

Breast Cancer Coalition of Rochester

Third Party Event Policy

Purpose:

Third party fundraising events should fit the mission and promote the appropriate 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:

The Attorney General's office notes that the Breast Cancer Coalition of Rochester has a fiduciary duty to ensure that the Breast Cancer Coalition of Rochester's name is being used properly, that the funds are being handled and accounted for in a responsible manner and the fundraising is being conducted in a manner that is consistent with the mission and image.

All fundraising events for the Breast Cancer Coalition of Rochester require permission in advance. Do not make public announcements or promote the event until it is approved.

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

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 or members of 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.

The Breast Cancer Coalition of Rochester can promote the event, where appropriate, through:

The Breast Cancer Coalition of Rochester website with a link to the event's/organization's web site, if appropriate.

Voices of the Ribbon, a newsletter published 4 times per year and reaching a readership of >7500 people if enough notice is given and room permits.

E-mail information about the event to the Breast Cancer Coalition of Rochester e-mail database.

Event Language:

Any promotional materials must be clear that the event or fundraiser is raising funds that will benefit the Breast Cancer Coalition of Rochester and how the organization will benefit. 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.”*

Financial Guidelines:

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

The Breast Cancer Coalition of Rochester’s sales tax-exemption (on purchases) cannot be extended to any event or fundraising effort.

The sponsor individual/group/organization assumes all liability risk related to the event.

Sponsorship:

The Breast Cancer Coalition of Rochester cannot solicit sponsors for any third party fundraising event and does not provide any donor or member contact information.

The Breast Cancer Coalition of Rochester does not solicit or accept tobacco-related, pesticide-related, or pharmaceutical-related sponsors for any event.

In-Kind Sponsorship:

In-kind sponsorship is defined as a donation of a product or service such as printing or silent auction items. The Breast Cancer Coalition of Rochester cannot solicit in-kind sponsors for any fundraising event.

In-kind sponsors should also be acknowledged and provided with tax documentation by the event organizer.

Tax Receipts & Donor Acknowledgement:

If a donation has been given on behalf of the Breast Cancer Coalition of Rochester:

In-kind sponsors and cash sponsors need to be differentiated.

In order to guarantee proper acknowledgement of event donors and to provide proper tax documentation, the Breast Cancer Coalition of Rochester requires a list of event donors including: name, address, donation amount and value within 30 days after the event. *This is only necessary if acknowledgement of a donation is desired of an individual or entity.*

Cancellation, Liability & Changes:

The sponsors agree to indemnify and hold harmless the Breast Cancer Coalition of Rochester from any and all claims and liabilities in any way related to the event. Event organizer agrees to advise the Breast Cancer Coalition of Rochester of any changes in the event.

What the Breast Cancer Coalition of Rochester Can Do for Event Organizers:

Acknowledge direct contributions to the Breast Cancer Coalition of Rochester.

Approve the use of the Breast Cancer Coalition of Rochester logo and/or name.

Provide a letter of support to be used to validate the authenticity of the event and its organizers.

Provide limited existing Breast Cancer Coalition of Rochester materials for the event such as brochures, calendar, newsletter, etc.

Provide a Breast Cancer Coalition of Rochester tri-fold display, if available.

Provide information about the event on the Breast Cancer Coalition of Rochester website with a link to the event's/organization's web site, if appropriate.

Provide assistance with Press Releases announcing and/or promoting the event, if desired. *Please note: We cannot write or send your press releases for you.*

Conduct E-mail information about the event to the Breast Cancer Coalition of Rochester database one month prior to event and again three days prior to event, if requested.

Acknowledge the event's donation by publishing the event name, event description, locations and contact information in *Voices of the Ribbon*, a newsletter published 4 times per year and reaching a readership of >7500 people.