



American Association for Cancer Research Foundation Independent Fundraising Event Guidelines

Event Approval

- All Independent Fundraising Event organizers who wish to use the AACR name and logo in an event/promotion require written permission from the AACR Foundation in advance. Please do not publically announce or promote the event until you receive official approval of your event proposal. Please allow at least two weeks for the AACR Foundation to review and respond to your proposal. The AACR Foundation will work diligently to approve your event as quickly as possible.
- The event organizers agree to ensure that the organization's name is properly used, that all funds are handled and accounted for in a reasonable manner, and that the event is being conducted in a manner that is consistent with the AACR Foundation's mission and public image.
- Fundraising events must be in compliance with all relevant local, state and federal laws.
- The AACR Foundation reserves the right to decline any relationship at any point in the fundraising process with any person or organization.
- The Independent Fundraising Event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers, and any liability involved.
- The AACR Foundation reserves the right to decline approval of any event.

Promotion and Logo Usage

- The AACR does not endorse any product, firm, organization, or service and all Independent Fundraising Events must be promoted and conducted in a manner to avoid statement or appearance of any such endorsement.
- All promotional materials prior to production or distribution including, but not limited to, press releases, invitations, brochures, letters and flyers must be approved by the AACR Foundation.
- The official logo of the AACR Foundation is a registered trademark and cannot be legally reproduced without written permission. In addition, the AACR Foundation logo must be used appropriately in conjunction with the event and must not be altered under any circumstance. Logos will be provided by an AACR staff person in electronic form via e-mail.

The AACR Foundation may promote an event, when appropriate, in the following ways:

- AACR Foundation website for a maximum of 6 weeks at a time at a maximum of 2 times per year.
- AACR Foundation Twitter account.
- AACR Foundation Facebook account.
- Any promotional material must clearly state that your event is raising funds that will benefit the AACR Foundation.

Sponsorship

- All solicitation of sponsors is the sole responsibility of the Independent Fundraising Event organizer. The AACR Foundation will not solicit sponsors for your fundraising event and does not provide any donor or volunteer contact information.

- In-Kind, product or service donations should be acknowledged and provided with tax documentation.

Pecuniary Guidelines

- The AACR Foundation sales tax-exemption on purchases cannot be extended to any event or fundraising effort.
- The AACR Foundation must receive all net proceeds within thirty business days of the conclusion of an event or promotion. Please send a check made payable to the AACR Foundation to:

AACR Foundation

Attn: Development

615 Chestnut Street, 17th Floor

Philadelphia, PA 19106

Tax Deduction/Exemption Status / Donor Acknowledgement

- The AACR Foundation for the Prevention and Cure of Cancer is a 501(c)(3) public charity as determined by the Internal Revenue Service. Contributions to the AACR Foundation may qualify for a charitable contribution deduction under the Internal Revenue Code. Our IRS tax exempt number is 23-3100004. To view our IRS-990 tax exempt return, please visit Guidestar.org.
- If payments are made to the Independent Fundraising Event organizer and it is not an IRS qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to the AACR Foundation, then they may qualify to the fullest extent of the law.
- A donor or participant must be informed 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 a participant pays \$150 to participate in a golf outing and the cost per golfer is \$50, the tax deductible amount is \$100.
- Independent Fundraising Event organizers are responsible for collecting the names and contact information of all attendees/participants, sponsors, donors and volunteers for appropriate acknowledgements within thirty business days of the conclusion of the event.

Liability and Cancellation

- The Independent Fundraising Event organizers and its donors and sponsors agree to indemnify and hold harmless the AACR Foundation and its directors, employees, and volunteers from any and all claims and liabilities in any way related to the event.
- The AACR Foundation may at any time direct you to disassociate with the AACR if circumstances should warrant such action. If so directed, the Independent Fundraising Event organizer hereby agrees to release the AACR Foundation and its directors, employees, and volunteers from any and all liability and connection to such event.
- The AACR Foundation is not financially liable for the promotion and/or staging of the event.
- All responsible parties, including event vendors, may be required to provide evidence of liability or property insurance applicable to the activities of the event. The AACR Foundation reserves the right to request listing as an additional insured.

How the AACR Foundation Can Help YOU!

- AACR Foundation support staff will offer event planning expertise and advice.
- If required, the AACR Foundation will provide a letter of support that may be used to validate the authenticity of the event and its organizers. The AACR Foundation will require the Independent Fundraising Event organizer to provide the contact information of the person/entity making the request.
- The Foundation will provide existing AACR Foundation promotional and educational materials for your events such as banners and brochures. The AACR Foundation will require a final count of materials needed to be requested two weeks prior to the event.
- Official AACR Foundation logo for use on promotional materials can be delivered electronically. Production of all posters, e-blasts and other communications are the responsibility of the Independent Fundraising Event organizer as well as all costs associated.
- The AACR Foundation will attempt to provide, but cannot guarantee, a representative at your event.

I certify that I have read and understand the American Association for Cancer Research Independent Fundraising Event Guidelines.

Print Name

Date

Signature