

fundraise
**YOUR
WAY**
COMMUNITY
FUNDRAISING



guidelines



free to breathe
a partnership for lung cancer survival

INTRODUCTION

We would like to thank you from the very start for your time, energy and commitment to the lung cancer movement. We're honored that you've chosen Free to Breathe as the beneficiary of your activity/event. Through your fundraising efforts, you are helping not only to raise awareness, but also to fund vital research programs dedicated to doubling lung cancer survival by 2022!

These guidelines are meant to provide a clear understanding of the Free to Breathe Fundraise YOUR Way community fundraising policies and procedures.

What is a Fundraise YOUR Way Community Fundraising activity or event?

A Fundraise YOUR Way Community Fundraising activity is an activity or event held by an independent party, not affiliated with Free to Breathe, that will benefit Free to Breathe, but for which Free to Breathe has no fiduciary responsibilities and minimal to no staff involvement. The activity should complement and uphold the mission, vision and image of Free to Breathe.

EVENT SUBMISSION

- If you will be hosting a “Create Your Own” fundraising event/activity to support Free to Breathe, please submit your [online form](#) at least three weeks in advance of your event and any promotion.
- If association with a particular community fundraising activity is deemed in any way to harm or have a negative effect on the name or public, positive and professional reputation of the organization or to be incompatible with our mission and vision, Free to Breathe has the right to decline such association.
- Free to Breathe reserves the right to work with other advocates hosting similar community fundraisers.

RESPONSIBILITIES & LIABILITY

- The event organizer is responsible for all planning, operations/logistics, promotion and financial liability associated with the event.
- No cost, liability or legal responsibility associated with this event shall be incurred by Free to Breathe and the organizer is responsible for complying with all applicable local, state and federal laws and regulations.
- The Free to Breathe event insurance policy does not extend to an independently hosted event.
- Free to Breathe names and nonprofit status may not be used in any form to secure licenses or permits for your fundraising event as the activity is being solely organized and conducted in all aspects by you and not us.
- Organizer may not file suit or make claims against Free to Breathe or the directors thereof in association with your community fundraising activity/event.
- Event is to be conducted in a safe, lawful and professional manner.
- Any event details, photos or videos shared in association with the activity or event are publicly accessible and your event’s information and fundraising progress and success may be used in future marketing and promotional materials for Free to Breathe.

FUNDRAISING

- All funds raised and provided to Free to Breathe from a Fundraise YOUR Way community fundraiser are considered unrestricted unless otherwise requested in writing from the organizer.
- Organizer agrees to provide the stated portion of the net proceeds from the event to Free to Breathe as outlined in the online submission form within two weeks of the event date.
- Organizer agrees to consult with Free to Breathe if they plan to approach businesses for donations or sponsorships in order to avoid duplication by Free to Breathe for other organizational programs.

LOGO/NAME USE & PROMOTION

- Your fundraising activity/event shall be promoted without the appearance of Free to Breathe being the host, sponsor or endorser.
- Organizer agrees to not misrepresent themselves as an employee of Free to Breathe in association with the activity/event.
- If you wish to use the names and/or logos of Free to Breathe:
 - in text, they must be preceded by “proceeds benefit” and the official name may not be altered in any way
 - as a logo, they must be our [community fundraising logo](#) and that logo may not be altered in any way

Prior to using the logo, please visit <http://www.freetobreathe.org/downloads/community-fundraising/nl-agreement.pdf> to agree to our [name and logo use agreement](#).

- All promotional materials must indicate the specific portion of the proceeds being provided to Free to Breathe as the beneficiary of the event (e.g., 100% of the net proceeds from the event will benefit Free to Breathe or 75% of the sale price will benefit Free to Breathe, etc.).
- If proceeds from a community fundraising activity are benefitting more charities than just Free to Breathe, the Free to Breathe community fundraising logo must appear the same size as any other benefitting organization’s logo.
- We would like to see any promotional materials and/or collateral (printed or electronic) associated with the event using the name and/or logos of Free to Breathe prior to printing and/or distribution. This is so we a) may offer guidance if applicable, b) may protect the integrity of our brand and c) have a record of your materials in our historical files.

- Free to Breathe reserves the right to withdraw the use of its name and/or logos and association with a community fundraising activity and terminate its agreement with an individual, group or organization at any time.
- If you have any questions regarding the use of our name and/or logos, please contact the events team at 608-828-8852 or events@freetobreathe.org.

DONATION RECEIPTING & TAX DEDUCTIONS

- Unless the organizer is a registered 501c3, donations and sponsorships made payable to the organizer do not qualify as charitable, tax deductible contributions. However, donations and sponsorships made via cash or checks payable directly to Free to Breathe are tax deductible per the extent allowed by IRS guidelines. We do not recommend sending cash through the mail. If you've received cash donations, please convert the cash to either a money order, personal check or a cashier's check before mailing to Free to Breathe and include a completed [donation form](#) or [pledge form](#) for each cash donor. Such tax-deductible contributions should be mailed to Free to Breathe as soon as they are received so that we may process and send acknowledgement letters and tax receipts in a timely fashion. Free to Breathe reserves the right to approve the use of its name and logos on any community fundraising materials
- Silent auction winners may receive a tax acknowledgement letter from Free to Breathe if the amount the winner bidder paid for the item is above the item's fair market value, per IRS regulations. In order to provide a tax deductible receipt and acknowledgement, Free to Breathe must be provided with the winning bidder's name, address, phone number, amount of the winning bid, item description and fair market value of the item.

- Contributions made for raffle tickets are not tax-deductible as there would be an anticipated exchange for the dollars provided.
- Registration and/or ticketing fees are not tax-deductible because they are considered as a purchase with an expectation of something in return.
- Organizer may not use donations to cover any event expenses. All funds received as “donations” must be received by Free to Breathe in full.
- All funds from the event being provided to Free to Breathe shall be remitted to Free to Breathe within two weeks of the event.
- Free to Breathe is not able to provide tax receipts for catering, décor, or any other individual’s or vendor’s products, services or facilities that may be donated to a community fundraising event or event organizer.
- Once funds are received by Free to Breathe, they can no longer be used or paid back to the organizer or event to cover expenses.

*thank you again for your passion to change
the meaning of lung cancer!*