



Third Party Fundraising



Thank you for your interest in fundraising on behalf of Children's Cancer Research Fund. We are grateful for the generous support of our friends in the community who share our mission to find a cure for childhood cancer.



Support from our third party events and programs allows us to continue funding the critical research that will bring us closer to our goal of eradicating childhood cancer.



With support from those who share our mission, our dream of a world free of childhood cancer can become reality. Your support is greatly appreciated *and* truly makes a difference in kids' lives!

About Children's Cancer Research Fund

Children's Cancer Research Fund has a focused and clearly defined goal — to eradicate childhood cancer. The funds this nonprofit organization provides enable the University of Minnesota Cancer Center, a leading pediatric cancer research facility, to continue its pioneering efforts in the prevention, diagnoses, treatment and cure of childhood cancers. Many discoveries funded by Children's Cancer Research Fund have revolutionized the way childhood cancer is treated worldwide.

Research advances have led to five-year survival rates increasing from 10 percent in 1950 to nearly 80 percent today. However, cancer is still the leading cause of death by illness among children, killing 2,000 U.S. children and 160,000 kids worldwide annually.

Children's Cancer Research Fund focuses on cutting-edge research initiatives that lead to larger studies, clinical trials and improved treatment methods. Every dollar the organization provides in research support typically generates \$15 to \$20 in national grant funding, creating an even bigger impact in the battle against childhood cancer.

With your support, Children's Cancer Research Fund can continue to make medical history and, most importantly, help children lead healthy, happy lives. For more information about Children's Cancer Research Fund, visit ChildrensCancer.org.

Steps for Organizing a Successful Third Party Fundraising Activity

1. Complete the Third Party Fundraising Proposal Form. Any fundraising activity using Children's Cancer Research Fund's name or logo needs to be approved by our office.

Some of the activities that we are not able to support include:

- Record-setting endurance events
- Ideas requiring telemarketing, fundraising by mail, door-to-door sales or vending machines.
- Ideas requiring the acquisition, use, or solicitation of Children's Cancer Research Fund donors, vendors, partners or employees.
- Ideas associated with products or services deemed inappropriate (including but not limited to tobacco, adult content, etc.)

2. Form a Planning Committee.

After you've heard you have approval for your activity, gather friends and family to help you plan your event!

3. Keep Your Children's Cancer Research Fund Staff Contact Informed.

Your Children's Cancer Research Fund staff contact is a good resource to bounce your ideas off of, get a sample budget, approve your communications, provide our logos & resources for raising your funds, and overall, help you make your whole event come together.

4. Collect the Funds

Have your donors make checks payable to Children's Cancer Research Fund and send all together to our office within 30 days of the activity. We will send acknowledgements from our office with a mention of your activity to these donors.

5. Thank you!

Following the steps above will help ensure compliance and help to ensure a successful event. Thank you for your cooperation and most importantly, your enthusiasm for our cause.

If you would like to take the first step toward your fundraising activity, complete the proposal form on page 5 and return it to:

Children's Cancer Research Fund
Attn: Director of Events & Programs
7801 E Bush Lake Rd, Suite 130
Minneapolis, MN 55439

Join In Our Existing Fundraising!

We invite you to join us in what we are already doing, in addition to, or instead of a third party fundraising activity.

Here are a few opportunities to support our cause:

- Form a team for our 5k/10k Walk/Run, Time to Fly: www.ccrftimetofly.com
- Participate in an existing event: www.childrenscancer.org/events

Third Party Fundraising Activity Policies & Guidelines

General Policy & Permission

Children's Cancer Research Fund highly values the enthusiasm of our third party fundraising organizers – thank you for your commitment to our mission of eradicating childhood cancer.

Before completing the proposal form, please note:

- You must be at least 18 years of age or older to submit and hold a third-party fundraising event.
- We may require that your fundraising event be held in a licensed facility.
- The event organizer (you) or the facility where they event will take place must be able to provide a certificate of insurance with Children's Cancer Research Fund named as an additional insured for the event date(s).
- The third-party fundraising event proposal form must be submitted at least 60 days prior to the beginning of your fundraising.
- Fundraising event(s) must comply with all relevant state & federal laws.

