



## Guidelines for Special Events, Benefits, or Promotions Benefiting Susan G. Komen for the Cure® Southeast Wisconsin Affiliate

**Thank you** for your interest in raising money for the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure®. Donations to the Komen Southeast Wisconsin Affiliate are an important vehicle in helping further our mission of eradicating breast cancer as a life-threatening disease by advancing research, education, screening, and treatment.

Susan G. Komen for the Cure® has an excellent reputation and a well-known name. We understand the value of that name to your organization, business, and/or event, and we hope that you appreciate that the following guidelines aim to preserve the integrity and value of our name.

The Southeast Wisconsin Affiliate of Susan G. Komen for the Cure® is authorized to serve eight specific counties including Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha counties. We can only consider third-party events or sales which will raise money in one or more of these counties.

### APPLICATION PROCEDURES

**1. APPLICATION DEADLINE:** The Komen Southeast Wisconsin Affiliate requests that applications be submitted at least 30 days prior to the event, benefit, or promotion, but there is flexibility depending on the organizer's requirements.

**2. MINIMUM CONTRIBUTION:** The Komen Southeast Wisconsin Affiliate requires a minimum contribution of \$1000 for all third-party events, benefits, or promotions. Options for smaller events can be discussed with Affiliate staff.

**3. APPLICATION SUBMISSION:** Please read through the guidelines listed below before completing the application. Once completed, send or e-mail the application to:

Susan G. Komen for the Cure® - Southeast Wisconsin Affiliate  
2025 W Oklahoma Avenue, Suite 116  
Milwaukee, WI 53215  
E-mail [info@komensoutheastwi.org](mailto:info@komensoutheastwi.org)  
Phone: (414) 389-4888 Fax: (414) 389-4889

**4. APPLICATION REVIEW:** Once the application is received, the Fund Development Committee of the Komen Southeast Wisconsin Affiliate will meet to consider your request which must, subsequently, be approved by the Board of Directors. As soon as a decision is made, you will be contacted.

**5. EARLY PROMOTION:** Organizers of third-party events may NOT use the Susan G. Komen name without a signed letter of agreement and without pre-approval of the promotional piece. If your timeline requires early promotion, Affiliate staff can offer alternative wording.

Please contact Devrey Riemer with any questions at [devreyriemer@komensoutheastwi.org](mailto:devreyriemer@komensoutheastwi.org) or (414) 389-4888.

## GUIDELINES

**1. EXPENSE RATIO:** As a responsible steward of public funds, the Komen Foundation believes that a reasonable percentage of the gross revenues from all fundraising activities should be directed to our mission. A third-party event, promotion, or benefit is required to keep expenses under 25% of gross revenue. Exceptions may be made for first-year events and on a case-by-case basis.

**2. DISCLOSURE:** The public must be informed about the specific dollar amount or percentage that will benefit the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure®.

**3. SALES PROMOTIONS:** If a third-party sells an item as a fundraiser for the Komen Southeast Wisconsin Affiliate, the item sold must be non-controversial in nature. Additionally:

- The public must be told the specific dollar amount from the sale of each item that goes to the Komen Southeast Wisconsin Affiliate. For example, "\$5.00 per pin."
- If a certain percentage of the sale of an item or ticket goes to the Affiliate, the public must be told the specific percentage that benefits the Komen Southeast Wisconsin Affiliate.
- The Komen Southeast Wisconsin Affiliate may require a minimum contribution to be stipulated in the letter of agreement and/or a specific trial period for the promotion.

The Affiliate cannot be a beneficiary of funds raised solely through the sale of alcohol which will be consumed at the event.

**4. USE OF NAME/LOGO:** A third-party must request written permission to use Komen's name and/or logo, and completion of the Third Party Event Application will constitute as such request. Permission to use the organization's name will usually be granted for third-party fundraisers that guarantee a contribution of \$1,000 or more, subject to approval.

Permission to use the Affiliate/organization's **logo** is reserved for third-party fundraisers that guarantee a contribution of \$2,500 or more, subject to approval.

Third parties may not transfer this privilege to their own customers, members, or other entities that are associated with the primary organization or individual. All references to the Foundation in publicity and promotional materials, on tickets, invitations, or other materials related to the promotion should say:

- Southeast Wisconsin Affiliate of Susan G. Komen for the Cure® (for the first reference)
- Komen Southeast Wisconsin Affiliate (this is acceptable for subsequent references)

For all events or sales that anticipate net income of less than \$1,000, the Affiliate encourages the organization, individual, or entity to use language such as "all proceeds will benefit breast cancer research, education, screening, and treatment in Southeastern Wisconsin." Due to staffing and time constraints, the Affiliate cannot grant use of our name or logo for events or sales with anticipated net income of less than \$1,000.

