



Fundraising Partnership Guidelines for Third Party Events Benefiting Susan G. Komen® Missouri

Thank you for your interest in supporting **Susan G. Komen® Missouri**! Donations to Komen Missouri are critical in advancing our mission to save lives and end breast cancer forever. We appreciate your desire to raise awareness and money for the fight against breast cancer.

As you begin your planning process, please first review the guidelines below before completing the appropriate application. Questions? Contact the Komen Missouri Office at 314.644-5400; or email info@komenmissouri.org

What You Need to Know First

- **Service Area:** Komen Missouri serves 38 Missouri and Illinois counties: The Missouri counties of Adair, Audrain, Boone, Callaway, Camden, Chariton, Cole, Cooper, Franklin, Gasconade, Howard, Jefferson, Lincoln, Macon, Madison, Maries, Miller, Moniteau, Monroe, Montgomery, Morgan, Osage, Perry, Randolph, St. Charles, St. Francois, St. Louis, St. Louis City, Ste Genevieve, Warren and Washington. The Illinois counties of Bond, Calhoun, Clinton, Jersey, Madison, Monroe and Saint Clair. ***We can only consider third-party events/initiatives that will raise money in one or more of these counties.***
- **Products:** Komen Missouri cannot grant permission for placement of the Susan G. Komen logo on products. All product sales are handled through our national headquarters.
- **Using the Susan G. Komen Missouri Name/Logo:** Since the Susan G. Komen name and logo are registered trademarks, you must obtain written permission in order to use our name or logo in your fundraising efforts. We can grant permission only for the use of the Susan G. Komen Missouri name or logo; only the Susan G. Komen national headquarters can grant permission for the use of the Susan G. Komen name or logo. To obtain written permission, you must adhere to the following guidelines and submit the written application at least four (4) weeks prior to the start of your event. Finally, you must enter into a formal, written agreement with Komen Missouri.
- Komen Missouri cannot provide administrative or logistical assistance for the event/initiative (i.e., distributing invitations, compiling RSVPs, selling tickets, providing mailing lists, providing tax receipts or acknowledgement letters to sponsors and participants).
- Komen Missouri cannot be a beneficiary of funds raised solely through the sale of alcohol that will be consumed at the event.
- 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 benefiting Komen Missouri to be responsible for obtaining necessary permits and insurance. Susan G. Komen and Susan G. Komen Missouri must be named as Additional Insured on the liability insurance for the event.
- Event organizers are responsible for complying with all IRS regulations governing charitable donations for participation in special events.

- As a responsible steward of public funds, Komen Missouri works to keep our expenses at or below 25 percent (25%) of our gross revenue. We request that our fundraising partners also follow this expense ratio guideline.

Guidelines/Requirements for Official Komen Missouri Third-Party Fundraisers

1. Complete the Third-Party Event Application and submit it to info@komenmissouri.org at least four (4) weeks prior to the event.
2. Sign a Third-Party Letter of Agreement upon approval of the event. ***Ongoing initiatives are approved for one year at a time.***
3. Inform Komen Missouri of any potential sponsors or underwriters for the event **before** you secure them, to avoid conflict with established Komen Missouri relationships. It is important for your sponsors to understand that third-party events are not official Komen Missouri events; therefore, they will not receive a tax receipt/acknowledgement for their donation. The only donations we can acknowledge with a tax receipt are those that come to Komen Missouri directly. ***Please contact us if you have any questions, as this is an important factor to consider if you plan to solicit sponsors or underwriters.***
4. Ensure all event participants sign a waiver form if the fundraiser is a sporting event; Komen Missouri can provide a sample waiver form.
5. Be prepared to provide comprehensive general liability insurance in the amount of one million dollars (\$1,000,000.00), which covers liability for bodily injury, property damage or death arising out of your third-party event/initiative. If this insurance is required, you must name "Susan G. Komen" and "Susan G. Komen Missouri" as Additional Insured (riders) on your policy solely with respect to the event/initiative. The event/initiative will not be approved until the Certificate of Insurance is received in the Komen Missouri office.
6. Clearly state a specific percentage of net revenue or a specific dollar amount that will be contributed to Komen Missouri on all promotional materials. For example, "Five dollars of each ticket sold will benefit Susan G. Komen® Missouri." OR "75% of all net proceeds will benefit Susan G. Komen® Missouri."
7. Ensure **ALL** promotional materials, including invitations, news releases, fliers, email messages, posters, radio or television public service announcements, are approved by an authorized representative of Komen Missouri **BEFORE** they are printed, distributed or publicized in any way.

Note: Materials cannot include any wording that suggests endorsement of a product by Komen Missouri or the Susan G. Komen national organization. Similarly, a third-party organizer cannot state that a product, therapy, test or treatment is approved by Komen Missouri or the Komen national organization. Third parties may not claim that Komen Missouri or the Komen national organization is partnering, sponsoring or endorsing their event or product promotion in any promotional material or publicity. **It must be clearly stated that Susan G. Komen® Missouri is only the beneficiary of the event/initiative.**

Making Your Donation

In order to fulfill our accounting requirements, we request that you provide us the event proceeds along with an accounting of the proceeds within 30 days following the conclusion of the event or promotion.

Please have participants make checks payable to the entity or individual organizing the event. Sponsors, underwriters or participants may not have the option of writing checks for the event to Komen Missouri for tax purposes; the IRS does not allow tax deductions for an individual's donation to a community fundraising event or product promotion. Do not make any statement or action that would imply that an individual's payment is tax-deductible.

Third-party organizers cannot use Komen Missouri's Tax ID number.

Please send one check made payable to **Susan G. Komen Missouri**. If donations are coming from several donors, please call our office for further instruction. Send your donation to: **Komen Missouri, P.O. Box 790129 Dept. SK, St. Louis, MO 63179-0129**

How Your Donation is Invested

Seventy-five percent of the net funds stay in our 38-county service area to fund breast health and breast cancer screening, education and patient navigation programs. The remaining 25 percent funds groundbreaking global breast cancer research, including research being done in our region.

Benefits for Official Komen Missouri Third-Party Fundraisers

- Event/initiative information posted on the Community Events page of the Komen Missouri website (www.komenmissouri.org)
- Event/initiative information included in Komen Missouri e-newsletter, if timeframe is compatible with established e-newsletter distribution and if space allows
- Use of the Komen Missouri name/logo to promote the event/initiative (permission assigned at contract completion)
- Free Komen Missouri educational materials (such as breast health brochures, donation envelopes) provided for event, if requested; quantities are limited to 100 of each due to the expense to produce these items
- A volunteer-staffed breast health education table at the event, if requested
- A Komen Missouri representative to speak at the event, if requested

Next Steps

If you are able to work within these Guidelines, please complete the Application and email it to info@komenmissouri.org at least four (4) weeks prior to the event.

Questions? Contact the Komen Missouri Office at 314.644.5400.

Thank you for your interest in supporting Susan G. Komen® Missouri and the local fight against breast cancer! With your help, we will save lives and end breast cancer forever!