

## **3<sup>rd</sup> Party Events**

### **Frequently Asked Questions**

#### **Why do I need to submit an application?**

The Komen Southwest Florida Affiliate needs to validate each potential partner; organization or new initiative before agreeing to a relationship to ensure it fulfills our mission and is appropriate. Complete and sign to [Application](#).

#### **When should I submit my application?**

At least four weeks prior to the event or promotion.

#### **How much time should it take to approve the application and promotion materials?**

The Affiliate is fortunate that so many people and organizations are willing to raise money for our mission. However, we are a small, volunteer-driven organization. Given the volume of requests, it takes approximately three working days to review the application. We encourage community fundraisers to keep this in mind when planning their events.

#### **What is an expected donation?**

An expected donation is your fundraising goal. The Affiliate asks you to set this amount, so we can better understand your event and your planned contribution to the fight against breast cancer.

#### **What is the Letter of Agreement?**

The Letter of Agreement formalizes the partnership between the community fundraiser and Komen Southwest Florida. It details event specifics (date, time, place etc), provides the expected donation amount and covers detailed event guidelines. It also gives the community fundraiser rights to the Komen Southwest Florida name and logo under certain conditions. The Letter of Agreement must be signed by both the event organizer and Komen Southwest Florida. Depending on the nature of the event, you may be legally bound by a minimum donation. This will be a reasonable amount agreed upon by both parties clearly outlined in the Letter of Agreement.

#### **Is there a minimum donation amount?**

Yes. Due to staffing and time constraints, the Affiliate cannot grant use of our name or logo for events or sales with anticipated net income of less than \$500. For events or sales that anticipate a net income of \$500 or more, the Affiliate will grant the use of our name. For events or sales that anticipate a net income of \$2,500 or more, the Affiliate will grant the use of our name and logo.

#### **What if the event/promotion does not meet the minimum?**

Please consider not using the Komen name/logo and make a general statement that the funds raised will go to a local breast health organization of breast cancer research and support. You may use a generic pink ribbon. We would be happy and grateful to receive funds raised in this manner and would give public recognition for your donation.

### **How should the Affiliate be referred to in promotional materials?**

All promotional materials should read: "The Southwest Florida Affiliate of Susan G. Komen for the Cure®". The logo can only be used after a Letter of Agreement has been signed.

### **Do materials have to include the amount that will be donated to Komen Southwest Florida?**

The Affiliate and the Better Business Bureau mandate that the donation percentage be communicated to the public clearly on all communications pieces (i.e. 15% of the net proceeds will be donated...or \$7 from every ticket purchased will be donated to...)

### **Why must promotional materials be approved?**

The Komen Southwest Florida name and marks are our greatest assets. To protect and maintain them, we partner with organization and individuals that are reputable and have products, interests and values that support and are consistent with our mission – a world without breast cancer. We also want to make sure that the Komen Southwest Florida name is referenced correctly and the portion of proceeds and/or donations are properly stated.

### **Can Komen Southwest Florida provide its tax ID number so a vendor can write off its in-kind donation?**

Komen Southwest Florida does not acknowledge third party in-kind donations e.g. raffle, auction items, services, venue space, etc. for tax purposes.

### **How will the Affiliate support the event? Will it publicize it?**

The Affiliate will list your event on our website. Depending on the date of your event, we may also be able to publicize your event in the quarterly email blast to constituents. Our resources are limited and the number of monthly events is high, so we cannot provide additional public relations support. We will provide breast health materials.

### **Can the Affiliate provide a speaker for the event?**

The Affiliate needs a minimum of six weeks notice to provide a speaker for a community event.

### **What types of event are not approved by the Affiliate?**

The Affiliate is prohibited from participating in any event/activity that has a distinctly political feel. We do not endorse individual candidates or political party groups. The Affiliate reserves the right to decide not to participate in any activity, event or program if it is deemed inappropriate or not in the best interest of the Affiliate.

### **Event taking place in less than a month?**

Consider using the general pink ribbon rather than the Komen name or logo. The pink ribbon is the universal symbol for breast cancer awareness and may be used without permission. If you wish to use the pink ribbon in conjunction with a general statement such as, "Funds will be used to support local breast cancer programs," no further paperwork or approval is necessary and these donations can be mailed directly to the Affiliate.