



Third Party Event Fundraising Guide

Thank you for your interest in hosting an event to support Gilda's Club Metro Detroit. Prior to hosting an event to benefit Gilda's Club we ask that you complete a Third Party Event Proposal Form. The form must be submitted and approved by Gilda's Club Metro Detroit before the event can be promoted to the public. Fundraising events must also comply with all relevant state and federal laws.

We are fortunate to receive numerous inquiries and proposals from companies, individuals and families that would like Gilda's Club Metro Detroit to be the recipient of the proceeds from their fundraising event. Please note that anyone who is interested in planning an event to benefit Gilda's Club Metro Detroit must initial Pages 1 - 4 and complete Pages 5 & 6 and submit entire form to Gilda's Club Metro Detroit.

Submission of these documents is due at least 1 month or more prior to the event. Each proposal is carefully reviewed and evaluated for feasibility and suitability with our organization's goals and objectives.

The following is a partial list of the criteria that will be used to evaluate proposed events:

- Does the event support the mission and image of GCMD?
- Does the event have a realistic budget, timeline, and plan?
- What is the estimated amount of proceeds from the event?

Gilda's Club Metro Detroit does not advance monies, provide donor lists, or solicit sponsorship revenue for fundraising events. Additionally, our department's ability to provide services for your event is limited by staff size and internal fundraising obligations. We state this information in advance so that there are no disappointments or misunderstandings with regards to our ability to participate with you and support your fundraising event.

In addition, please note that under all circumstances, the use of Gilda's Club Metro Detroit's brand, logo, or name requires written authorization from GCMD and must be pre-approved before usage.

Once again, thank you for your interest in planning an event to benefit GCMD. Please allow a minimum of one week for GCMD to review and respond to your proposal.

Initial

Third Party Event Policies & Procedures

Third party fundraising events should fit the mission and promote the appropriate image for GCMD.

Mission

Our mission is to support, educate, and empower cancer patients and their families. Our free comprehensive cancer program includes support groups, educational lectures, workshops and social events for everyone impacted by cancer – men, woman, teens, and children.

Permission

The Attorney's General office notes that GCMD retains a fiduciary duty to ensure that the GCMD'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 GCMD's mission and public image.

- All fundraising events for GCMD require written permission from GCMD in advance. Do not make public announcements or promote the event until you receive approval of your event proposal.
- Fundraising events must comply with all relevant state and federal laws.
- All necessary permits and certificates of insurance required by City Ordinance or otherwise will be the responsibility of the third-party fundraising group.

Event Promotion & Logo Usage

- GCMD must review all promotional materials (including press releases, public service announcements, scripts, posters, brochures, etc.) before they are used.
- The GCMD logo is a registered trademark and cannot legally be reproduced without written permission.
- GCMD can promote the event, when appropriate, through:
 - o GCMD website (with a link to the event's/organization's website if appropriate)
 - o GCMD e-newsletter
 - o GCMD Clubhouse Community Board
 - o Annual report

Event Language

- It must be clear in any promotional materials that your event is raising funds that will benefit GCMD.
- Any promotional materials must properly characterize the use for which the donation will be made. For example, "Proceeds benefit Gilda's Club Metro Detroit."

Financial Guidelines

- Event expenses should be less than thirty percent (30%) of the total amount raised, excluding in-kind donations.
- Donors must be notified of the percentage of money raised by your event that was donated to GCMD.
- If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.

Initial

- GCMD sales tax-exemption (on purchases) cannot be extended to any event or fundraising effort.
- Within 7 days of the event verbal notification must be made to GCMD of the amount we will receive from the event. Please call our Development Office at 248.577.0800.
- **Within 30 days** after the last day of the event, please send a check made payable to Gilda's Club Metro Detroit to:
Gilda's Club Metro Detroit
3517 Rochester Road
Royal Oak, MI 48073

Sponsorship

- GCMD cannot solicit sponsors for your fundraising event and does not provide any donor or member contact information.
- Printed materials and other information should state, "Proceeds will benefit Gilda's Club Metro Detroit"
- Please provide a list of all potential sponsorship contacts (including all potential in-kind donors). This will allow us to provide you information on their current financial support for GCMD and help us to be good stewards of our longstanding relationships within the community.

Tax Receipts and Donor Acknowledgement

- GCMD will acknowledge all donors from whom a check is received. If the check submitted includes cumulative cash donations, we will also need contact information for individuals and organizations that need receipts for tax purposes (this includes in-kind donations and gifts of \$25 or more).

Cancellation, Liability & Changes

- If circumstances warrant, GCMD may at any time opt out as a beneficiary of the event/promotion through any of its directors, officers, or senior administrators or direct you to cancel the event with no obligation. You hereby agree to cancel the event, if so directed, and further agree to release GCMD, and its directors and employees from any and all liability and connection to such action.
- The sponsors agree to indemnify and hold harmless GCMD and all its officers, directors, and employees from any and all claims and liabilities in any way related to the event.
- GCMD must receive written notice of any changes in your fundraising event.

