

## **Susan G. Komen for the Cure Southwest Florida Affiliate Guidelines for Special Events, Benefits or Promotions**

Thank you for your interest in benefiting the Southwest Florida Affiliate of Susan G. Komen for the Cure. Donations to Komen Southwest Florida are an important vehicle in advancing our mission of eradicating breast cancer as a life-threatening disease through research, education, screening and treatment. Below are some guidelines we hope will help you with some details of event planning and introduce you to some useful ideas for managing your fundraising event.

While we are able to provide guidance for your event, we do not have the personnel to handle administrative tasks of third party events. These tasks may include distributing invitations, compiling RSVPs or selling tickets.

### **Some thoughts before you get started...**

-As responsible stewards of public funds, our mandate is to keep expenses to 25% of gross revenue as we work on our mission to eradicate breast cancer. The expectation of any third party that organizes an event to benefit Komen Southwest Florida is that expenses will be kept to 25% of gross revenue. Exceptions may be made for first-year events and on a case-by-case basis.

-We also want to ensure that your event runs as smoothly and safely as possible. You are required to obtain all the necessary permits and insurance for your event and for the specific event location. The following entities must be added as additional insured's on the liability policy for the event.

Susan G. Komen for the Cure  
5005 LBJ Freeway, Suite 250  
Dallas, TX 75244

Susan G. Komen for the Cure Southwest Florida  
26800 S. Tamiami Trail, Suite 150  
Bonita Springs, FL 34134

-If you are planning a sporting event, you must require all participants to sign a waiver/release.

-Any item(s) you are planning to sell as a fundraiser for Komen Southwest Florida must be non-controversial in nature. As part of good fundraising practices, we require that the public be informed of the specific dollar amount or the percentage of the sale that will be donated to Komen Southwest Florida.

-As an organizer of this event, you should be prepared to initiate publicity for this event and commit to the necessary funds.

### **Some other ideas to keep in mind...**

-A third party must request written permission to use Komen's name and/or logo, and completion of the Application for Special Events, Benefits or Promotions constitutes such a request. All references to

the Foundation in publicity and promotional materials. On tickets, invitations, etc. should say”  
Susan G. Komen for the Cure Southwest Florida (for the first reference)  
Komen Southwest Florida Affiliate (This is acceptable for subsequent references.)

-All promotional material related to an event benefitting the Komen Southwest Florida 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, merchandise, etc.

-Komen Southwest Florida negotiates with many different financial underwriters and sponsors for our own events. We require that you inform us of any sponsors you have or any efforts made to recruit financial underwriters/sponsors. This will ensure that there is not duplication of efforts when it comes to working on financial underwriting and sponsorships.

-As an organizer of this event, you are responsible for complying with IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific and the Komen Southwest Florida Affiliate can provide some information and guidance.

**When it comes time to make your donation...**

-Please have participants make checks payable to the organization that is holding the event. Organizers of third party events specifically may not offer underwriters or donors the option of writing checks to the Komen Southwest Florida Affiliate for tax purposes.

-In order to fulfill our own accounting requirements, we request that you provide us the event proceeds and details of the accounting within 60 days after the conclusion of the special event.

-In order to properly account for all donations, we ask that you send us only one check made out to Komen Southwest Florida. If the donation is coming from several donors, please provide us with an electronic spreadsheet that includes the donor names, addresses, amount of the donation and check number.

-We appreciate your event contributions to Komen Southwest Florida. Thank you for participating in finding a cure for breast cancer.