



THIRD PARTY FUNDRAISING EVENTS *to benefit Tricia's Troops Cancer Connection*

Thank you for your interest in hosting an event to support Tricia's Troops Cancer Connection! We are fortunate to enjoy the generosity of so many people who share our commitment to supporting our community's cancer fighters. It is truly a pleasure and incredibly heart-warming to see how individuals, businesses and community groups utilize their ideas, talents and resources to help us make a difference. If you are interested in hosting your own 3rd party event to benefit Tricia's Troops, please read below for more information before you get started.

WHAT IS A 3RD PARTY FUNDRAISING EVENT?

A 3rd party fundraising event is any fundraising activity by a business, organization, community group, school or individual which benefits Tricia's Troops Cancer Connection (TTCC), where TTCC has no financial responsibility and minimal or no TTCC staff involvement is required.

I WANT TO HOST A FUNDRAISER, WHAT SHOULD I DO NEXT?

All third party fundraising events require permission from TTCC. To begin, contact Candi Strong at (262) 569-7800 or candi@triciastroops.org. You will be asked to review our "Third Party Fundraiser Guidelines" and complete our "Third Party Fundraising Event Proposal Form." Once you have submitted this form and approval of your fundraiser has been granted, you are ready to start promoting your event!

**** Please allow two weeks for TTCC to review and respond to your proposal. ****

Do not make public announcements or promote the event until you receive approval of your event proposal. Only those events which support our mission and legitimately promote Tricia's Troops Cancer Connection will be approved.

Third Party Fundraiser Guidelines

for Tricia's Troops Cancer Connection

The event host is responsible for all details of the event including:

- Event coordination, marketing/promotion and sales
- Obtain any necessary permits, licenses or insurance
- Underwriting all of the related costs
- Printing of all materials
- Creating flyers to publicize the event
- Working at the actual event

What Tricia's Troops, Inc. CAN Do to Help You:

- Offer advice and suggestions related to event planning, as time permits
- Promote the event through our website, Facebook and Twitter Accounts
- Provide a representative from Tricia's Troops to attend/speak at your event, schedule permitting
- Provide materials such as organizational brochures, business cards etc. for distribution at the event
- Provide our logo, as deemed appropriate by Tricia's Troops Cancer Connection
- Acknowledge and provide tax receipts for contributions made payable and submitted to Tricia's Troops Cancer Connection.
- Designate your contributions to a specific program/service area of interest

What Tricia's Troops, Inc. Can NOT Do to Help You

- Provide insurance or liability coverage
- Provide funding or reimbursement for expenses
- Provide staff or volunteers to run the event
- Assist in soliciting donations, handle mailings or provide use of our donor/contact/ mailing lists
- Provide use of Tricia's Troops Cancer Connection letterhead

General Guidelines

Marketing and Promotion

- Promotions for the event should reflect Tricia's Troops Cancer Connection as a beneficiary, and not the entity conducting the event (i.e. "proceeds from XYZ Golf Tournament will benefit Tricia's Troops Cancer Connection").
- All promotional materials must clearly state exactly the portion (either percentage or specific dollar amounts) of proceeds that will benefit Tricia's Troops Cancer Connection. (i.e.: All proceeds benefit TTCC, 25 cents from every dollar raised will benefit TTCC, 75% of the proceeds will benefit TTCC)

- The third party fundraiser must provide Tricia's Troops with a list of targeted sponsors/auction donors for the event for approval before they are approached to minimize overlap with other Tricia's Troops official fundraising campaigns that may be in process.
- Tricia's Troops Cancer Connection must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution.
- Until permission is given, Tricia's Troops Cancer Connection's name and/or logo cannot be used for any purpose
- All references to our organization in publicity and promotional materials for the event should refer to us only as "Tricia's Troops Cancer Connection."

Financial Guidelines

- The event organizers are responsible for maintaining financial accounting for the event.
- Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the Sponsor of the event. Tricia's Troops Cancer Connection will not be liable for any costs or expenses.
- TTCC's sales tax-exemption (on purchases) cannot be extended to any 3rd party fundraising effort
- Within 30 days following the event, organizers must submit all promised net proceeds to TTCC along with appropriate documentation from individuals and/or businesses regarding their financial donations. TTCC must also receive a complete accounting of all income and expenses related to the event.

Tax Deduction/Donor Acknowledgement

- Donors to third-party fundraising events who wish to receive a tax deductible acknowledgement letter (in accordance with IRS and state tax regulations) must make checks payable to Tricia's Troops Cancer Connection OR Tricia's Troops, Inc. and provide an address. Cash donations must be received with a list of donors, addresses and specific amounts, otherwise cash will be collected as anonymous.
- A donor or participant must be informed (on the event invitation or promotional materials) that the tax deductible amount of his or her donation is only the amount that is over and above what was received in goods and services. (For example, if an individual writes a check for \$100 made payable to Tricia's Troops and the cost of the event is \$20/person, the amount of tax deduction is \$80).