**5. REVIEW OF MATERIALS:** All promotional material related to an event benefiting the Komen Southeast Wisconsin Affiliate must be reviewed and approved by the Affiliate **prior to being printed, distributed, or publicized in any way**. This includes, but is not limited to, invitations, press releases, fliers, newspaper articles, radio or television public service announcements, etc.

**6. SPONSORS, UNDERWRITERS:** Third-parties must inform the Komen Southeast Wisconsin Affiliate of any effort to recruit financial underwriters, sponsors, or in-kind donors in order to ensure that there is no duplication of underwriting efforts.

**7. ADMINISTRATION AND VOLUNTEERS:** The Komen Southeast Wisconsin Affiliate is not able to handle any administrative aspects of a third-party activity. While we are able to give you guidance about your event, we simply do not have the resources to handle administrative tasks like invitation distribution, compiling RSVPs, and/or selling tickets. Likewise, recruitment and training of volunteers is the responsibility of the organizer.

**8. PUBLICITY:** Organizers of the third-party fundraiser should be prepared to initiate publicity for this promotion and commit the necessary funds from its advertising budget. The Komen Southeast Wisconsin Affiliate may be able to promote the event in the following ways:

- Inclusion in Affiliate's quarterly e-newsletter sent to target audiences if timeframe is compatible with established e-newsletter distribution
- Event/promotion listed on Affiliate web site event calendar
- Event summary and photos on the Affiliate web site, [www.komensoutheastwi.org](http://www.komensoutheastwi.org)

The Komen Southeast Wisconsin Affiliate does not distribute press releases about third-party fundraisers.

**9. IRS REGULATIONS:** Organizers of the event are responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific and the Komen Southeast Wisconsin Affiliate can provide some information and guidance.

**10. INSURANCE:** Events held at specific locations will be required to obtain the necessary permits and insurance. If insurance is required for your event or sale, at a minimum, the third party fundraiser must present proof of comprehensive general liability insurance in the amount of one million dollars (\$1,000,000.00) which covers liability for bodily injury, property damage, or death arising out of the third party event or sale. At the discretion of the Komen Southeast Wisconsin Affiliate, you may be required to name the following as Additional Insured on your policy solely with respect to the sale or event:

Susan G. Komen for the Cure®  
5005 LBJ Freeway, Suite 250  
Dallas, TX 75244

**AND**

Susan G. Komen for the Cure®  
Southeast Wisconsin Affiliate  
2025 W Oklahoma Avenue, Suite 116  
Milwaukee, WI 53215

The event or sale will not be approved until the required insurance documents are received by the Komen Southeast Wisconsin Affiliate office.

**11. WAIVERS:** For sporting events, another requirement is a signed waiver/release from each participant no later than 30 days prior to the event. Once you receive approval for your activity, Komen staff can provide you with the necessary wording to include in the participant release or supply a sample standard waiver.

**12. CHECKS:** All checks for donations and/or participation need to be made out to the organization that is holding the event and not to Susan G. Komen for the Cure® or the Komen Southeast Wisconsin Affiliate. These checks should then be deposited by the organization or individual and one check or money order, along with individual donor documentation, should be made out to the Komen Southeast Wisconsin Affiliate. Checks may be sent to:

Susan G. Komen for the Cure®  
Southeast Wisconsin Affiliate  
P.O. Box 681145  
Chicago, IL 60695-2145

**13. FINAL ACCOUNTING:** Proceeds and a brief accounting must be provided within 60 days of the conclusion of the special event or promotion. Please send only one check made out to the Komen Southeast Wisconsin Affiliate.

**15: ACKNOWLEDGEMENTS:** As a matter of course, the Komen Southeast Wisconsin Affiliate will send a letter of acknowledgement to the host individual or organization. Letters to individual donors and participants should be prepared and distributed by the organizer. Affiliate staff can provide samples of such letters.

**15: MATERIALS AND AFFILIATE PRESENCE AT EVENT:** The Komen Southeast Wisconsin Affiliate will be pleased to provide breast health materials in numbers that are appropriately in proportion to the expected number of participants. Additionally, upon request and based upon availability, the Affiliate can set up and staff an information table or small booth. The Komen Southeast Wisconsin Affiliate does not currently sell Komen merchandise and does not have these items available at the office. Additional educational materials and merchandise can be purchased via the Komen Headquarters website, [www.komen.org](http://www.komen.org).