



EVENT GUIDELINES

Hope & Heroes Children's Cancer Fund is the charitable, tax-exempt organization benefiting The Herbert Irving Child & Adolescent Oncology Center at Columbia University Medical Center. Our policies and procedures are designed to guide you in planning fund-raising events and activities to benefit our philanthropic goals. We follow all IRS laws for charitable giving and acknowledgments while tracking any changes that may affect our fund-raising events.

Any individual or organization who wishes to conduct an event or promotion involving the use of the name Hope & Heroes Children's Cancer Fund for fund-raising and/or publicity purposes, please contact us at 212.305.1420.

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1. Events should complement the mission and image of Hope & Heroes Children's Cancer Fund. Companies that conflict with the charity's mission or values may not be sponsors. We discourage sponsorship by alcohol, tobacco and firearms companies or other companies with products that do not support the health and well-being of children.
2. The event organizer must obtain any necessary permits, licenses or insurance.
3. Be prepared to estimate expenses and revenues for your event, as well as the size of the contribution you intend to donate. Strive to maintain fund-raising costs at 15 percent of the total income.
4. Please send all copy for invitations, advertisements, press releases, posters or other promotional information related to your project to Hope & Heroes Children's Cancer Fund. We want to make sure our mission, logo and particulars are correct.
5. Please note Hope & Heroes Children's Cancer Fund as your beneficiary and not the host. For example, your event should be promoted as the "Walk-a-thon to benefit Hope & Heroes Children's Cancer Fund." Events should not be called "Hope & Heroes Children's Cancer Fund Walk-a-Thon."
6. The public should be informed regarding any net amounts or percentages that will be donated to the charity.
7. Events must comply with all federal, state and local laws governing charitable fund-raising, gift reporting and special events. The IRS requires that all tickets, invitations or entry forms state which portion of the contribution is tax-deductible. If a donor receives a product or service in exchange for their donation, subtract the value (whether or not it is donated) of the product or service from the contribution.
8. Please notify us if you plan to contact businesses, individuals or organizations for sponsorship or underwriting proposals. Please remember that many individuals and businesses already support H&H and may not wish to make additional donations.
9. Event planners may not keep any portion of the proceeds as profit or compensation for organizing the event. If event expenses are greater than the money raised, the event planner is responsible for paying those expenses.



What We Can Do

- Offer advice and expertise on event planning.
- Provide a letter of authorization to be used to validate the authenticity of the event and its organizers.
- Provide and approve the use of Hope & Heroes Logo.
- Provide Hope & Heroes t-shirt or other promotional items and brochures.
- Assist you in designating your contribution to a specific area of interest: clinical programs, supporting programs, specific research initiatives or wish list.
- Promote the event via our website fundraising pages, our printed newsletter and e-newsletters.
- Provide a written tax receipt to donors who make their checks payable to Hope & Heroes Children's Cancer Fund.
- We will make every effort to attend your event.

What We Cannot Do

- Provide funding or reimbursement for expenses.
- Provide on-site staff or volunteer support at your event.
- Extend our tax exemption to you.
- Provide insurance coverage.
- Solicit sponsorship revenue for your fund-raising activities.
- Provide publicity: newspaper, radio, TV coverage, etc.
- Provide our mailing list.