



Living with cancer?
Come as you are.™

To: Prospective Third-Party Event Planner
From: Gilda's Club New York City
Re: Fundraising Event to Support Gilda's Club New York City

Thank you for your interest in planning an event to benefit **Gilda's Club NYC (GCNYC)**. Benefit events can take many forms from a golf tournament, a red door rummage sale, social event or concert or simply wearing red to work day. And please don't forget to get the kids involved through a community youth group or scout troop. We are open to exploring these ideas, and others with you.

We are fortunate to receive numerous inquiries and proposals from companies, individuals and families that would like GCNYC to be the recipient of the proceeds from their fundraising event. **** Please note that anyone who is interested in planning an event to benefit GCNYC must initial Pages 1 – 3 and complete Pages 4 & 5 and submit entire form to GCNYC.**

Submission of these documents is due at least 1 month or more prior to the event. Each proposal is carefully reviewed and evaluated for feasibility and suitability with our organization's goals and objectives.

The following is a partial list of the criteria that will be used to evaluate proposed events:

- Does the event support the mission and image of GCNYC?
- Does the event have a realistic budget, timeline, and plan?
- What is the estimated amount of proceeds from the event?
- Will the event raise funds for areas of priority, directed by GCNYC's leadership team?

GCNYC does not advance monies, provide donor lists, or solicit sponsorship revenue for fundraising events. Additionally, our department's ability to provide services for your event is limited by staff size and internal fundraising obligations. We state this information in advance so that there are no disappointments or misunderstandings with regards to our ability to participate with you and support your fundraising event.

In addition, please note that under all circumstances, the use of GCNYC's brand, logo, or name requires written authorization from GCNYC and must be pre-approved before usage. Once again, thank you for your interest in planning an event to benefit GCNYC. Please allow a minimum of one week for GCNYC to review and respond to your proposal.

Initial

Third Party Event Policies & Procedures

Third party fundraising events should fit the mission and promote the appropriate image for GCNYC.

Mission

Our mission is to support, educate, and empower cancer patients and their families. Our free comprehensive cancer program includes support groups, educational lectures, workshops and social events for everyone impacted by cancer – men, woman, teens, and children.

Permission

The Attorney's General office notes that GCNYC retains a fiduciary duty to ensure that the GCNYC's name is being used properly, that the funds are being handled and accounted for in a responsible manner, and the fundraising is being conducted in a manner that is consistent with GCNYC's mission and public image.

- All fundraising events for GCNYC require written permission from GCNYC in advance. Do not make public announcements or promote the event until you receive approval of your event proposal.
- Fundraising events must comply with all relevant state and federal laws.
- All necessary permits and certificates of insurance required by City Ordinance or otherwise will be the responsibility of the third-party fundraising group.

Event Promotion & Logo Usage

- GCNYC must review all promotional materials (including press releases, public service announcements, scripts, posters, brochures, etc.) before they are used.
- The GCNYC logo is a registered trademark and cannot legally be reproduced without written permission.
- GCNYC can promote the event, when appropriate, through:
 - o GCNYC Web site (with a link to the event's/organization's Web site if appropriate)
 - o GCNYC newsletter
 - o GCNYC Clubhouse Community Board
 - o Annual report

Event Language

- It must be clear in any promotional materials that your event is raising funds that will benefit GCNYC.
- Any promotional materials must properly characterize the use for which the donation will be made. For example, "*Proceeds benefit Gilda's Club NYC.*"

Financial Guidelines

- Event expenses should be less than thirty percent (30%) of the total amount raised, excluding in-kind donations.
- Donors **must be** notified of the percentage of money raised by your event that was donated to GCNYC.
- If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.
- GCNYC sales tax-exemption (on purchases) cannot be extended to any event or fundraising effort.
- **Within 7 days** of the event verbal notification must be made to GCNYC of the amount we will receive from the event. Please call our Development Office at 212-647-9700.
- **Within 30 days** after the last day of the event, please send a check made payable to *Gilda's Club NYC* to:
Gilda's Club New York City
Attn: Development Office
195 West Houston Street
New York, NY 10014

Sponsorship

- GCNYC cannot solicit sponsors for your fundraising event and does not provide any donor or member contact information.

Initial

- Printed materials and other information should state, **“Proceeds will benefit Gilda's Club NYC”**
- Please provide a list of all potential sponsorship contacts (including all potential in-kind donors) to **Eileen Jackson, our Associate Director of Special Events**. This will allow us to provide you information on their current financial support for GCNYC and help us to be good stewards of our longstanding relationships within the community.

