

The Kidney Foundation of Central Pennsylvania

Third Party Fundraising Policy and Guidelines

Thank you for your interest in planning an event to benefit The Kidney Foundation of Central Pennsylvania (KFCP). We welcome community initiatives that help raise money for the valuable programs and services we provide, while also increasing public awareness of chronic kidney disease (CKD) in Central PA. The funds raised from third party events will aid in supporting the mission of the KFCP, education and awareness of CKD, assistance to people whose lives are impacted by CKD, and promoting living organ donation to reduce the wait for life-saving kidneys.

The following guidelines are established to ensure that your event complies with KFCP policies and procedures:

REGISTRATION:

- Please register your event 30 business days in advance with The Kidney Foundation of Central PA.

THE KIDNEY FOUNDATION OF CENTRAL PA CAN ASSIST IN YOUR EVENT, WHEN APPROPRIATE BY:

- Posting on The Kidney Foundation of Central PA website events calendar
- Inclusion in The Kidney Foundation of Central PA e-newsletter
- Offering event planning expertise and advice
- Press releases
- Posting on the KFCP Facebook page
- Providing a representative at your event. Because of the volume of these requests, we may not personally be able to participate in each event that is proposed.

PROMOTION and LOGO USAGE:

- The Kidney Foundation of Central PA cannot be responsible financially or assume liability for the planning or execution of the event, including all promotions, set-up, staffing (including volunteers), or collection and management of funds/donations.
- Please provide a written request for use of The Kidney Foundation of Central PA name and/or logo. The official logo will be made available upon approval.
 - If approved, please provide all printed materials (press releases, advertisements, websites, posters/flyers, etc.) associated with the event, prior to printing and/or distribution, to ensure proper use of The Kidney Foundation of Central PA's name and logo.
- The Kidney Foundation of Central PA name, logo, and/or letterhead may not be used by any individual or organization to solicit prizes, sponsorships, underwriting or cash donations from another organization in order to support the event, promotion or sale. In addition, The Kidney Foundation of Central PA is unable to solicit prizes for your event.
- The Kidney Foundation of Central PA asks that all promotional materials clearly state 'proceeds benefit The Kidney Foundation of Central PA.'
- The Kidney Foundation of Central PA cannot share private information or provide you with potential sponsors and mailing lists or the names of individuals to invite to your fundraising event as it is a conflict of interest for The Kidney Foundation of Central PA's major fundraising events.
- The Kidney Foundation of Central PA will try to secure media coverage (television, radio, or print) but cannot guarantee it. If you choose to contact the media about your event or promotion, please submit any press release/talking points to The Kidney Foundation of Central PA for approval.

FINANCE and TAX RULES:

The Kidney Foundation of Central PA will process only the final net proceeds of event(s). Third party revenues and expenses must be processed through the third party holding the event. The Kidney Foundation of Central PA requests all net proceeds be received within (30) business days of the conclusion of each event and/or promotion.

- Establishing a bank or other deposit or transaction account(s) in the name of The Kidney Foundation of Central PA is not permitted.
- If payments are made to the event organizer, and the event organizer is not an IRS qualified organization, the payments are not able to be deducted for income tax purposes. If the payments are made to The Kidney Foundation of Central PA, donations to The Kidney Foundation of Central PA are typically tax deductible, though you should consult your tax advisor.
- The Kidney Foundation of Central PA is unable to provide sales tax exemption(s) (on purchases) to any event or fundraising effort.
- The Kidney Foundation of Central PA cannot be financially liable for the promotion and/or staging of the event.

LIABILITY and CANCELLATION

All third party events must:

- Comply with all federal, state and local laws applicable to any event, including fundraising and regulations.
- The third party event organizers and its donors and sponsors agree to indemnify and hold harmless The Kidney Foundation of Central PA and its directors, employees, and volunteers from any and all claims and liabilities in any way related to the event.
- Obtain all permits and/or licenses necessary for fundraising in the city in which the event is to occur, the sale or service of liquor, and the hosting of raffles and/or games of chance.
- Inform invitees and participants that the event is not produced, supervised or sponsored by The Kidney Foundation of Central PA and that The Kidney Foundation of Central PA is neither responsible nor liable for any acts or omissions related to the event.

The following fundraising activities are prohibited in conjunction with a third party event for the benefit of The Kidney Foundation of Central PA:

- Programs that raise money on commission
- Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity
- Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or internet)
- Eating or drinking contests

The Kidney Foundation of Central PA reserves the right to withdraw any and all use of The Kidney Foundation of Central PA name associated with your event. Such direction may occur for any reason, including The Kidney Foundation of Central PA's belief that an association with your event or any consequences that contribute to or result from your event may have a negative effect on the mission, credibility, or reputation of The Kidney Foundation of Central PA.

The Kidney Foundation of Central Pennsylvania

Events and Promotions Proposal Form and Agreement

Contact Name: _____

Company or Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

Website: _____ Email: _____

EVENT DETAILS

Date: _____ Time: _____

Location: _____

Event Description:

OTHER INFORMATION

1. How will you advertise this event?

___ Media (Print ___ TV ___ Radio ___)

___ Paid Advertising

___ Signs or Banners

___ Other

___ Public Relations (in-house or agency)

___ Brochures / Flyers

___ Direct Mail

2. Who is your main target for this event and how many people are you expecting?

3. Will the Kidney Foundation of Central PA's name and/or logo be used? ___ If so, how?

Please describe any program/event materials, web sites, advertisements, flyers and/or other items on which the name and logos will be used.

4. Will you be soliciting sponsorships from local companies/organizations? If so, please provide The Kidney Foundation of Central PA with a list of those you will be contacting.

5. Will The Kidney Foundation of Central PA be the only organization that will benefit from the event?

Yes No

If NO, what other organizations will benefit from the event?

6. Would you like staff or volunteers from The Kidney Foundation of Central PA to support your event?

If yes, tell us how many people, hours and dates they are needed and a description of their duties.

Please note: Due the number of requests, we cannot guarantee that The Kidney Foundation of Central PA will be able to attend your event. We will do our best to accommodate your request.

7. Why did you choose The Kidney Foundation of Central PA as the beneficiary of your event?

I understand and agree to comply with The Kidney Foundation of Central Pennsylvania's policies and guidelines for conducting a third-party fundraiser.

Name _____ Date _____

Thank you for your interest and support! Please return your completed form to:

Executive Director
The Kidney Foundation of Central Pennsylvania
900 S. Arlington Ave., Suite 134A
Harrisburg, PA 17109

Phone: 717.652.8123
Fax: 717.671.9444
info@kfc.org

Approved By:

Name

Title

Date