

Third-Party Fundraising by Friends Tool Kit

Connecting families affected by childhood cancer by providing opportunities that encourage relationships and strengthen community.





Thank you so much!

We cannot thank you enough for wanting to support the mission of Children's Cancer Connection. CCC is able to provide support to families across Iowa affected by childhood cancer at minimal or no cost because of financial donations from people like you. Your third-party, "Fundraising by Friends" event will help Children's Cancer Connection continue to provide Hospital- and Clinic-Based Programs, Camps, and Support Programs and Outings to nearly 700 Iowa families.

While we participate in as many Fundraising by Friends events as possible, because of the volume of these requests and sometimes last minute engagements, we cannot personally attend each event that is proposed. In this toolkit, you will find helpful information about hosting and planning your event, as well as Children's Cancer Connection's financial and promotional guidelines. Please read the information carefully and submit the event planning form to Children's Cancer Connection for event consideration before proceeding with a special event or promotion benefiting CCC.

A member of the Children's Cancer Connection development team will contact you within one week of receiving the form to inform you whether or not the event fits with CCC's mission. Please contact Development@ChildrensCancerConnection.org or call 515.243.6239 with any questions.

We hope you'll find this toolkit helpful in the planning of your event!

Prior to any event activity:

Please contact Children's Cancer Connection's development team immediately upon planning your event. If your event is scheduled to take place within the next two months, we still ask that you submit an event planning form and contact us as soon as possible.

For annual events, please resubmit the event planning form every year to ensure that we have the most up-to-date information for your event. Children's Cancer Connection reserves the right to request additional information before approving any event or activity supporting the organization.

All event inquiries and event planning forms should be directed to:

Children's Cancer Connection
Attn: Development Team
2708 Grand Avenue
Des Moines, IA 50312
515.243.6239
Development@ChildrensCancerConnection.org



Planning your event to benefit Children's Cancer Connection

Below are some tips to guide you and your committee in planning your event. These tips should be used in addition to the guidelines outlined in this toolkit. Once your event is reviewed by the development department team and is consistent with CCC's mission, additional materials will be provided.

First Steps:

1. Evaluate your time and the strengths of your planning committee to determine an appropriate event
2. Brainstorm and begin formulating your goals

Define Your Event:

1. Determine the type of event you will be executing
2. Determine the planning committee
3. Identify the event specifics: Date, Time, Location

CCC Reviewal:

1. Review this toolkit, paying special attention to the financial and promotional guidelines
2. Create a fundraising plan with a realistic goal and budget
3. Submit the Fundraising by Friends Event Planning Form at least two months before your event

Details:

1. Establish a timeline to complete important tasks
2. Secure volunteers and participants for your event
3. Obtain proper permits and insurance

Execution:

1. Promote and publicize your event and/or mail invitations
2. Review fundraising plan, budget, timeline, vendor and volunteer tasks
3. Enjoy the event! Make sure to thank everyone that was involved—donors, vendors, participants

Follow-up:

1. Submit your proceeds to Children's Cancer Connection (preferred within 90 days)
2. Share a post-event report (Sponsor List, In-Kind Contributor List)
 - a. CCC would love to contact sponsor or donor lists to thank and relationship build
3. Acknowledge and thank all who contributed—volunteers, donors, participants



What can CCC do for your event?

How We Can Help

In order to assure that your event will be as successful as possible, the Children's Cancer Connection development team will provide assistance and services to guide your fundraising efforts. After your event proposal is reviewed and consistent with CCC's mission, CCC will provide:

- Guidance and expertise on event planning
- A letter of support that validates the authenticity of the event and organizers
- Permission and promotional requirements for use of the Children's Cancer Connection name and logos
- Access to brochures, stickers and/or other promotional materials
- Tax receipts and gift acknowledgements to donors who make checks payable to "Children's Cancer Connection" (when donation is unrelated to receiving something in return)
- Assistance with recruitment of volunteers for event set up/teardown, registration, food serving, etc.
- Attendance of a Children's Cancer Connection representative at the event, when appropriate and available
- A family served by CCC to speak about their journey and experiences, when available
- A photo and story of a child served by CCC that your group can use when promoting your event

While CCC will make every effort to provide volunteers, a family speaker, or a child's story, it is not always possible and cannot be guaranteed.

