



# THIRD PARTY EVENT GUIDELINES

Thank you for your interest in making Cancer Support Community Los Angeles (CSCLA) the beneficiary of your fundraising efforts. We are so grateful that you have chosen to use your time, energy, resources and effort to help raise funds to support our mission.

A third party fundraising event is when a non-affiliated group or individual hosts an event or program to benefit CSCLA. It is planned and executed independently of CSCLA. By hosting a Third Party Event, you are helping CSCLA provide valuable programs and services at no cost to our participants -- So That No One Faces Cancer Alone™.

To help make your fundraising event successful and enjoyable, and make best use of our staff resources, please read the event guidelines below. Individuals, organizations and businesses seeking to enter into a Third Party Event Fundraising Agreement with the CSCLA hereafter will be referred to as the Third Party.

## THIRD PARTY EVENT AGREEMENT

The Third Party Event Agreement must be completed and returned by email to [development@cancersupportla.org](mailto:development@cancersupportla.org) or mail to:

Cancer Support Community Los Angeles  
Development Department  
1990 S. Bundy Drive, Suite 100  
Los Angeles, CA 90025

Each proposal is carefully reviewed and evaluated for feasibility and suitability with CSCLA's mission. All Third Party events must be approved by the Director of Development, Marketing and Communications in advance of executing event plans.

## PLANNING & EXECUTION

The Third Party is responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers, and liability.

The Third Party agrees to the following:

- The Third Party agrees to obey all federal, state and local laws and regulations in promoting and conducting their event.
- If the scope of the event is changed or canceled, the organizer will notify CSCLA Development Department immediately.
- The Third Party agrees to indemnify and hold harmless CSCLA and its officers, directors, agents, successors, heirs and assigns against any liability, damage, loss or expense incurred relating to the event.
- The Third Party is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. CSCLA will not assume liability for a third-party event.

## MARKETING & PROMOTIONS

The Third Party is responsible for all marketing, including writing and distributing press releases, PSA's, Facebook postings, invitations, ads, etc. Marketing efforts are subject to the following guidelines:

### Marketing Materials

- All materials intended for distribution using CSCLA's name or logo must be submitted in advance for CSCLA approval.
- All materials must clearly state that your event is raising funds that will benefit Cancer Support Community Los Angeles. If a specific percentage of event proceeds are coming to CSCLA, this must also be stated.
- CSCLA may promote the event, when appropriate, in the following: CSCLA's website, with a link to the event/organization website and/or CSCLA's social media page. Additionally, CSCLA has the right to photograph and/or videotape the event for future use on the organization's website, social media, and other marketing materials.

### Logos & Taglines

- **Do not use logos found online.** CSCLA will provide the most current official logo for use in all materials.
- The official logo of the CSCLA cannot be reproduced without written permission. In addition, CSCLA's logo must be used appropriately in conjunction with the event and must not be altered in any way.
- CSCLA's tagline, So That No One Faces Cancer Alone™, is a registered trademark and cannot be used without written authorization.

### Messaging

- CSCLA will provide the Third Party with approved text and terminology that may be used to promote the organization. The Third Party may not write any original copy describing CSCLA's mission, history, etc. without written permission.
- Approved events must be referred to as “benefitting Cancer Support Community Los Angeles.” They may not be represented as “sponsored by,” “conducted on behalf,” or any similar terminology.

Third Party events must be promoted and conducted in a manner to avoid statement or appearance of the CSCLA endorsing any product, firm, organization, or service. CSCLA reserves the right to decline association with any person or organization when it believes that such association may have a negative effect on the image of CSCLA and may end its agreement with the Third Party at its discretion.

## FINANCIAL AND TAX GUIDELINES

### Event Expenses

Third Party events must be financially self-sustaining without contribution or financial risk from CSCLA. The Third Party is responsible for all event expenses, and must adhere to the following guidelines:

- The nonprofit, tax-exempt status of CSCLA may not be used by the Third Party to purchase items and materials.
- No bank accounts or holding accounts may be established under the CSCLA's name.
- The Third Party shall not benefit in some way other than goodwill or retain any portion of event-related proceeds as personal profit or compensation for personal services. Because your activity is being promoted as a benefit for CSCLA, no fees, commissions or salaries may be retained from event proceeds by your organization or its members.

## **FINANCIAL AND TAX GUIDELINES (cont.)**

Event expenses must be paid in full before the proceeds are given to CSCLA. CSCLA will only accept the net proceeds from a third-party fundraising event. Refunds or reimbursements will not be available after the donation made.

### **Disclosing Your Donation**

You must clearly disclose how CSCLA benefits from the sale of products or services when you state or imply in advertising, promotions, and all communications with donors, sponsors, and participants, that the organization will benefit from a transaction. This includes:

- The actual or anticipated portion of the purchase price that will benefit CSCLA
- The duration of the event campaign
- Any maximum or guaranteed minimum contribution amount

If splitting event proceeds with other organization(s), this must be indicated at the time of signing the Event Agreement and clearly stated in event materials. Beneficiaries may not be altered once donations have been collected.

