



433 NW 4th Avenue, Suite 100
Portland, OR 97209

CCA'S FUNDRAISING GUIDELINES

The Children's Cancer Association (CCA) is grateful for your interest in supporting our work with seriously ill children and their families in our community. Because our work is sensitive and personal, and our relationships with people our most treasured asset, we have established the following guidelines for use with organizations who wish to support us by designating CCA as a beneficiary, co-branding an event and/or collaborating with us on projects.

Prior to completing the attached fundraising proposal, please review the following guidelines. Proposals may be returned to us by mail or fax. We will make every effort to respond to your proposal promptly. If you have any other questions, please feel free to contact us at 503-244-3141. We deeply appreciate the efforts of all of our volunteer fundraisers and thank you again for your interest.

Guidelines and Communications

1. The Children's Cancer Association (CCA) staff must approve all fundraising activities or use of CCA's logo or name in advance of event material production and/or event.
2. Press releases, public service announcements, advertisements, printed materials (posters, brochures, flyers, tickets, invitations, etc.) are the responsibility of the individual/organization coordinating the fundraising activity. All publicity, printed or otherwise, using the Children's Cancer Association name, logo, or text about CCA programs, services or history of the organization, must be submitted for approval by CCA prior to production, distribution and/or release, and written authorization obtained.
 - a. The CCA logo may not be incorporated into any other business logo. The CCA logo may not be printed on alcoholic beverages or containers, used in conjunction with any promotion of drinking alcoholic beverages, firearms or tobacco products. Logo usage is evaluated on a case-by-case basis and is determined by CCA's staff under the authority and advisement of the CEO of the Children's Cancer Association.
 - b. The CCA logo may be used by other organizations only with advance permission and in accordance with CCA graphic standards.
 - c. All approvals of the CCA logo, name, messages, images or program descriptions MUST be obtained in writing on each item in which the CCA identity is utilized prior to production, publication or broadcast.
 - d. CCA will review and return all requests for approval of use within 24 hours of receipt. Should modifications be required, an additional 24-hour time frame will be needed to guarantee final approval. Approval requests should be routed to CCA Marketing Director, Ken DuBois, by phone at (503)200-5120, fax at (503)892-1922, or e-mail at kdubois@e-cca.org.

3. For confidentiality reasons, the Children's Cancer Association cannot release donor or volunteer lists to an individual, company, group or organization. In addition, CCA does not sell goods or services from outside organizations.
4. The Children's Cancer Association cannot be liable for any expenses incurred by an individual or any organization involved in fundraising on behalf of CCA, nor can the Children's Cancer Association underwrite any fundraising activities.
5. The Children's Cancer Association policy prohibits the use of telephone solicitation for contributions from the general public. The Children's Cancer Association is also unable to share any donor lists for solicitation purposes.
6. Oregon law requires special licensing to conduct a raffle and Washington has a different set of raffle laws. If you or your organization would like to conduct a raffle, individuals and/or organizations must obtain a raffle license and follow the guidelines set by your state. Instead, we suggest *sweepstakes promotions* as a substitute.
7. In accordance with IRS regulations, the individual or organization conducting the fundraiser is responsible for disclosing to donors the exact dollar amount or percentage of the gift which will benefit the Children's Cancer Association.
8. Volunteers associated with an outside supporter should avoid any conflict between their personal interest and the interest of the Children's Cancer Association.
9. Insurance (if applicable) for any fundraising activity to benefit the Children's Cancer Association is the responsibility of the organizing party and must be submitted with proposal for approval.
10. Upon request and approval, CCA banners, sandwich boards and other marketing materials may be borrowed. All materials must be returned in their original condition and will be assessed upon check-out and check-in; if damaged, party is responsible for replacement of materials.

