

CHILDREN'S CANCER CONNECTION THIRD PARTY EVENT GUIDELINES

THANK YOU SO MUCH FOR WANTING TO SUPPORT THE MISSION OF CHILDREN'S CANCER CONNECTION. BELOW YOU WILL FIND OUR GUIDELINES FOR WORKING WITH THIRD PARTY EVENT GROUPS.



How Children's Cancer Connection CAN Support a Partner Event

This list is not exhaustive and is case-by-case.

- Guidance and expertise on event planning.
- A letter of support that validates the authenticity of the event and organizers.
- Some marketing benefits are included. More information available upon asking.
- Tax receipts and gift acknowledgements to donors who make checks payable directly to "Children's Cancer Connection."
- Assistance with recruitment of volunteers for event set up/teardown, registration, food serving, etc. as requested, not guaranteed.
- Attendance of a CCC 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.



How Children's Cancer Connection Can NOT Support a Partner Event

This list is not exhaustive and is case-by-case.

- Secure event venues or other services such as food, entertainment, etc.
- Secure monetary sponsors or support.
- Provide direct funding for an event.
- Provide reimbursement for event expense without prior approvals.
- Provide insurance coverage, permits or licenses.
- Share CCC's mailing list including sponsors, donors, volunteers, or families.
- Guarantee volunteer, staff, or participating family attendance.



Financial Guidelines

- Children's Cancer Connection is its own 501(c)3 and needs to abide by certain requirements put forth by the IRS and the law. The following information is to share how CCC can support a partner fundraising event financially and how they can't.

Event Expenses, Banking, and Taxes

- The organizer for the event is responsible for finding their own sources of funding for the event. Unless approved prior by CCC, Third Party 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. If event expenses are greater than the revenue generated, CCC is not responsible for the costs. Events are 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 the host of partner events, events will not be allowed to use the tax identification number assigned to us regarding expense taxes.

Donor Intent

- It is important that partner events clearly indicate their intentions in supporting CCC—the purpose for which the funds are being raised. CCC recommends use of the following statement: "All proceeds from this event will benefit Children's Cancer Connection." However funds are being distributed, that should be clearly stated when using CCC's name.

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THE MISSION OF CHILDREN'S CANCER CONNECTION IS TO CONNECT FAMILIES AFFECTED BY CHILDHOOD CANCER BY PROVIDING OPPORTUNITIES THAT ENCOURAGE RELATIONSHIPS AND STRENGTHEN COMMUNITY.

Auction, Raffles, and Games

If the partner event includes an auction, raffle or similar gambling activity, careful consideration will need to be given as these activities require state-specific licenses and other compliance steps.

- If a partner event would like to use CCC's license, for their raffle all the funds need to go through CCC including cash and card. This will allow CCC to properly record the funds and pay appropriate taxes. No funds will be given back to a group, but a total can be provided that can be counted towards a group's funds raised.

Marketing and Recognition

Groups are allowed to use Children's Cancer Connection marketing materials including name and logo with the permission and oversight of CCC.

- All promotional materials should clearly state to what capacity proceeds will benefit CCC and should, in no way, suggest that CCC is responsible for the event.
- CCC reserves the right to review ALL promotional materials and make changes in messaging to ensure that language and logos are consistent with CCC branding guidelines.
- Logos should be obtained directly from CCC staff and may not be altered in typeface, color, configuration and/or position.



Guidelines for Third Party Event/Group Recognition

- Donors supporting a third-party partner event who give directly to CCC will be recognized as outlined in our other donor acknowledgement policies. Their gifts should also be soft credited to the appropriate event.
- For partner events that donate directly to camp at \$5,000+, a note should be made that they will be recognized as a Cabin Sponsor for the appropriate year.
- Third-party partner events or groups that exceed the \$10,000 gift threshold (including gifts given on their behalf) will be highlighted on the virtual donor wall and on the main website page under CCC Supporters for the appropriate year.
- When appropriate, the partner event coordinators should be offered to stop by the CCC office and take a picture with the big check. All event pictures, including a big check presentation picture when appropriate, should be shared with CCC along with any information about the event to be posted on social media or the website.

For More Information, Please Contact One of the Following



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