Tax Receipts and Donor Acknowledgement

- GCNYC will acknowledge all donors from whom a check is received. If the check submitted includes cumulative cash donations, we will also need contact information for individuals and organizations that need receipts for tax purposes (this includes in-kind donations and gifts of \$25 or more).

Cancellation, Liability & Changes

- If circumstances warrant, GCNYC may at any time opt out as a beneficiary of the event/promotion through any of its directors, officers, or senior administrators or direct you to cancel the event with no obligation. You hereby agree to cancel the event, if so directed, and further agree to release GCNYC, and its directors and employees from any and all liability and connection to such action.
- The sponsors agree to indemnify and hold harmless GCNYC and all its officers, directors, and employees from any and all claims and liabilities in any way related to the event.
- GCNYC must receive written notice of any changes in your fundraising event.

What We Can Do For You

- Offer event planning expertise and advice.
- Acknowledge direct contributions to GCNYC. These contributions will be added to your event donation total, but cannot be withdrawn for event expenses.
- Approve the use of GCNYC’s name and/or logo.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Provide limited existing GCNYC materials for your event such as stickers, brochures, and videos.
- When possible, GCNYC will offer a representative to attend your benefit event.
- GCNYC can acknowledge your event’s donation by publishing the event name, event description, locations and contact information.

Things to Remember

- Complete and sign the event proposal form at least 1 month prior to your event.
- Establish goals that are realistic and measurable.
- Identify your audience.
- Plan a budget. Identify sources of income and all expenses. If you keep costs down, you’ll generate a larger donation – something everyone will feel good about.
- Promotion and publicity – You need to be certain that all promotional and publicity materials are approved by GCNYC so that you are using the name, logo, and charitable language correctly.
- Collect the funds and submit the proceeds to your event staff contact. We ask that all funds be forward to GCNYC within 30 days of the conclusion of the event.
- **Until written permission is received, the name “Gilda's Club New York City” cannot be used for any purpose and contributions cannot be solicited.**

Thank you again for your interest in planning an event to benefit GCNYC. Philanthropic contributions such as yours help us to continue providing emotional and social support for men, women and children touched by cancer - free of charge. Our development office is always available for questions or guidance.

THANK YOU!!!!

Initial

Eileen F. Jackson
Associate Director of Special Events
Gilda's Club New York City
195 West Houston Street
New York, NY 10014

212.647.9700 x254
Fax 212.647.1154

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www.gildasclubnyc.org



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Gilda's Club New York City® Event Proposal Form

1. Name of Proposed Event: _____

Sponsor Information

2. Name of Sponsoring Individual/ Organization: _____

Address: _____

Organization's Phone #: _____ Fax #: _____

3. Name of contact person: _____ Email: _____

Contact person's phone number: _____

Event Information

4. Date and Time/Duration: _____

5. Location of proposed event (include address if possible): _____

6. Briefly describe the event: _____

Audience for event (include # expected to attract): _____

What % or amount of that revenue will Gilda's Club New York City receive? _____

7. Based on the nature of the event, are any of the following required? (Write yes or no for each)

Insurance: _____ Permits: _____ Liability Releases: _____

If yes, have you secured these documents? (Attach a copy) _____

What participation or resources, if any, would you like to request from Gilda's Club New York City?

Publicity

8. _____
9. How do you plan to publicize the event? _____

Proposed Budget

All costs to come out of proceeds or to be paid directly by event planner. Please list all costs even if you expect them to be donated.

| | |
|-----------------------------------|----------|
| Location | \$ _____ |
| Food/Beverage | \$ _____ |
| Printing (tickets, posters, etc.) | \$ _____ |
| Advertising | \$ _____ |
| Prizes | \$ _____ |
| Other (please specify) | \$ _____ |
| Other | \$ _____ |
| Other | \$ _____ |
| | |
| TOTAL EXPECTED INCOME | \$ _____ |
| (-) TOTAL COSTS | \$ _____ |
| (=) REVENUE TO GCNYC | \$ _____ |

Reminder: Your event attendees may be able to receive a tax deduction for their ticket purchase, but not for the entire price of the event. They will NOT receive deductions for any goods or services that they receive, such as dinner or entertainment. The event organizer should be able to identify the exact value of benefits attendees receive. After deducting that amount, the rest of the amount they paid for their ticket is deductible.

Please note: Raffle ticket purchases are not tax deductible and auction prizes are tax deductible above the fair market value of the item.

Additional information/comments: _____

I have read and agree to follow the policies and procedures:

Host

Gilda's Club New York City (Two signatories required from GCNYC)

SIGNATURE

PRINT NAME

TITLE

DATE

SIGNATURE

PRINT NAME

TITLE

DATE