



# A Breath of Hope

## LUNG FOUNDATION

### **Third Party Fundraising Guidelines**

A Breath of Hope Lung Foundation is thankful for individuals, businesses and organizations who generously raise funds to support our mission. United against lung cancer, we will improve outcomes!

Read all guidelines and the agreement form closely. All expenses and liabilities are taken on by the third party.

After fundraising takes place, please send all profits directly to A Breath of Hope Lung Foundation, PO Box 387, Wayzata, MN 55391 or call for an appointment to drop off the donations: 952-807-6111.

### **General Guidelines**

Third-party events should be approved by ABOHLF at least two weeks prior to the event.

ABOHLF will not be bound by any agreements, not in writing and agreed upon prior to the fundraising event(s), promotion or activities.

Approved third-party fundraising events must be referred to as "benefitting the A Breath of Hope Lung Foundation" or a specific ABOHLF program fund by name. They may not be represented as "sponsored by," "conducted on behalf" or any similar terminology.

ABOHLF prohibits events or promotions involving the promotion or support of a political party or candidate or that appear to endorse any lobbying or political activity. ABOHLF also prohibits any activity that promotes smoking of any kind.

ABOHLF prohibits direct solicitation (including but not limited to door-to-door canvassing and telemarketing.)

### **Promotion and Logo Use**

Any use of the ABOHLF name, logo or visual representation of ABOHLF must be approved by ABOHLF prior to the fundraising event or promotion.

Materials, including but not limited to press releases, public service announcements, electronic marketing, posters, brochures, flyers, and tickets must be approved by ABOHLF prior to printing or going live via the Internet including but not limited to websites, social media channels, virtual event platforms, and videos.

Please reach out to our marketing department for logo files: [jennifer@abreathofhope.org](mailto:jennifer@abreathofhope.org)

**To "tag" ABOHLF in social media see the following:**

Facebook A Breath of Hope Lung Foundation

Instagram @abohlung

Twitter @abohlung - #ABOH or #fightinglungcancertogether

LinkedIn A Breath of Hope Lung Foundation

## Finance and Tax Rules

ABOHLF has no fiduciary responsibility for your event(s) and no liability for event or execution including promotion, set-up, staffing or the collection and management of funds raised in connection with events or promotion.

ABOHLF will not solicit sponsors or auction items for your fundraising event -- and will not provide any donor or volunteer contact information, mailing lists, press contacts or formal advertising.

ABOHLF will not be responsible for expenses in connection with third-party fundraisers except if there is a written agreement to the contrary agreed and signed by both parties.

ABOHLF will receive only the final net donations from the proceeds of the event(s). Unless approved by the executive director as a partner event, third-party event(s) revenue and expenses will not flow through the ABOHLF accounts.

**NOTE: Only individual donors who have written checks or processed online donations directly to ABOHLF will receive an official acknowledgment (tax letter) from ABOHLF.**

**IN-KIND donations** can be accepted by third party fundraiser hosts for auctions and raffles, however ABOHLF will only acknowledge such gifts for tax purposes in a written letter if all transaction details are shared with ABOH staff, including a picture of the item donated and donor information. [info@abreathofhope.org](mailto:info@abreathofhope.org)

A bank or other deposit or transaction account in the name of ABOHLF cannot be established by a third-party organizer or volunteers. If payments are made to the organizer and/or volunteers and the event organizer/volunteers are not an IRS-qualified entity, then those payments will not be deductible for income tax purposes. If the payments are made to ABOHLF, donations are typically tax-deductible, though you should consult your tax advisor.

## Liability and Cancellation

The third-party fundraiser, organizer and all of their employees, contractors, agents and volunteers shall obey all federal, state and local laws and regulations relating to promoting and conducting their event(s), including fundraising rules and regulations.

The third-party fundraiser organizer and all of their employees, contractors, agents and volunteers will determine the extent of and obtain its own liability insurance for the event sufficient to cover any claim that may arise out of the event. ABOHLF will not provide liability insurance to anyone regardless of circumstances. The third-party event organizer shall indemnify, defend and hold ABOHLF harmless from and against any and all claims, actions, proceedings, losses damages, costs, fees, attorney fees, expenses and liabilities arising from or relating to events or fundraising activities planned and or conduct.

The third-party fundraiser will obtain all permits and/or licenses necessary for fundraising and the hosting of raffles and other games of chance. Within three (3) days of the event, the third-party fundraiser organizer shall deliver to ABOHLF's Executive Director signed copies of all event or fundraising-related permits, and shall approve them prior to any event without the foregoing review and approval.

## RECAP:

### A Breath of Hope Lung Foundation Name, Trademark and Promotions

- You must have pre-approval to use the A Breath of Hope Lung Foundation (ABOHLF) name or logo on any promotional materials. Email us at [info@abreathofhope.org](mailto:info@abreathofhope.org) to request written approval before producing any materials with the ABOHLF logo.
- All fundraising conducted by a third party is to benefit A Breath of Hope Lung Foundation.
- All messaging should be clear that your fundraising is to benefit A Breath of Hope Lung Foundation, and is not organized, sponsored or hosted by A Breath of Hope Lung Foundation.
- A suggested way to promote your fundraising is: "Proceeds to benefit A Breath of Hope Lung Foundation"
- ABOHLF encourages spreading the word via your personal networks, including social media and free local media outlets.

## Donations

- ABOHLF accepts donations by cash, check, money order or credit card.
- All checks and money orders must be made payable to *A Breath of Hope Lung Foundation*.
- ABOHLF will automatically send an acknowledgement letter for all donations received by check, because the donor's contact information is included. For cash or money order donations, be sure to provide each donor's name, address, and amount of donation, so we can send an acknowledgement.
- As the organizer, please remember to thank everyone who helped make your event a success – the contributors, the volunteers, the venue, and sponsors.