



CFC International
Cardio-Facio-Cutaneous Syndrome



Fundraising for CFC International

Improving the quality of life through family support, research, and education

Thank you for expressing interest in conducting a fundraiser to raise money for CFC International.

CFC International depends on the generosity of our donors. By your interest in holding a fundraiser to raise money for CFC International, you understand the importance of our vision to improve the lives of individuals with CFC Syndrome and their families.

This packet has been prepared to guide you through the steps that will help you organize a successful event.

Please read this pamphlet carefully. It contains information that requires your attention and response. Be sure to complete the *Third-Party Fundraising Event Agreement* before activity is initiated related to the event.

Don't forget to contact CFC International with the results of your event so that we can share them on our website and in our newsletter!

When you raise money for CFC International you can be sure that every donation is being used for our mission!



THIRD-PARTY FUNDRAISING EVENT FOR CFC INTERNATIONAL

We are excited to see your creative ideas for your fundraising event. In the next few pages you will find information that will help you prepare for your fundraiser.

Please **sign** the enclosed ***Third-Party Fundraising Event Agreement*** that denotes mutual understanding concerning your event (see page 10). This completed form must be returned to CFC International prior to event preparations.

If you have any questions while planning your event, please feel free to contact Tuesdi Dyer, Executive Director, at bconger@cfcsyndrome.org or (727) 827-7368

Here are some important guidelines for your event:

- You are responsible for all permits, insurance, and other necessary requirements for your event. Please check with your event location, city, county, and state for regulations.
- CFC International will be happy to fill requests for brochures to be used for your event to raise awareness of CFC Syndrome.
- Donations received by CFC International will be acknowledged. 100% of the proceeds must be forwarded to CFC International and back up documentation (copies) of donations received is required for tax-receipt purposes. Please turn all cash donations into a cashier's or bank check prior to forwarding them to CFC International. Contact CFC International *in advance* of your event to discuss any questions you have.
- Email a scanned copy of your *signed* agreement to info@cfcsyndrome.org
- Mail your *signed* agreement to CFC International at P.O. Box 55157, St. Petersburg, FL 33732

CFC International wishes you success with your fundraiser and thanks you for your continued support.

TIPS FOR PROMOTING YOUR EVENT

CFC International is always interested to learn about your event. Please share your forms, letters, flyers, etc. with the office. Having samples is an excellent way to help others and we would possibly highlight your event in an upcoming newsletter or on our website.

IMPORTANT TO REMEMBER

To maintain accuracy and consistency, **all** out-going material should be proofed and approved by at least **two** individuals. The material should be edited for accuracy, grammar and punctuation. It is not meant to deter or alter creativity, but this second pair of eyes will help you before accidentally sending an error out to the public.

DISTRIBUTE CFC BROCHURES AT YOUR EVENT

CFC International is happy to provide you with copies of our informational tri-fold brochure for you to have at your event. This brochure is helpful to event attendees, as it gives additional insight into what CFC Syndrome is and what is being done with regard to this rare genetic disorder.

CREATE A FLYER

Create a flyer that advertises all the details regarding your event. Make sure you include: Date ♦ □ Time ♦ □ Location ♦ □ Facts: What is CFC Syndrome

Other information that can be included:

- Why are you conducting this fundraiser?
- When you share your personal story and connection with CFC Syndrome, it helps people understand why this event is important to you.
- What you are raising money for? e.g. "Funds raised will support CFC Syndrome research, awareness and education."
- Contact Name and Information

Think about what you publicize. You need to give people a way to reach you with questions. Often people use an email address for this and you should also provide a phone number where you will be available to return inquiries.

You may use the CFC International name and logo. If using the CFC International name and/or logo, please email the flyer to info@cfcsyndrome.org for approval.

***GET CREATIVE WITH YOUR EVENT PROMOTION! TAKE TIME TO
PROPERLY SPREAD THE WORD AND
YOU'LL BE AMAZED AT HOW IT TURNS OUT!***

CONTACT LOCAL MEDIA

In any awareness and fundraising event, local media coverage is vital to your event's success. Once all of your details are finalized, contacting your local television stations, newspapers, and radio stations about your event can help give you even more publicity if this is an open event. (As opposed to invitation-only events.)

