

## **Guidelines for Special Events or Promotions Benefiting Susan G. Komen Central Indiana**

Thank you for your interest in benefiting the Central Indiana Affiliate of Susan G. Komen. Donations to Komen Central Indiana are an important vehicle in helping further our promise to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.

Please read through the guidelines below before completing the attached form. Once completed, send the form to our office via fax at 317-634-4980 or mail to Susan G. Komen Central Indiana, 3500 DePauw Blvd., Suite 2070, Indianapolis, IN 46268 or e-mail [sarah\\_schmitz@komenindy.org](mailto:sarah_schmitz@komenindy.org). Should you have questions concerning the guidelines or application form call (317) 638-2873.

Once the form is received, it will be reviewed and considered for approval. As soon as the decision is made, you will be contacted and a formal letter of agreement will be sent.

**Please note:** Komen Central Indiana gratefully accepts any donations from individuals and companies. 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 to promote your event such as "Funds will be used to support local breast cancer programs" no further paperwork or approval is necessary. You may send your donation to the address shown at the bottom of the guidelines. However, if you wish to use the Komen name or logo in your promotions, you must review the guidelines and complete the application form.

### **GUIDELINES**

1. Komen Central Indiana serves 21 specific counties in central Indiana including Bartholomew, Boone, Brown, Clinton, Decatur, Delaware, Grant, Hamilton, Hancock, Hendricks, Henry, Howard, Johnson, Madison, Marion, Montgomery, Morgan, Rush, Shelby, Tippecanoe and Tipton counties. We may only consider fund raising events or sales which will raise money in one or more of these counties. Please contact us if your event will be taking place or raising funds outside of these counties so that we may direct you to the appropriate Komen affiliate.
2. As a responsible steward of public funds, Komen believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to our mission. Therefore, a third-party that organizes an event to benefit Komen Central Indiana is expected to keep expenses to 25% of gross revenue. Exceptions may be made for first-year events and on a case-by case basis.
3. All events held at a specific location require the necessary permits and insurance. In some cases, proof of liability insurance will be required and, in addition, depending on the nature and scope of the event, may be required to name both Komen Central Indiana and Komen headquarters as additional insured on the liability policy for the day of the event. Normally, this is a simple process requiring a phone call to your liability carrier. If required, the following entities must be added as additional insureds:
  - Susan G. Komen  
5005 LBJ Freeway, Suite 250, Dallas, TX 75244
  - Susan G. Komen Central Indiana  
3500 DePauw Blvd., Suite 2070, Indianapolis, IN 46268

4. All sporting events must also obtain a signed waiver/release from all participants. Once the Affiliate gives approval for the fundraiser, we will provide you with the necessary wording to include in the participant release.
5. If a third-party sells an item as a fundraiser for Komen Central Indiana, 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 Komen Central Indiana - 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.
6. A third-party must request written permission to use Komen's name and/or logo, and completion of the Third-party Event Form constitutes such a request. A signed letter of agreement will confirm this approval. Permission to use the Komen logo is rarely granted. All references to Komen in publicity and promotional materials, on tickets, invitations, etc. should say Susan G. Komen Central Indiana (first reference) and Komen Central Indiana in subsequent references.
7. All promotional material related to an event benefiting Central Indiana 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 newsletter articles, etc.
8. Third-parties must inform Komen Central Indiana of any effort to recruit financial underwriters/sponsors in order to ensure that there is no duplication of underwriting efforts.
9. Komen Central Indiana is not able to handle any administrative aspects of a 3<sup>rd</sup> - party event. While we are able to give you guidance about your event, we cannot handle administrative tasks like invitation distribution, compiling RSVP's, or selling tickets.
10. Organizers of the event are responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific and Komen Central Indiana can provide some information and guidance.
11. Organizers of the event should be prepared to initiate publicity for this promotion and commit the necessary funds from its advertising budget.
12. All checks need to be made out to the organization that is holding the event. Organizers of 3<sup>rd</sup> party events may not offer participants the option of direct payment to Komen. We are not able to provide tax receipts to individuals participants in a 3<sup>rd</sup> party event.
13. 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 Central Indiana. Please let the Affiliate know if the donations will be coming from several donors. Send check(s) to

**Susan G. Komen Central Indiana**  
**3500 DePauw Blvd., Suite 2070**  
**Indianapolis, IN 46268**