

## **Third Party Fundraising Event Guidelines**

*Please read these guidelines before planning your event/promotion*

Thank you for your interest in planning an event to benefit the Wisconsin Breast Cancer Coalition (WBCC)! Information about our mission, programming and activities can be found on our website: [www.wibreastcancer.org](http://www.wibreastcancer.org).

WBCC is a charitable, 501(c)(3), tax-exempt organization. We have been working on behalf of the breast cancer community in Wisconsin since 1994. We are well-regarded and work collaboratively with many organizations. In the interest of protecting our reputation, we ask that events and fundraisers conducted on our behalf follow IRS regulations for charitable giving and complement the mission, image, and core values of WBCC. WBCC will not endorse or support an event/promotion that is in conflict with our mission, image, or core values.

Because we are a small non-profit, we offer the following information and guidelines to generally define the extent to which WBCC can provide services or support for your event/promotion.

### **What WBCC Can Do to Help:**

- Provide a letter of authorization to be used to validate the authenticity of the event and its organizers
- Provide materials describing WBCC's mission and programs to be made available or distributed to event attendees
- Promote your event on the WBCC website, to our e-list, to our social media members, and/or in our regular newsletter (depending on the timing and when appropriate)
- Produce acknowledgment letters to individual donors
- Provide door prizes (i.e., T-shirts, promotional items, etc.) if appropriate

### **What We Cannot Do to Help You:**

- Provide on-site staff or volunteer support (except as mutually agreed upon during event approval)
- Provide liability insurance coverage. The event organizer shall indemnify and hold harmless the Wisconsin Breast Cancer Coalition from liabilities, losses, and expenses arising from the event or promotion
- Provide funding or reimbursement for expenses. WBCC cannot serve as the fiscal agent for the event
- Solicit sponsorship revenue for your fundraising activities (except as mutually agreed upon during event approval)
- Provide publicity: newspaper, radio, TV coverage, etc. (except as mutually agreed upon during event approval)
- Provide mailing lists of contributors, employees, volunteers, or vendors
- Guarantee attendance of staff, board members, or organization members/donors at the event

## Guidelines:

- We request least three (3) weeks' notice prior to an event.
- The event organizer must obtain any necessary insurance, permits, or licenses.
- Any fundraiser that requires any type of license (lotteries, gambling, raffles, or drawings) must first be discussed with and approved by WBCC.
- The WBCC name, logo, or letterhead may not be used to promote the event without prior approval by WBCC.
- WBCC requests advance copies of invitations, advertisements, press releases, posters, or other promotional information related to your event.
- **WBCC may only be identified as the beneficiary of the event.** For example, an event may not be called "WBCC Walk-a-Thon." The event should be promoted as the "Walk-a-thon to benefit the WBCC."
- Prospective event participants must be made aware of the amount that will be directed to WBCC from each ticket, registration fee, sale, or donation. If WBCC will not receive all of the proceeds from the event, then the exact percentage of the proceeds that will benefit WBCC must be stated clearly on all promotional materials. The following phrasing is encouraged – "One-half of all funds raised will be donated to the Wisconsin Breast Cancer Coalition" or "In support of the Wisconsin Breast Cancer Coalition."
- A financial statement must be presented, along with the proceeds, within thirty (30 days) of the event's conclusion. The event organizer must discuss with WBCC, in advance of the event, how charitable receipts will be issued.
- If the event involves individual donations, the WBCC requests an itemized listing of all donors with their contact information within 30 days of the event so that an acknowledgment letter documenting the tax-deductibility of their contribution can be issued from WBCC.
- ***WBCC will not be responsible for any expenses incurred for a third-party fundraising event.***
- The sponsoring organization or individual must seek approval from WBCC to repeat an event in each succeeding year.
- WBCC requests the opportunity to provide promotional literature and/or information to participants at the event if appropriate.