### **Payment to CSCLA**

Any checks made payable to Cancer Support Community Los Angeles or to CSCLA must be forwarded to the CSCLA Development Department for processing and deposit. Checks must represent an outright donation and cannot include any exchange of products or services. Such donations are tax-deductible and will be receipted by the CSCLA.

CSCLA must receive all net proceeds within 15 business days of the conclusion of the event and/or promotion. Please forward or hand-deliver all proceeds made payable to:

**Cancer Support Community Los Angeles**  
Development Department  
1990 South Bundy Drive, Suite 100  
Los Angeles, CA 90025

Any event proceeds not made out to the CSCLA (i.e. cash, or checks made out to your event name) are not tax deductible. CSCLA can only provide receipts for payments payable to and delivered to CSCLA. Individual event organizers will only be granted a tax receipt for their own personal contributions, and not for other donations made through this event.

## **CSCLA RESOURCES**

CSCLA is grateful for your generosity and efforts in raising funds and awareness in support of our mission to ensure that all individuals impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.

To support your fundraising efforts, CSCLA may provide the following:

- Event ideas and success stories from other community fundraisers
- Promotion of your event on the event calendar and website
- Sponsorship solicitation template
- CSCLA publications, time and space permitting
- Donor acknowledgment letters for those donors who contribute directly to CSCLA by check, credit card, or the online portal
- A CSCLA representative to attend your event and provide remarks, pending availability



## FREQUENTLY ASKED QUESTIONS

**Q. If my Third Party Event is approved and I want to hold the same event the following year, can I use the same agreement from the previous year?**

A. No. The Third Party Event Fundraising Agreement is valid only for the event and timeframe outlined in the agreement and expires at the conclusion of the event, one year from the date of approval, or upon the decision of CSCLA.

**Q. If soliciting for a CSCLA event, are there any requirements for contacting a sponsor/vendor?**

A. Yes. You must submit a list of corporations that you are interested in contacting before planning your event, so that existing relationships with CSCLA's donors will not be compromised.

**Q. Can I reach out to CSCLA's donors when promoting the event?**

A. Due to our confidentiality guidelines, we are unable to share our donor lists.

**Q. Can my Third Party event benefit a specific program or service offered by CSCLA?**

A. You may restrict the funds raised by your event. You must disclose these restrictions in advance in your Third Party Event Fundraiser Agreement.

**Q. Does CSCLA have insurance coverage for liquor liability, gambling, raffles, etc.?**

A. CSCLA does not provide insurance coverage for Third Party events. The Third Party must obtain coverage when necessary.

**Q. May I contact celebrities for my event?**

A. We welcome you to utilize your celebrity contacts to benefit CSCLA. However, there are approval procedures in place for contacting celebrities on our behalf of the organization. Please consult with CSCLA prior to contacting notable individuals with a public following.

**Q. What type of credentials can I provide when I solicit funds?**

A. Upon request, each Third Party event will be issued CSCLA-approved wording for solicitation letters.

**Q. Are there any events or types of fundraising that the CSCLA does not permit?**

A. The Third Party is not permitted to use telemarketing or door-to-door solicitation to raise funds on behalf of CSCLA. The Third Party also may not raise funds via Internet, vending machines, or solely from liquor sales (combined proceeds of food & beverage sales are permitted).

**Q. How is Fair Market Value Determined?**

A. Fair Market Value (FMV) is the price that a good or service property would sell for on the open market. If a good or service is not commercially available, the FMV may be determined through a comparison to similar goods or services. Goods or services may be similar or comparable even if they do not have the unique qualities of the goods or services being valued. A "good faith estimate" must be made in determining the value of the exchange.

*If you have any other questions, please contact Madison Shearer, Development Coordinator via e-mail to [mshearer@cancersupportla.org](mailto:mshearer@cancersupportla.org) or phone to 310-314-2555 ext. 2594.*



# Third Party Event Fundraiser Agreement

Name

Address

City  State  Zip Code

Email  Phone Number

Fax Number  Website

Facebook @  Twitter @  Instagram @

Primary Contact (if different from above):

Name

Email  Phone Number

Name of Event

Date/Duration  Expected Number of Guests

Location  Anticipated Proceeds

Event Description

Include other event beneficiaries if applicable

The Third Party Applicant understands the terms of this agreement as listed in the Third Party Event Guidelines and agrees to comply with all provisions in organizing and hosting this event. Event planning may not begin until both parties obtain a copy of the Agreement containing both signatures identified below.

Date Third Party Applicant Signature Date CSCLA Development Director Signature

Please return this form to:

Cancer Support Community Los Angeles  
Attn: Madison Shearer, Development Coordinator  
1990 S. Bundy Drive, Suite 100  
Los Angeles, CA 90025

Phone: 310-314-2555 x2594  
Fax: 310-979-7586  
Email: [development@cancersupportla.org](mailto:development@cancersupportla.org)  
Web: [www.cancersupportla.org](http://www.cancersupportla.org)

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