









## Third Party Partner Guidelines

Thank you for your interest in benefiting the Susan G. Komen for the Cure, Columbus Affiliate. Donations to Komen Columbus are vital in our mission to end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures. Last year alone, our Third Partners contributed over \$100,000 to our total revenue!

When you make a donation to the Komen Columbus, as much as 75% remains in Central and Southeastern Ohio to fund local breast cancer education, screening and treatment programs. The remaining 25% funds Komen National Research Grants. Komen has received the highest rating – 4 stars - from Charity Navigator for the fourth consecutive year, so you can be sure your donation will be used effectively and responsibly.

These guidelines are intended to be useful resource to you as you plan your event or promotion. We realize that depending on the nature of your event or promotion, not all of these guidelines may apply. We want to make this process as simple as possible. Here are the major steps:

-  Read these Guidelines
-  Complete and sign the Third Party Partner Proposal
-  Submit proposal to Komen Columbus for review at least four weeks prior to the event
-  Upon approval, Komen Columbus will send a Letter of Agreement
-  Review, sign and submit the Letter of Agreement
-  Begin planning your event or promotion

**Important ►** Our name - **Susan G. Komen for the Cure, Columbus Affiliate**, and the good will associated with it - is our most important asset. We are proud to have received the highest rating – 4 stars – from Charity Navigator. Until you receive event/promotion approval in writing from the Komen Columbus, please do not use our name, logo or marks.

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

**Keeping it very simple ►** Komen Columbus 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. All donations, regardless of the amount, are greatly appreciated. However, if you wish to use the Komen name or logo, you must complete the application and receive approval.

## Things to consider before you submit an application...

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 Komen Columbus sponsors must be kept to an expense level of 25% of gross revenue. We request that our Third Party Partners use this guideline also. Exceptions may be made for first-year events or on a case-by-case basis.

Community Fundraising initiatives should generate a minimum donation of \$500.

If funds will be raised through a product promotion, the minimum donation required will be based on the scope of promotion.

We want to make sure that your event runs smoothly and safely. If it is necessary, you will be required to obtain all permits and insurance for your event and event location. Obtaining insurance is commonplace with fundraising events. Further details about insurance requirements will be included in the Letter of Agreement.

If you conduct an athletic or sporting event, you must require all participants to sign a waiver/release and you must retain them for an agreed-upon period of time following the event.

Any items sold to raise funds should be non-controversial in nature.

Komen Columbus works with various sponsors for events that we conduct. In order to ensure that there is no conflict with our sponsors, you must inform us of any potential sponsors or underwriters you are considering before you secure them.

In general, Komen Columbus is not able to handle administrative aspects of your event. Your organization must have the means sell tickets, staff the event, send and track invitations, initiate publicity and commit the necessary funds for advertising. IRS regulations dictate that community fundraising events must remain entirely separate from Komen activities and resources. While we are very grateful for your donation and wish to provide guidance about your event, we simply do not have the staff resources to assist with administrative tasks.

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.

## Planning Checklist...

Permission to use Komen Columbus' name, affiliate logo and other affiliate trademarks (local name and trademarks) will be specifically detailed in the Letter of Agreement, which must be approved and signed. Following approval, all references to the Affiliate in publicity and promotional materials should be:

**Susan G. Komen for the Cure, Columbus Affiliate** (first reference)  
**Komen Columbus** (subsequent references)

**Important** ► Komen Columbus has no authority or ability to permit usage of Susan G. Komen for the Cure's national trademarks or name.

All promotional material related to an event benefiting the Komen Columbus Affiliate must be reviewed and approved by the Affiliate prior to its production and distribution. This includes, but is not limited to, invitations, brochures, signage, press releases, newspaper or newsletter articles, etc.

In accordance with the Better Business Bureau's guidelines for charitable promotions, advertising and promotions materials must clearly disclose to the public the specific amount of money that will be donated to Komen Columbus (e.g. \$10 of each ticket purchased, or, 10% of the sales prices of this product, etc.)

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. Komen Columbus can provide these materials.

## **Making your donation...**

In order to fulfill our accounting requirements, we request that you submit the event proceeds along with an accounting of the proceeds to us within a mutually agreed upon timeframe (normally 60 days following the conclusion of the event or promotion).

**Please send your donation to:**

**Komen Columbus  
ATTN: Beth Waldren  
929 Eastwind Drive  
Suite 211  
Westerville, Ohio 43081**

Please have participants, sponsors and underwriters make checks payable to the entity or individual organizing the event. **You should not offer sponsors, underwriters, or participants the options of writing their checks for the event directly to Komen Columbus for tax purposes**, because...the IRS does not allow tax deductions for an individual's payment to a community fundraising event or product promotion. You should also not make any statement or action which would imply that an individual's payment is tax-deductible.

Please send one check made out to Susan G. Komen for the Cure, Columbus Affiliate. If donations are coming from several donors, please call our office for further instruction.

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