How We Cannot Help

To prevent liability of Children's Cancer Connection, and because of limited staff and resources, CCC is unable to provide support for all fundraising event activities. CCC cannot:

- Secure event venues or other services (e.g. food, entertainment)
- Share Children's Cancer Connection's mailing lists, including sponsors, donors, volunteers, or families
- Guarantee volunteer presence at the event
- Provide insurance coverage, permits or licenses for your event
- Secure monetary sponsors for your event
- Provide funding for your event
- Provide reimbursement for event expenses without prior approval
- Share our raffle license
- Guarantee attendance of staff or families at your event

Children's Cancer Connection does not assume liability for the planning or execution of your event.

Disclaimer: Children's Cancer Connection reserves the right to adjust the contents of this packet to meet the needs of individual event circumstances. Such situations will be evaluated internally and done so on a case-by-case basis. It is expected that unless otherwise approved, all third-party event activities will adhere to the guidelines outlined in this packet.



Financial/Tax Guidelines for your event

The following information has been prepared to help you understand your role and the role of Children's Cancer Connection as it relates to the financial and tax regulations associated with planning a fundraising event. It is important to know that detailed accounting of an event's revenue and expenses are important for tax purposes.

Event Expenses:

As the event organizer, you are responsible for finding sources of funding for your event as necessary. Unless prior approved by CCC, Fundraising By Friends event expenses will not be processed by Children's Cancer Connection, including any and all costs associated with the event, and any credit or debit card transactions for the event.

It is the expectation that the event organizers will not keep any portion of the event proceeds as profit or compensation for organizing the event. If event expenses are greater than the revenue generated, Children's Cancer Connection is not responsible for those costs.

Event Banking:

Unless prior approved by CCC, the organization will not serve as a "bank" for your event. There may be legal and tax implications for any individual who uses their own personal bank account to process event revenues and expenses. Contact your legal advisor, tax advisor, or bank representative to advise you in this area.

Event Taxes:

The event is responsible for paying all applicable federal, state, and/or local taxes incurred during the planning and execution of the event. Because Children's Cancer Connection is not hosting the event, you will not be able to use the tax identification number assigned to these entities in regard to event expense taxes.


Donor Intent:

It is important that your event clearly indicates the donors' intentions—that is, the purpose for which the funds are being raised. In text, CCC recommends use of the following statement: "All proceeds from this event will benefit Children's Cancer Connection."

Tax Treatment of Donations:

Your event staff is responsible for collecting all gift funds generated. Only checks made out directly to Children's Cancer Connection will be classified as tax-deductible gifts to Children's Cancer Connection. Those donors will receive a gift acknowledgement from CCC.

If your event offers sponsorship opportunities, you may have them write the check directly to Children's Cancer Connection. The memo line of a direct check should state your event name, so that it may be credited properly. Sponsorship dollars should be tracked, updated regularly, and communicated to CCC's development team. A sponsorship packet can be created for your event should you request one.



Certain types of donations cannot be considered tax-deductible gifts to Children's Cancer Connection, including:

- Payments to the event organizers for event participation, such as registration or entrance fees or sponsorship dollars
- Payments made by individuals that are used to defray event costs
- In-kind donations to your event

Auctions, Raffles, etc.

If your event includes an auction, raffle, or similar gambling activity, please clearly state that intent in the "event details" section of the event planning form. Careful consideration must be given to these activities, which may require state-specific licenses and other compliance steps. CCC cannot allow groups or individuals to use its gaming/raffle license.

