



Children's Cancer  
**CONNECTION**<sup>™</sup>

The entire family. The entire journey.

Connecting families affected by childhood cancer by  
providing programs for education, recreation and support.

**Fundraising by Friends**  
**Third-Party Tool Kit**

## Thank you so much!

We can't thank you enough for wanting to support the mission of Children's Cancer Connection. Children's Cancer Connection is able to provide support to families facing childhood cancer at little-to-no-cost, in part, because of financial donations from people like you. Your support will help Children's Cancer Connection continue to provide programming in education, recreation and support.

Your third-party "Fundraising by Friends" event helps support the most important programs at Children's Cancer Connection, including the funding of our annual summer camps, hospital and clinic-based programs, and the many family events we host for the families we serve.

While we participate in third-party "Fundraising by Friends" events, because of the volume of these requests, we can't personally participate in each event that is proposed. In this toolkit, you will find information about hosting and planning your event, as well as Children's Cancer Connection's promotional and financial guidelines. Please read the information carefully and submit the proposal form to Children's Cancer Connection for third-party event consideration before you proceed with a special event or promotion benefitting our organization.

A member of our Children's Cancer Connection Development Team will contact you within one week of receiving the form to inform you whether or not the event is approved. Please contact [Development@ChildrensCancerConnection.org](mailto: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 at least two months prior to the event to obtain approval. Our team will contact you within one week of receiving your proposal form.

If your event is scheduled to take place within the next two months, **we still require you to submit a proposal form**. Please contact us as soon as possible.

For annual events, please resubmit the proposal 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.

All event proposal forms and general inquiries should be directed to:  
Children's Cancer Connection  
Attn: Development Team  
2708 Grand Avenue  
Des Moines, IA 50312  
515.243.6239  
[Development@ChildrensCancerConnection.org](mailto:Development@ChildrensCancerConnection.org)

## Hosting an 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 approved, 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

### **Gain Approval:**

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 third-party event proposal 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 within 30 days of the event
2. Submit a post-event report (Sponsor List, In-Kind Contributor List, Media Report, Copies of Printed Material) within 60 days of the event
  - a. CCC reserves the right to contact sponsor or donor lists to thank and relationship build
3. Acknowledge and thank all who contributed—volunteers, donors, participants

## How We Can Help

In order to assure that your event will be as successful as possible, the Development Team at Children's Cancer Connection can provide a variety of assistance and services to guide your fundraising efforts. Upon approval of your event proposal, we will be able to:

- Offer guidance and expertise on event planning
- Provide a letter of support that validates the authenticity of the event and organizers
- Provide permission and promotional requirements for use of Children's Cancer Connection names and logos
- Offer access to a limited supply of brochures, stickers and other promotional materials
- Provide tax receipts to donors who make checks payable to "Children's Cancer Connection" (when donation is unrelated to receiving something in return)
- Offer assistance with recruitment of volunteers for event set up/teardown, registration, food serving, etc. Please keep in mind, while we'll make every effort to help, volunteers are not guaranteed
- Arrange attendance of a Children's Cancer Connection representative, when appropriate and available

## How We Cannot Help

Because of our limited staff and resources, or to attach liability to Children's Cancer Connection, we are unable to provide support for all fundraising activities. We appreciate your time and talent to help expand our fundraising efforts. Unfortunately, we cannot:

- Handle securing an appropriate venue or other services (e.g. food, entertainment)
- Share Children's Cancer Connection's mailing lists, including sponsors, donors, volunteers, or families
- Guarantee volunteers present at the event
- Promote and/or generate publicity on behalf of your event (see exceptions)
- Provide insurance coverage, permits or licenses for your event
- Secure sponsorship for your event
- Provide funding or reimbursement for event expenses
- Share our raffle license
- Guarantee attendance of staff or families at your event, including subsequent check presentation or photo opportunities with staff or families

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. Those situations are 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 Guidelines

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

### **Event Expenses:**

As the event organizer, you are responsible for finding sources of funding for the event, if necessary. Third-party 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:**

Children's Cancer Connection cannot 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.

### **Donor Intent:**

It is important that your event clearly indicates the donors' intentions—that is, the purpose for which the funds are being raised—so that Children's Cancer Connection can accept the donations.

In text, it's recommended you use 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 gifts to Children's Cancer Connection. Those donations will be provided a receipt of donation.

If your event offers sponsorship opportunities, you may have them write the check directly to Children's Cancer Connection. However, that money will not be redistributed back out to pay for expenses. The memo line of a direct check should say your event name, so that it may be credited properly. Sponsorships should be tracked in an Excel or similar spreadsheet, should be updated regularly, and communicated to the Development Team.

Certain types of donations are not gifts to Children's Cancer Connection, including:

- Payments to the event organizers for event participation, such as "entrance fees," "suggested donations," or "sponsorships"
- 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 proposal 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 our gaming 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

\*\*A receipt will be provided to the check issuer

## Promotional Requirements

The Children's Cancer Connection brand is very important to us. We take pride in our brand images and put in a lot of work to ensure that the messaging connected to it is positive and consistent. It reflects on the important work our staff, families and volunteers do. Our logos and marks are trademarked and require compliance in their use.

As a third-party "Fundraising by Friend's" event organizer, you assume the responsibilities of adhering to Children's Cancer Connection brand policies.

Upon approval of your event, communication/marketing staff will send third-party "Fundraising by Friend's" event organizers detailed promotional guidelines outlining accepted ways to advertise and market your event.

The following key points are included in this guideline:

- All promotional materials should clearly state that proceeds will benefit Children's Cancer Connection and 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, advertising, flyers, letters and press releases, and make changes in messaging to ensure that the language is consistent with branding guidelines
- Logos may not be altered in typeface, color, configuration and/or position. Any use of the logos must adhere to established graphic standards. If the logo is found to be used inappropriately, Children's Cancer Connection may withdraw permission to the use of the logo.

# Third-Party “Fundraising by Friends” Event Application 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: \_\_\_\_\_

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):

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

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### Promotional Details:

Proposed Event Promotion/Publicity:

- Press Releases
- Radio/TV
- Brochures/Flyers
- Billboards
- Newspaper
- Paid Advertising
- Other: \_\_\_\_\_

Will Children’s Cancer Connection’s logo be used? If yes, how?

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**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 (must be within 30 days of event): \_\_\_\_\_

**Requests:**

\*Please only request materials that you’ll use, as many of these materials cost us money

o Brochures/Literature Quantity (can’t guarantee): \_\_\_\_\_

o Wristbands Quantity (can’t guarantee): \_\_\_\_\_

o Volunteers at the Event Quantity (can’t guarantee): \_\_\_\_\_

o Please put my event on the Children’s Cancer Connection website calendar

o Based on availability, please do a Facebook post about my event

o Based on availability, I would like a Children’s Cancer Connection representative at my event

> Time they should arrive: \_\_\_\_\_ Time they are done: \_\_\_\_\_

I, \_\_\_\_\_, agree on behalf of \_\_\_\_\_ that I understand the third-party “Fundraising by Friends” event guidelines supplied by Children’s Cancer Connection and my responsibilities as a third-party, “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: \_\_\_\_\_