



**GATEWAY**

FOR CANCER RESEARCH

# **DIY FUNDRAISER GUIDELINES**

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Thank you for your interest in becoming a fundraiser for Gateway for Cancer Research. We are excited that you have chosen Gateway and are here to help you with your event needs. If at any time throughout the planning process you have questions please feel free to contact our office.

The money raised at your event will help Gateway, a 501 (c) (3) nonprofit organization, fund meaningful and breakthrough clinical trials that help people living with cancer to feel better, live longer and conquer cancer TODAY! Since our founding in 1991, Gateway has supported more than 248 clinical trials and funded millions of dollars in leading-edge cancer research covering all types of cancers. Thanks to generous underwriting, 100% of every dollar received funds cancer research.

For more information on our DIY program, please read below. If you have any questions or need help with your fundraising event please contact Natalia Mihilli at [Natalia.Mihilli@Gatewaycr.org](mailto:Natalia.Mihilli@Gatewaycr.org) or 480-225-4850

## GATEWAY GENERAL GUIDELINES

- Gateway will review your application within 24 to 48 hours after being submitted and will contact you.
- Due to the nature of our impactful research, Gateway will review your event to ensure it aligns with our meaningful vision and mission.
- Before moving forward with your fundraising event, please make sure you have received written permission from Gateway.
- All fundraising event organizers must secure the necessary permits/licensing/insurance certificates for their events. For a list of necessary documentation, please contact the city in which the event will take place. A copy of each required document should be submitted to Gateway for our records.
- You must display how much of the funds from the fundraising event will be going toward the cause. For example, if you have 10% of the funds for expenses, you must publish that 90% of the proceeds from the event will go to Gateway for Cancer Research. Gateway staff members are available for ideas on how to reduce costs of your event.
- Your fundraising event must comply with all federal, state and local laws.
- While unlikely, Gateway reserves the right to cancel your fundraising event at any time, should circumstances warrant.
- You may not open a bank account in the name of Gateway for Cancer Research.
- Event organizers or volunteers may not act as an employee, agent, partner, or representative of Gateway for Cancer Research.
- Participants in your fundraising event, whose names and address are disclosed to Gateway, should be notified that they will be added to Gateway's permanent mailing list. It is the policy of Gateway to not sell or rent its mailing to any other organization.

## GATEWAY LOGO AND PROMOTIONS

- Proper use of the Gateway logo is required. Once your fundraiser has been approved, the logo will be provided to you.
- The Gateway logo can be provided in several design formats. We will work with you to get you the format that works best for your needs.
- The logo must be used in accordance with logo brand standards (logo brand standards document will be sent with logo).
- Event materials must be approved by Gateway before printing occurs or websites are publicly promoted. Gateway may ask for adjustments to messaging and logo placement.

## GATEWAY CAN PROVIDE:

- Fundraising consulting to help your event raise more money.
- Assistance in the creation of your online donation page to support your fundraising event.
- Give-A-Ways for your fundraising event, when available
- If requested, promotion on our social media channels and website, if space is available.
- **While Gateway would like to show our appreciation and thanks by attending all DIY events, unfortunately we do not have the ability to do so. If possible and requested, Gateway will provide a representative to attend your event.**

## GATEWAY CAN'T PROVIDE:

- A listing of donors, sponsors, or volunteers for your fundraising event
- Help with ticket and sponsorship sales
- Sales tax exemption information
- Any insurance for your event
- Reimbursement for fundraising event expenses
- Guaranteed attendance of a Gateway staff member or representative
- Gateway stationery

## FUNDRAISING EVENT DONATIONS

Gateway would like to be able to send proper acknowledgments in a timely manner to those who participate in your event. In order to do so, please send your event financial report and funds no more than 30 days after the fundraising event date. Please send them to Gateway for Cancer Research, 1449 South Michigan Avenue, Suite 13128, Chicago, IL 60605.

## TAX INFORMATION

Gateway can only provide tax acknowledgement receipts to those donors who made a direct donation to Gateway. Donors who make checks out to other organizations or people are not

able to receive a tax acknowledgement letter. If you can provide a clear accounting of your donations, then Gateway will be able to send a thank you to those who donated.