Submitting Net Proceeds:

To make a contribution to Children's Cancer Connection from your event proceeds, please make the check payable to:

Children's Cancer Connection
Attn: Development Team
2708 Grand Ave
Des Moines, IA 50312

**An acknowledgement will be provided to the check issuer.

Promotional Requirements for your event

The Children's Cancer Connection brand is very important to us. We take pride in our brand images and work hard to ensure that the messaging connected to the brand is positive and consistent. It reflects on the important work our staff, families and volunteers do. CCC will provide logos upon request.

As a Fundraising by Friends event organizer, you assume the responsibilities of adhering to Children's Cancer Connection's brand policies.

The following key points are included in these policies:

- All promotional materials should clearly state that proceeds will benefit Children's Cancer Connection and should, in no way, suggest Children's Cancer Connection is responsible for the event
- Children's Cancer Connection reserves the right to review ALL promotional materials including brochures, shirts, advertising, flyers, letters and press releases, and make changes in messaging to ensure that the language is consistent with its branding guidelines
- Logos may not be altered in typeface, color, configuration and/or position. Any use of CCC's logos must adhere to established graphic standards. If the logo is utilized inappropriately, Children's Cancer Connection may withdraw logo usage permission.

Fundraising by Friends Event Planning Form

Please note: Tax deductions are only available for gifts made directly to Children's Cancer Connection. Children's Cancer Connection will not be able to provide tax documents for individual gifts that are pooled and then forwarded to CCC as one payment/check.

Event Details:

Host/Group/Company planning the event: _____

Event Contact Name: _____

Address: _____

Email: _____ Phone Number: _____

Name of Event/Fundraiser: _____

Date of Event: _____ Time of Event: _____

Event Address: _____

City: _____ State: _____ Zip Code: _____

Website/Social Media Link to Event: _____

This event is: Open to the Public By Invitation Only

Does your event require people to buy tickets? YES NO

If yes, how much are they? _____

Estimated Attendance: _____

Description of Event (Include purpose, target audience):

Describe any auctions, raffles or sponsorship (include attachment if necessary):

Promotional Details:

Proposed Event Promotion/Publicity:

- Press Releases
- Radio/TV
- Brochures/Flyers
- Billboards
- Newspaper
- Paid Advertising
- CCC's Website Event Calendar
- CCC's Social Media
- Other: _____

Will you need to utilize any of Children's Cancer Connection's logos? If yes, how will they be used?

Financial Details:

Are there other beneficiaries besides Children's Cancer Connection? YES NO

If yes, please identify other beneficiaries:

If yes, percentage designated to Children's Cancer Connection: _____

Will the event organizers keep a portion of the event proceeds: YES NO

Does your event involve a percentage of sales or dollar amounts of sales for a specific time period? YES NO

If yes, please provide the percentage or dollar amount to be donated. _____%

Will proceeds be taken out of the gross (total) or out of the net (after expenses paid) sales? GROSS NET

Please Estimate:

Total Income: \$ _____ Total Expenses: \$ _____

Estimated gift to Children's Cancer Connection: \$ _____

Anticipated date of check submission (preferred within 90 days for budgeting purposes):

Requests:

*Please only request materials that you'll use, as many of these materials are costly to CCC.

- Brochures/Literature Quantity (not guaranteed): _____
- Wristbands Quantity (not guaranteed): _____
- Volunteers at the Event Quantity (not guaranteed): _____
- Based on availability, I would like a Children's Cancer Connection representative at my event starting at ____:____ AM/PM and ending at ____:____ AM/PM.

I, _____, agree on behalf of _____ that I understand the Fundraising by Friends event guidelines supplied by Children's Cancer Connection and my responsibilities as a Fundraising by Friends event host pertaining to compliance of federal and state laws including, but not limited to, those concerning fundraising events. I promise to abide and adhere to all statements made in the stated guidelines and attest the information provided on this form is correct and accurately describe the proposed event.

Event Organizer's Signature: _____ Date: _____

Children's Cancer Connection Approval: _____ Date: _____

**Thank you for your support of
Children's Cancer Connection!**