Children's Cancer Research Fund is continuously developing fundraising ideas that may be similar to your materials or ideas; please do not submit information that you consider confidential or proprietary. It is possible that the idea you wish to submit has been considered previously, is in development, is being tested or is being implemented. If you submit an idea, you do so with the understanding that Children's Cancer Research Fund cannot accept information other than that which you intend to share freely, without any compensation to the submitter.

By submitting your fundraising idea, you agree to assume all risks and liabilities associated with the proposal and hereby release and hold harmless Children's Cancer Research Fund entities, their directors, officers, employees, agents, and successors from and against any and all claims, damages, liabilities, costs, and expenses, including reasonable attorney's fees, arising out of or may occur in connection with the event, including without limitation, and personal injuries or damages to property that may occur in conjunction with your proposal.

By receiving information on your fundraising idea, Children's Cancer Research Fund is not obligated to enter into a fundraising program with you. All written or printed material containing Children's Cancer Research Fund logos or trademarks, before and after your fundraising begins, must be submitted to us for approval before circulation.

Proposal forms are reviewed by the senior level staff member of either the Events & Programs department or the Marketing & Communications department. You will be notified via email within two weeks of submission if your proposal has been accepted or declined.

Sponsorship

- Children's Cancer Research Fund cannot solicit sponsors for your fundraising event and does not provide any donor or patient family contact information.
- The organization can, however, let you know if any of your prospective sponsors are current partners or supporters of the organization.
- Provide a list of potential sponsors you are seeking for approval to ask them to support your effort
- Children's Cancer Research Fund does not solicit or accept alcohol, including beer or wine, tobacco, or casino sponsorships as title/presenting sponsors for any events. These groups, however (with the exception of tobacco companies) may be event sponsors but may not be part of the name of the event, for example "presented by" language. Beer, wine and casino donations, however, may be accepted

Financial Guidelines

- Third-party fundraisers are responsible for paying all fundraising expenses related to their activity.
- Event expenses should be 30% or less of the total amount raised, excluding any in-kind donations. Ideally, research your expenses and have your budget in place prior to determining if you can have a charity partner. If your event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.
- No bank accounts in the name of the Children’s Cancer Research Fund should be set up. All checks should be made payable to CCRF, or Children’s Cancer Research Fund and sent to our office (all together) within 30 days of the event. This includes participant fees, ticket sales, etc. (We will send acknowledgements with a mention of your event to of these donors)
- Children’s Cancer Research Fund cannot process any credit cards for your event.

Language & Logo Usage

- In naming the event or promotion, Children’s Cancer Research Fund may not be used in the title, but should be listed as a beneficiary of the event. For example, organizers may not refer to the event as the “Children’s Cancer Research Fund Bowl-a-thon”, instead, it could be promoted as “Bowl-a-thon to benefit Children’s Cancer Research Fund”.
- Children’s Cancer Research Fund cannot be shortened to CCRF in any promotional materials.
- Your contact at Children’s Cancer Research Fund must review and approve all promotional materials including invitations, posters, brochures, press releases, etc.
- Children’s Cancer Research Fund will provide you with a logo and guidelines for usage; these guidelines must be followed and you must solely use the logo provided.
- Children’s Cancer Research Fund may promote the event, when appropriate, through our website, email blasts, or our newsletter.

Cancellation, Liability & Changes

- If circumstances warrant, Children’s Cancer Research Fund reserves the right, at any time and through any of its senior management, to ask that you pull our name from the event. You hereby agree to remove our name from any printed material or public place where our name or logo appears.
- The organizers of the event or fundraising activity agree to indemnify and hold harmless Children’s Cancer Research Fun and its Board of Director and employees from any and all claims and liabilities in any ay related to the event.
- You must advise Children’s Cancer Research Fund of any changes made in your fundraising event after you complete the proposal form.
- You must provide adequate proof of insurance; either from the venue holding the event or by purchasing event-day insurance.

How Children’s Cancer Research Fund Can Help

- Event planning guidance and serve as a resource.
- Budget templates, sample solicitation letters, fundraising ideas.
- Our logo, approval of each use, and sample copy, as requested.
- A letter indicating you are approved to do fundraising on our behalf to show potential supporters.
- Limited quantities of existing marketing materials such as pin cards, brochures, newsletters, videos and power point presentations.
- Acknowledge any direct contributions to Children’s Cancer Research Fund from your fundraising.