The following information will be helpful to you and you will want to modify the information presented to fit your specific event. Please forward your successes in publicizing your event to CFC International. You may give CFC International's contact information for press releases and for people to learn more about CFC Syndrome.

PRESS RELEASES

Begin to send out press releases a minimum of four (4) to six (6) weeks prior to the scheduled event. Continue to send releases until the event occurs. You will want to send a follow-up release after the event detailing the success of your event.

The following should be included in your press release:

1. Name of event, date/time, site location and address of event
2. Brief description of event
3. Contact Information; your name and phone number should always be provided and an e-mail address if available
4. Brief statement on CFC Syndrome; one (1) paragraph in length, three (3) to five (5) sentences maximum. Use the tri-fold brochure as a guideline. Do not use technical terms. Be sure to explain things in a way that everyone can grasp. Can an 8-year old read what you are putting out there and understand it? If the answer is yes, then you are on the right track!
5. Include the CFC International phone number and website for additional CFC Syndrome information

LOCAL SUPPORT

Attempt to have as many things donated for your event as possible. Venue, supplies, food, and everything else adds up which takes money away from your bottom-line. By partnering with local businesses and establishments you not only promote the event and raise awareness, but it will also greatly increase your net revenue. We encourage all fundraisers to spend as little as possible on expenses—keeping them less than 10% of the overall event revenue. Contact local merchants with a list of specific needs, services, and/or items you would like them to donate.

1. Begin with businesses in the immediate area of the event and/or with merchants with which you have a personal or frequent contact. Don't eliminate small businesses—they are often more willing to donate than larger corporations.
2. A letter with a quick personal follow-up increases the likelihood of donations.
3. Be ready to tell the potential sponsor how you will publicly acknowledge their generosity.
4. Always follow up with a formal thank you letter. This can be done following

- the event and you may wish to detail the results and success of the event.
5. If this is an annual event (or will become an annual event), you could approach the sponsor for continuing support (e.g. “We would like ABC Business to be an annual supporter of this event. Can we count on your generosity for the next three events?”)
 6. Be bold and courageous! The best that can happen is you will find people to be overwhelmingly generous. The least that will happen is that a potential sponsor will say no.

COLLECTING DONATIONS

We suggest you contact your tax consultant prior to any event planning regarding handling financial transactions for the fundraiser (e.g. do not deposit any funds collected for CFC International into your own bank account, as this will be considered personal taxable income). CFC International cannot reimburse you for any costs associated with the event.

To assist you, a budget template (page 8) is enclosed for you to track expenses and any and all forms of income, whether monetary or in gift form (e.g. supplies, food items, service, etc. donated by local sponsors). The CFC International donation form (page 7) is also included for you to use at your event. This form allows us to properly thank each donor with the correct information. You should only accept checks or money orders --**made payable to CFC International**.

If cash is received: Record the amount received on the donation form and mark the form “CASH.” ***Do not hold on to the cash or deposit it into your own bank account. DO NOT SEND CASH!*** We suggest that you take the cash to a bank or currency exchange and have a money order or cashier’s check made payable to CFC International totaling the sum for all cash donations. All “CASH” donation forms should be stapled to the money order/cashier’s check. Also include the receipt for the money order or cashier’s check.

CHECKS

CFC International will send an acknowledgement letter of receipt for the donation. Note: we must have a complete mailing address on the donation form or check in order to do so.

Please contact the office after the event to confirm the information on how to forward proceeds to CFC International. Checks, money orders and any donation forms should be forwarded to CFC International within two (2) weeks after the event takes place.

ALL donations, along with a brief description of your event*, should be mailed to:

CFC International ♦ P.O. Box 55157 ♦ St. Petersburg, FL 33732

* Event description can be emailed to info@cfcsyndrome.org



Mail-In Donation Form

Print this page, fill in all applicable fields and mail to:

CFC International
P.O. Box 55157
St. Petersburg, FL 33732

Name: _____

Address: _____

City: _____ State: _____

Zip Code: _____

Phone Number: _____

Email Address: _____

Please accept my donation in the amount of \$ _____

In honor of _____

In memory of _____

Notify someone of this gift:

Name: _____

Address: _____

City: _____ State: _____

Zip Code: _____

Phone Number: _____

Email Address: _____

THANK YOU FOR HELPING US IN OUR MISSION!

