



Susan G. Komen for the Cure Greater Roanoke Affiliate

Guidelines for Fundraising Events, Benefits and Promotions

Thank you for your interest in benefiting the Susan G. Komen for the Cure® Greater Roanoke Affiliate. Donations to Komen for the Cure are extremely important in helping further our promise to end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.

When you make a donation to the Komen Greater Roanoke Affiliate, as much as 75% remains in the Greater Roanoke Valley to fund local breast cancer education, screening and treatment services programs. The remaining 25% goes to fund Komen National Research Grants.

Please read through these guidelines before completing the attached Event Form. We realize that depending on the nature of your event or promotion, not all of these guidelines may apply.

Once the Event Form is completed, send it to our office at the address indicated or fax to the number shown on the form. We will review the details of your event or promotion, and it will be submitted for approval to our Board of Directors. Upon approval, you will then receive a Letter of Agreement.

We request that you do not print any materials or pursue any media publicity until you have received our written approval for your event.

Guidelines

Please note: The Komen Greater Roanoke Affiliate gratefully accepts any donations from individuals and companies. The pink ribbon is the universal symbol for breast cancer awareness and may be used without our permission. If you wish to use the pink ribbon in conjunction with a general statement to promote your event, such as, "Funds will be used to support local breast cancer programs," no further paperwork or approval is necessary. **You may send your donation to the address shown on the event form. However, if you wish to use any of the Komen branding materials, you must complete the event form and receive approval.**

- Our name, and the good will associated with it, is our most important asset. Until you receive event/promotion approval in writing from the Komen Greater Roanoke Affiliate, you should not use the Susan G. Komen for the Cure® name, logo or marks.
- Once approval is received, references to the Affiliate in publicity and promotional materials should be:
 - Susan G. Komen for the Cure® Greater Roanoke Affiliate (first reference)
 - Komen Greater Roanoke Affiliate (subsequent references)
- All promotional material related to an event benefiting the Komen Greater Roanoke Affiliate must be reviewed and approved by the Affiliate **prior** to its production and distribution. This includes, but is not limited to invitations, press releases, newspaper or newsletter articles, etc.
- As a responsible steward of public funds, Komen believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to the Affiliate. As a general rule, events that the Komen Greater Roanoke Affiliate sponsors must be kept to an expense level of 25% of gross revenue. We request all organizations holding events on our behalf use this guideline.
- If you represent to the public that a portion of the proceeds will benefit the Komen Greater Roanoke Affiliate, the public should be told the specific dollar amount or percentage being donated. This is in accordance with the guidelines of the Philanthropic Advisory Service of the Better Business Bureau. If you advertise your event in this manner, you should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution should be submitted to the Greater Roanoke Affiliate within 60 days after the conclusion of the event/promotion.
- Please send all checks made out to Susan G. Komen for the Cure® Greater Roanoke Affiliate to the affiliate post office box and deliver directly to an affiliate representative.
- An important aspect of the Komen mission is to provide breast health education. When possible, you should publicize the Komen 1.877 GO KOMEN help line number and provide breast health education materials. The Greater Roanoke Affiliate will provide these materials for your event.
- If the fundraiser is a sporting event, the necessary permits, signed waivers from participants and insurance will be required. Komen National Headquarters and the Greater Roanoke Affiliate must be named as additional insured. Further details about insurance requirements are contained in the Letter of Agreement.
- If your organization will recruit financial underwriters/sponsors in support of your event, you must provide those details on the event form to ensure there is no duplication of underwriting efforts that may be currently underway.
- In general, the Komen Greater Roanoke Affiliate is not able to handle any administrative aspects of your event. Your organization must have the means to sell tickets, staff the event, send and track invitations, initiate publicity and commit the necessary funds for advertising. While we are grateful for your donation and wish to provide guidance about your event, we simply do not have the staff to assist with administrative and promotional tasks.

- Any items sold to raise funds should be non-controversial in nature.
- Event organizers are responsible for complying with all IRS regulations. IRS regulations governing charitable deductions for participation in special events are very specific and the Affiliate can provide further information on this matter.

Thank you for joining us in creating a world without breast cancer!

Susan G Komen for the Cure® Greater Roanoke Affiliate Branding logos