What We Can Do For You

- Offer event planning expertise and advice.
- Acknowledge direct contributions to GCMD. These contributions will be added to your event donation total, but cannot be withdrawn for event expenses.
- Approve the use of GCMD's name and/or logo.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Provide limited existing GCMD materials for your event such as stickers, brochures, and videos.
- When possible, GCMD will offer a representative to attend your benefit event.
- GCMD can acknowledge your event's donation by publishing the event name, event description, locations and contact information.

Initial

Things to Remember

- Complete and sign the event proposal form at least 1 month prior to your event.
- Establish goals that are realistic and measurable.
- Identify your audience.
- Plan a budget. Identify sources of income and all expenses. If you keep costs down, you'll generate a larger donation - something everyone will feel good about.
- Promotion and publicity - You need to be certain that all promotional and publicity materials are approved by GCMD so that you are using the name, logo, and charitable language correctly.
- Collect the funds and submit the proceeds to your event staff contact. We ask that all funds be forward to GCMD within 30 days of the conclusion of the event.
- Until written permission is received, the name "Gilda's Club Metro Detroit" cannot be used for any purpose and contributions cannot be solicited.

Thank you again for your interest in planning an event to benefit Gilda's Club Metro Detroit. Philanthropic contributions such as yours help us to continue providing emotional and social support for men, women and children touched by cancer -free of charge. Our development team is always available for questions or guidance.

Initial

THRID PARTY EVENT PROPOSAL

Please fill out this proposal form and indicate your acceptance of the terms and conditions herein by returning a signed copy to us. If the proposal is approved, we will send you a fully signed copy, at which time your license to use the Gilda's Club Metro Detroit name and logo will become effective.

Primary Contact Information

First & Last Name:

Address:

Type: Work or Home

City:

State:

Zip:

Home Phone:

Cell Phone:

E-mail:

Event Information

Event Name:

Date:

Time:

Venue:

Venue Address:

Venue City:

Venue State:

Venue Zip:

Description of Event:

Cost to Attend:

How many event participants do you anticipate?

How will your event draw these participants?

Will you have a web site or online registration for your event? *Special Note: We must approve all online use of our name and logo, including Facebook, other web sites and anything requiring online registration.*

If so please include the URL(s):

List all media outlets you will contact to promote the event:

How will your event generate funds for Gilda's Club? (Ex: Ticket Sales, Silent Auction, etc.)

What is your fundraising goal?

How did you determine this figure?

Guaranteed Minimum Donation: \$

Please list all potential sponsors and donors for your event. *Attach a separate sheet if necessary.*

Indicate resources you request from Gilda's Club Metro Detroit:

- Gilda's Club Kit (Free)
Includes (4) generic 8" x 11" fact sheets, (10) Gilda's Club wristbands, (20) Gilda's Club Brochures
- Additional Materials
 - Gilda's Club Wristbands (\$10 each pack of 25) Quantity:
 - Gilda's Club Magnets (\$5 each pack of 10) Quantity:
- Template for writing a press release (Press releases may only be released on a local level, and may not be issued outside of the territory served by Gilda's Club Metro Detroit.)
- Gilda's Club representative to attend
- Template for thank you letters
- Add our event to www.gildasclubdetroit.org online calendar of events
Description for calendar listing:

Proposed Budget

All costs to come out of proceeds or to be paid directly by event planner. Please list all costs even if you expect them to be donated.

Location	\$ _____
Food/Beverage	\$ _____
Printing (tickets, posters, etc.)	\$ _____
Advertising	\$ _____
Prizes	\$ _____
Other (please specify)	\$ _____
Other	\$ _____
Other	\$ _____
 TOTAL EXPECTED INCOME	 \$ _____
(-) TOTAL COSTS	\$ _____
(=) REVENUE TO GCMD	\$ _____

Reminder: Your event attendees may be able to receive a tax deduction for their ticket purchase, but not for the entire price of the event. They will NOT receive deductions for any goods or services that they receive, such as dinner or entertainment. The event organizer should be able to identify the exact value of benefits attendees receive. After deducting that amount, the rest of the amount they paid for their ticket is deductible.

Please note: Raffle ticket purchases are not tax deductible and auction prizes are tax deductible above the fair market value of the item.

Additional information/comments: _____

Note: This Special Event Proposal and License Agreement does not become effective until it is signed by an authorized Gilda's Club representative.

I acknowledge that I have read this agreement, understand its terms and agree to abide by them, and I have been provided a copy.

PROPOSED BY:
Print name of authorized representative of sponsor:

APPROVED BY:
Print name of authorized representative of Gilda's Club Metro Detroit:

Title

Title

Date

Date

Signature

Signature