BUDGET EXAMPLE FOR THIRD- PARTY FUNDRAISING EVENT

There can be many costs associated with a fundraising event. This budget example is meant to help you clearly process what it will take to achieve the event you are developing. We encourage you to have your location, supplies, postage, etc. donated so that 100% of the donations given by your attendees will come directly to CFC International.

CFC International cannot reimburse you for any costs associated with the event.

Income: *(List each possible income source)*

1. # _____ Attendees @ \$ _____ each = \$ _____
2. # _____ Sponsors @ \$ _____ each = \$ _____
3. _____ \$ _____
4. _____ \$ _____
5. _____ \$ _____

Total Projected Income \$ _____

Expenses: *(List all possible expenses)*

1. Printing \$ _____
2. Postage \$ _____
3. Professional Services
 - i. Legal \$ _____
 - ii. Graphic Design \$ _____
4. Hall Rental \$ _____
5. Food and/or Beverage \$ _____
6. Permit Fees \$ _____
7. _____
8. _____
9. _____
10. _____

Total Projected Expenses \$ _____

Net Profit (Loss) \$ _____

IN SUMMARY

We hope you find this information helpful. CFC International is appreciative that you are considering holding a fundraising event.

This document has been prepared for the mutual benefit of all parties involved. The steps outlined in this document are intended to protect the interests of everyone.

Please do not hesitate to contact CFC International if you have any questions.

CFC International acknowledges and greatly appreciates the selfless contributions of our volunteers and participants who generously and compassionately support CFC International.

CFC International's staff and Board of Directors, along with the state and federal regulatory agencies, desire to maintain the highest level of integrity in our fundraising efforts. We count on you to abide by the policies and regulations in place. We look forward to working with you and welcome any questions you may have regarding conducting a fundraising event.

NOTICE AND DISCLAIMER REGARDING CFC INTERNATIONAL FUNDRAISING

CFC International is a non-profit organization of families, caregivers and professionals who care about those with CFC Syndrome. CFC International reserves the right to deny permission to raise funds for or on behalf of CFC International for any lawful reason and refuses to accept responsibility for any funds or fundraising efforts in violation of this policy.



CFC International ♦ P.O. Box 55157 ♦ St. Petersburg, FL 33732

Phone: 727-827-7368

www.cfcsyndrome.org ♦ info@cfcsyndrome.org

Third-Party Event Agreement

PLEASE PRINT CLEARLY AND FILL IN ITALICIZED AREAS

Name: _____ Date: _____

Address: _____

Phone: _____ Email: _____

CFC International is pleased that you have expressed interest in conducting a fundraising event to support the mission of CFC International. This letter outlines our understanding in connection with hosting a third-party event.

1. You will host a fundraising event on _____ [date] in _____ [location] in the nature of a _____ [picnic bake sale, etc.] for purposes of raising awareness about CFC Syndrome and raising funds for CFC International (the "Event").
2. Funds raised should be designated towards every aspect of the life and mission of CFC International, intended for furtherance of its charitable purposes.
3. CFC International will be happy to fill requests for brochures to be used for your event to raise awareness of CFC Syndrome.
4. Donations received by CFC International will be acknowledged, with proper documentation (backup copies/receipts).
5. You are solely responsible for complying with national, state, county, and local laws and ordinances regarding your event. If you fail to comply with such laws, you hold CFC International, its officers, directors, staff and agents harmless from any and all claims and damages arising from such failure to comply.
6. Any and all details regarding your event (pre, during and post) are your sole responsibility. **This event is not sponsored or endorsed by CFC International and disclaims any responsibility or liability associated with this event.** You hereby hold CFC International, its officers, directors, staff and agents harmless from any and all claims and damages that may arise in connection with this event.

Thank you for supporting CFC International,
Tuesdi Dyer, Executive Director

I have read, understand, and agree to the terms and conditions set forth in this letter.

Print Name _____

Signature _____ Date _____