Budget Management

The Children's Cancer Association is eager to provide you and/or your event participants with the appropriate tax-deduction receipts and information when applicable. To facilitate this process, we recommend the following event budget management options:

- **For events hosted by an individual, company or committee that intends to cover the event expenses “personally”:**
Event participants should make checks directly payable to the Children's Cancer Association and designate the event on the memo line. All participants will receive an acknowledgement letter from CCA for their 100% tax deductible gift and the event organizer(s) will receive an acknowledgement letter declaring the total number of participants and amount raised. In this circumstance, the event organizer(s) will receive no tax-deduction.

- **For sales to benefit the Children's Cancer Association:**

When an individual, company or committee sells an item (baked good, music CD, or spaghetti dinner) at its approximate value and then donates some or all of the proceeds from this sale to the Children's Cancer Association, the donation and tax-deduction belong to the organizer. Because the purchaser or participant received something in return for their "donation," the only portion of their payment that is tax-deductible is that beyond the fair market value of the item purchased. For sales and events of this kind, CCA recommends that the purchasers/participants pay the organizers directly for their purchase. After the event/sale, the organizers can cover their expenses from the proceeds and make a 100% tax deductible gift directly to CCA.

We, the undersigned, have reviewed and agree to the above.

Name: _____ Title: _____

Organization: _____

Signature: _____ Date: _____

Mary Turina, President/COO
Children's Cancer Association

Date

Please return your completed proposal to Children's Cancer Association, 433 NW 4th Avenue, Suite 100, Portland, Oregon 97209 or fax to 503-892-1922.



Children's Cancer Association
433 NW 4th Avenue, Suite 100
Portland, Oregon 97209
P: (503) 244-3141
F: (503) 892-1922

CHILDREN'S CANCER ASSOCIATION FUNDRAISING PROPOSAL

Project Chair: Date:
Organization:
Address:
City: State: Zip:
Day Phone: () Fax Number: ()

Title and description of proposed event:

Date/Time of event:

Event Location (address, phone #):

Ticket price: \$ Contact for tickets: Contact phone #:

Expected number of participants:

Will insurance coverage be necessary for your event?: No Yes
If yes, please attach proof of insurance.

Are permits required?: No Yes
If yes, please explain:

Will there be alcohol served at this event?: No Yes

Security required?: No Yes (discuss if appropriate):

Rain plan No Yes (discuss if appropriate):

How will income be generated? (pledges, contributions, ticket purchases, etc.):

How and when will income be collected?:

* This document was developed by the Children's Cancer Association according to common fundraising practices. It is not intended to serve as tax advice. For more information about the tax-deductibility of fundraising practices, please consult a professional tax attorney.

Please list any (cash or in-kind) already committed sponsors or sponsors that you plan to approach to support (because the Children's Cancer Association works with many businesses in the area, CCA may ask you to not approach certain companies for support):

Please list the number of volunteers needed at this event:

Please list the volunteer tasks/duties and attach a schedule of volunteer shifts:

Incentives (raffles, door prizes) to attract participants / sponsors to the event:

How and when will your event be publicized (print, radio, TV, other):

What support will you need from the Children's Cancer Association for this event/project?:

Please list at least one business reference we may contact:

BUDGETED EXPENSES

REVENUE PROJECTIONS

Please state what percentage of gross income will be donated to CCA, or if 100% of the net income will be donated:

Facility rental	\$ _____	Gross dollar goal	\$ _____
Prizes/incentives	\$ _____	Budgeted Expns.	\$ _____
Food/refreshments	\$ _____	Net dollar goal	\$ _____
Equipment rental	\$ _____		
Decorations	\$ _____		
Permits	\$ _____		
Promotional material	\$ _____		
Printing	\$ _____		
Postage	\$ _____		
Fees/honoraria, etc.	\$ _____		
Travel	\$ _____		
Other _____	\$ _____		
Total	\$ _____		

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Additional Comments:

How did you hear about Children's Cancer Association?:

When seriously ill children and their families need more than medicine, CCA is there in the hospital and at home with award-winning programs powered by a compassionate community.

FOR OFFICE USE ONLY:	
Date received:	Approval status: <input type="checkbox"/> Yes <input type="checkbox"/> No
Date approved:	Approved by:

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