

## **Guidelines for Special Events and Promotions to Benefit the Susan G. Komen Breast Cancer Foundation Northeastern New York Affiliate**

Thank you for your interest in benefiting the Susan G. Komen Breast Cancer Foundation Northeastern New York Affiliate. Donations to the Komen Northeastern New York Affiliate are an important vehicle to help further our mission of eradicating breast cancer as a life-threatening disease through research, education, screening and treatment.

Please read through the guidelines listed below before completing and submitting the Special Events and Promotions Application. Once completed, send the form to the Komen Northeastern New York Affiliate, Special Events Coordinator, PO Box 13535, Albany, New York 12212-3535. Please send any questions you have about the guidelines or completing the application to [info@albanyraceforthecure.com](mailto:info@albanyraceforthecure.com) or call (518) 454-0045.

Once the Affiliate receives the form, it will be submitted for consideration and approval by the Affiliate's Board of Directors. The Board meets monthly and will contact you as soon as it makes a decision.

### **Guidelines**

1. As a responsible steward of public funds, the Komen Foundation believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to our mission. Therefore, expenses related to a promotion or event organized by a third-party to benefit the Komen Northeastern New York Affiliate must be less than or equal to 25 percent of gross revenue from the event or promotion. The Board may make exceptions to this requirement for first-year events and on a case-by-case basis.

2. All events held at a specific location require the necessary permits and insurance. The following entities must be added as additional insureds:

The Susan G. Komen Breast Cancer Foundation  
5005 LBJ Freeway, Suite 250  
Dallas, TX 75244

The Susan G. Komen Breast Cancer Foundation Northeastern New York Affiliate  
P.O. Box 13535  
Albany, NY 12212-3535

Another requirement for sporting events is a signed waiver/release from all participants.

Once the Board approves the fundraiser, the Special Events Coordinator will provide you with the necessary wording to include in the participant release.

3. If a third party sells an item as a fundraiser for the Komen Northeastern New York Affiliate, the item to be sold must be non-controversial in nature. The public must be told the specific dollar amount from the sale of each item that goes to the Komen Northeastern New York Affiliate. For example, "\$5 per pin." If a certain percentage of the sale of an item or ticket goes to the Affiliate, the public must be told the specific percentage that benefits the Komen Northeastern New York Affiliate.

4. A third party must request written permission to use Komen's name and/or logo. Completion of the Special Events and Promotions Application constitutes such a request. Permission to use the Komen Cameo Logo is rarely granted. All reference materials to the Foundation in publicity and promotional materials, on tickets, invitations, etc., must include:
  - Susan G. Komen Breast Cancer Foundation Northeastern New York Affiliate (for the first reference)
  - Komen Northeastern New York Affiliate (acceptable for the second reference)
5. All promotional materials related to an event benefiting the Komen Northeastern New York 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 newspaper articles, etc.
6. Third parties must inform the Komen Northeastern New York Affiliate of any effort to recruit financial underwriters/sponsors to ensure that there is no duplication of underwriting efforts.
7. The Komen Northeastern New York Affiliate is unable to handle any administrative aspects of a third-party event. While we can provide guidance about your event, we simply do not have the resources to handle administrative tasks like invitation distribution, compiling RSVP's, or selling tickets.
8. Organizers of the event are responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific and the Komen Northeastern New York Affiliate can provide some information and guidance.
9. Organizers of the event should be prepared to initiate publicity for this promotion and commit the necessary funds from its advertising budget.
10. Event proceeds and an accounting must be provided within 60 days after the conclusion of the special event or promotion. Please send only one check made out to the Susan G. Komen Breast Cancer Foundation Northeastern New York Affiliate. If the donation is coming from several donors, please provide a spreadsheet with the donor names, addresses, donation amount and check number on disk to:

**Special Events Coordinator**  
**Susan G. Komen Breast Cancer Foundation Northeastern New York Affiliate**  
**P.O. Box 13535**  
**Albany, NY 12212-3535**