



Guidelines for Third-Party Fundraising Activities

We are so thankful you want to help women and men on their breast cancer journey by raising funds or awareness to support our mission and work!

These guidelines have been established as a standard for all fundraising promotions, special events, and benefits held on behalf of Carolina Breast Friends and the Pink House by any third party.

Getting Approval

A wide variety of federal and state laws apply to fundraising efforts, and it's important to adhere to the legal requirements as well as Carolina Breast Friends' own event standards.

Any and all fundraising activities and special events must be pre-approved by someone from our fund development team before you can be authorized to use Carolina Breast Friends' name or logo in any way.

Please contact our development team with your event proposal by completing the [Third-Party Event Proposal Form](#) on our website or using the form at the end of this document and sending it to our Senior Director of Development, Amber Tracewell at atracewell@carolinabreastfriends.org or 1607 E Morehead St, Charlotte, NC 28207.

Being a Good Steward

Carolina Breast Friends places high priority on being a good steward of the funds entrusted to us, and that commitment applies to all fundraising activities conducted on our behalf.

- All activities must be consistent with the mission of Carolina Breast Friends and adhere to any and all applicable local, state, and federal laws.
- If your event will also benefit organizations other than Carolina Breast Friends, we must be informed of all the intended beneficiaries, and public communication of the event must not imply that all of the funds are benefitting Carolina Breast Friends.



- If you represent to the public that a certain amount of money, percentage of proceeds, or profits will benefit Carolina Breast Friends or the Pink House, please be prepared to provide an accounting of revenues and expenses to our development team if requested.
- Funds should be presented to Carolina Breast Friends within 60 days of your event's conclusion.
- Please inform Carolina Breast Friends of any plans to recruit underwriters or sponsors for your event or fundraising activity. This ensures that there will be no duplication of efforts that may already be underway by our organization.

Financial Policies

- Carolina Breast Friends provides receipts only for donations made directly to our organization.
- Carolina Breast Friends is responsible for depositing checks made out to us.
- Bank accounts may not be opened by anyone in Carolina Breast Friends' or the Pink House's name.
- Carolina Breast Friends cannot be responsible for negotiating or paying vendors or other administrative costs of your event. You will need to arrange for all vendors, expenses, and necessary support. We encourage you to be creative, so your event can be done for little or no cost.
- Carolina Breast Friends cannot issue insurance coverage or certificates.



Support for Your Event

While we would love to be at every event, we do not have the resources to do so. We are still happy to collaborate in the following ways:

- Once your event is approved, we will provide you with a promo kit that includes our logo, descriptive information, press release template, social media hashtags, and brand guidelines.
- If you would like to have our informational material at your event, please let us know at least 10 days in advance how many brochures or other items you would like, and we will do our best to meet your request and have the items ready for you to pick up at the Pink House.
- We are happy to let our constituents and supporters know of your event by liking and sharing social media posts in which you tag us. The more you post and tag us, the more we are able to share to our followers. In addition, if we post a thank you message on our own social media, we will tag you.
- If you would like to create a photo opportunity by presenting a check or award to us in person at the Pink House, please make arrangements through our development department, and we will post the photo on social media and/or in our newsletter. You can do the same!
- Due to our confidentiality guidelines, we are unable to share our constituent or donor lists.

[See next page for Third-Party Fundraising & Event Application.](#)



Third-Party Fundraising & Event Application

Contact Name: _____

Organization/ Business Name: _____

Phone: _____ Email: _____

Address: _____

Event Name: _____

Date and Time: _____

Event Location: _____

Event description: _____

Special Requests (if any): _____

Financial Information

Expected benefit to Carolina Breast Friends:

\$ _____

This is a Net Gross estimate.

Participant fee (if any): \$ _____

I acknowledge that Carolina Breast Friends and the Pink House are a beneficiary of this event and not an event sponsor. I have read and will adhere to Carolina Breast Friends' Third-Party Fundraising Activities & Events Guidelines and all policies of Carolina Breast Friends. I understand Carolina Breast Friends will not be held liable for any injuries or damages that may occur at this event.

Signature: _____ Date: _____