



## Fundraiser Event Policies and Procedures

### I. EXPENSES AND REVENUES

Net proceeds from the event/promotion will be donated to the Foundation no more than 90 days after the completion date indicated on the agreement.

You should be aware that both the IRS and Maine Attorney General's office monitor organizations which solicit funds for charities to ensure that funds received are utilized appropriately for the benefit of the charity in question. Your organization should strive to have at least 75% of the funds raised in connection with an event be "net" proceeds donated to the Foundation. The IRS, Attorney General and other regulatory officials use this as a guide in monitoring groups for audits or other enforcement actions, although they are generally reasonable in recognizing that it can take a new event or group a period of time to achieve this objective.

### II. LEGAL COMPLIANCE

All fundraising activities **must comply** with Maine State & Federal Law. Check with the State if you are planning to have any drawing or contest to determine if you must apply for a raffle license.

### III. SOLICITATION OF CORPORATE DONATIONS

Solicitation of corporate donations must be made under the name of the event, not Maine Cancer Foundation.

### IV. PUBLICITY

Advertisement and promotion of said event is the sole responsibility of the third party organizer.

The full name of the Foundation is "Maine Cancer Foundation" and the Foundation should be identified as the beneficiary by full name in all materials pertaining to the event.

**Third party may not incorporate the name, "Maine Cancer Foundation" as in "Maine Cancer Foundation Swimathon," but may use a second line identifying the relationship with the Foundation, such as "Smith School Swimathon, benefiting Maine Cancer Foundation."**

Third Party Events which have demonstrated the capacity of raising a minimum \$5,000 will be promoted by MCF in the following ways:

- Visibility on the Foundation website third party page for up to six months prior to the event.
- Promotion in MCF Foundation e-newsletter (event calendar section) for up to six months prior to event.
- Three MCF Facebook posts (one month, one week and one day before the event unless otherwise agreed).
- Other relevant promotion opportunities at the discretion of the MCF staff.

Please note that MCF reserves the right to adjust these promotional opportunities if they conflict with MCF Signature Event promotion. MCF will notify the contact person in advance of any changes.

To ensure timely promotion, Third Party Events must provide MCF with the following at least 45 days in advance of the event:

- Event logo with link to event information.
- 100 word event description for use on website and in e-newsletters.
- 50 word event description for use on Facebook.
- Photo or video for use on Facebook.

#### **V. AVAILABILITY OF FOUNDATION VOLUNTEERS**

Staff and volunteer availability to attend Third Party Events is limited. We will attend events as able.

#### **VI. USE OF FOUNDATION LISTS**

Maine Cancer Foundation does not provide its donor mailing or sponsor lists to other groups for fundraising. Event organizers should expect to develop their own lists of potential contributors or participants.

#### **VII. LIQUOR LICENSE**

Any public event at which beer, wine or other alcoholic beverages will be served must be held at a location or facility that has a liquor license.

#### **VIII. LIABILITY INSURANCE**

Each event should have in place general liability and property insurance limits of liability reasonable in relation to the size, location, and nature of the event.

Maine Cancer Foundation must be named as an additionally insured party on any policy.

#### **IX. INDEMNITY**

Where appropriate, a Third Party Event Organizer agrees to hold harmless Maine Cancer Foundation.

#### **X. POST – EVENT EVALUATION**

While not required, a post activity evaluation is very important in determining event feasibility and its future potential. It is recommended that information should be collected and reviewed within 6 weeks after the completion of the activity/event.

#### **XI. LEGAL REQUIREMENTS**

While the staff is pleased to provide you with general information, the ultimate responsibility for meeting these obligations rests with you or your group.