraiser.

4. **The IRS requires specific identification regarding WHAT ENTITY will receive the proceeds of your event and HOW MUCH of the money raised will be donated.** For example, "The Breast Cancer Coalition will receive 20% of the purchase price of this item," or "The Coalition will receive all ticket and silent auction proceeds." If you have questions about phrasing, let us know!

5. **The Coalition has a zero-tolerance policy for defamatory or derogatory language.** Please ensure all language used during your fundraising event is respectful and inclusive.

6. **Please send us photographs of your event** so we can celebrate you on our social media channels! We will also include an event summary and color photo of your event in the Coalition's quarterly newsletter following your donation.

7. **Your event is a big deal! Please consider celebrating with us at a check presentation.** You're welcome to present at the Coalition, or we can come to you if schedules permit.

8. **For tax documentation purposes and to assure prompt acknowledgment of gifts made to the Coalition, please submit any checks payable to "The Breast Cancer Coalition of Rochester" within 30 days of your event.** To acknowledge direct donations to your event, please provide the donor's name, address, donation amount, or item value within 30 days of your event.

Contact Form

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

Responsible Party Sponsoring Event

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: _____

Event Description and Planning Needs

Please provide a brief description of the event:

Would you like a Coalition representative(s) present at your fundraiser?

- ☐ Yes
- ☐ No

Will you need Coalition brochures or program materials at your fundraiser?

- ☐ Yes
- ☐ No

Will you have a flyer to promote your fundraiser that you would like us to share on our social media before the event?

- ☐ Yes
- ☐ No

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: _____

Signatory of Agreement

I have carefully read and fully understand the Breast Cancer Coalition's Third-Party Fundraising Guidelines and Agreement. I know the Coalition must issue an approval 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 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 or gynecologic cancer diagnosis without your generous support. Thank you for keeping your support LOCAL!

Please return the completed packet by one of the following methods:

E-mail: Tori@BCCR.org

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