## **DIY Fundraiser Application**

Please fill out the below form and return to Gateway

### **1.SPONSOR INFORMATION**

Name of sponsoring organization/individual: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

### **2.EVENT INFORMATION**

Name of event: \_\_\_\_\_

Type of event: \_\_\_\_\_

Brief description of event:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Location: \_\_\_\_\_

Date(s) and time(s): \_\_\_\_\_

Method of raising funds, including fees charged:

\_\_\_\_\_

\_\_\_\_\_

Do you plan to pay an individual or organization to help plan, manage or conduct the event or to solicit contributions? Yes / No Contact: \_\_\_\_\_

Name(s) of any organization with whom you will have any contract or agreement in relation to the event: \_\_\_\_\_

Will you be advertising or publicizing this event? If so, who will be coordinating?

\_\_\_\_\_

Who is your target audience: \_\_\_\_\_ Estimated attendance: \_\_\_\_\_

Is a *Special Event Liquor License* required for your event? Yes / No

*(Please attach approvals by local authorities and evidence of insurance.)*

**3.FINANCIAL INFORMATION:** \*Please estimate

Total proceeds: A. \$ \_\_\_\_\_

Expenses (includes costs of food,  
entertainment, advertising, equipment rentals, etc.) B. \$ \_\_\_\_\_

Anticipated net proceeds (A minus B) C. \$ \_\_\_\_\_

Amount/Percentage of net proceeds  
donated to Gateway (sponsor is not liable for amount listed) D. \$ \_\_\_\_\_

Anticipated date of your final donation (within 45 days of event): \_\_\_\_\_

5. Signature:

Until written permission has been granted by Gateway for Cancer Research, contributions may not be solicited in the name of Gateway and the name "Gateway" or "Gateway for Cancer Research" may not be used.

Information provided on this form is correct and accurately describes the proposed event.

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Signature

Date

**Licensing Agreement**  
***Please initial each paragraph***

Gateway for Cancer Research (“Gateway”) is the owner of certain federally registered and common law trademarks, trade names and service marks including the name Gateway for Cancer Research (collectively, the “Marks”). **If (and only if) this Proposal is approved by Gateway, Sponsoring Organization will be granted a non-exclusive license to use specified Marks in publicity documents relating to the Event. Sponsoring Organization may not alter or modify the Marks in any way, nor shall it grant a sublicense to any other person.** The terms of this agreement include all entities of Gateway for Cancer Research and shall be from the date Gateway approves the Proposal until the conclusion of the Event: provided, however, that Gateway has the right to terminate the license if it determines, in its sole discretion, that the quality of the Event is or will be injurious to Gateway or the Marks. \_\_\_\_\_

Any use of the Marks is subject to the prior written approval of Gateway. Accordingly, **Sponsoring Organization agrees to submit to Gateway for approval – prior to the distribution, broadcast or publication thereof – all printed material, publicity releases and advertising relating to the Event that mentions Gateway or contains the Marks.** \_\_\_\_\_

In accordance with the standards adopted by the Council of Better Business Bureaus, all collateral materials relating to the Event must specify: (a) that Gateway is the benefitting organization; (b) that written information about Gateway is available by calling the main office at 847.342.7450 or by visiting [www.gatewaycr.org](http://www.gatewaycr.org) and (c) the actual or anticipated portion of the sales or admission price that will benefit Gateway. \_\_\_\_\_

At its discretion, Gateway may require Sponsoring Organization to print or otherwise contain a disclaimer in all of the promotional materials which shall read as follows: “The Gateway name and logo are used with permission, which in no way constitutes an endorsement, express or implied, of this product, service or event.” \_\_\_\_\_

In order to avoid inadvertently jeopardizing existing relationships between Gateway and its donors, Sponsoring Organization agrees to notify Gateway before soliciting corporations, businesses, celebrities, sports teams or individuals for cash or in-kind donations relating to the Event. \_\_\_\_\_

Sponsoring Organization represents to Gateway that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event; (c) the Event will result in no cost or expense to Gateway whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify, defend, and hold Gateway harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event. \_\_\_\_\_

Sponsoring Organization, or any of its employees or representatives, may not act as an employee, agent, partner, servant or representative of Gateway and will have no authority to commit Gateway to any obligation or undertaking. \_\_\_\_\_

Participants in your fundraising event, whose names and addresses are disclosed to Gateway in connection with or arising out of such Event, will be advised that they will be added to Gateway's permanent mailing list. \_\_\_\_\_

Proposed By:

\_\_\_\_\_  
Please Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Accepted By:

\_\_\_\_\_  
Gateway

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please return to Natalia Mihilli  
Gateway for Cancer Research:  
Natalia.Mihilli@Gatewaycr.org

Questions?

Contact Natalia Mihilli at 480-225-4850,  
Natalia.Mihilli@Gatewaycr.org Thank you!