

How to host a fundraising event to benefit The Miles of Hope Breast Cancer Foundation

We are honored that you are interested in organizing a fundraiser to benefit The Miles of Hope Breast Cancer Foundation. Since Miles of Hope is a grassroots organization we rely on the generosity of companies, organizations, schools and individuals like you to ensure we can fund grantees in the Hudson Valley.

Every year thousands of dollars are raised through events organized outside the Miles of Hope "Cornerstone Foundation Events". These events which **benefit** Miles of Hope range from small to large and can vary from a sports tournament or event (previous benefit events have included Triathlon, Golf Tournament, Softball/Baseball Game, Zumbathon, Yoga Class, Dodge Ball tournament) to small personal gatherings like a bake sale, or lemonade stand or much larger undertakings similar to a Fashion Show or Craft Fair.

Before you start planning a new event, you might consider joining an existing Miles of Hope Cornerstone Foundation Event such as Hoops for Hope, Family Fun Run, Annual Spring Brunch, Goals for Hope or the Community Walk. However, if you decide to proceed with your own event, please take a few minutes to read the following guidelines and options. Please remember our staff is small and resources limited, but we try to help as best we can with fundraising requests.

1. Your event must reflect positively on The Miles of Hope Breast Cancer Foundation (MOH), not be offensive to any group, and abide by all local, state and federal laws. The use of the MOH logo must be approved by the Foundation prior to its use and always be appropriate, tasteful and in keeping with the goals of the Foundation.
2. The MOH name cannot be associated in support of, or opposition to, a political candidate.
3. MOH reserves the right to decline any event that is inconsistent with its mission.
4. All event promotional materials and efforts should clearly state that the event is sponsored by you or your organization with the net proceeds going to MOH.
5. The host organization or individual is responsible for paying all event expenses prior to forwarding its donation to MOH. MOH will not supply any funding for your event and will not be responsible for any debts incurred.
6. Event organizer(s) shall not benefit in any way other than goodwill, or retain any portion of event related proceeds. Proceeds in the event organizer's ordinary course of business do not apply as they are not considered event related proceeds.
7. If you are seeking your own sponsors, please provide MOH with a list of targeted sponsors. MOH reserves the right to exclude solicitation of specific sponsors. The host organization should not use the MOH name to solicit its own sponsors, but can say MOH is the beneficiary of its activity.
8. The not-for-profit, tax exempt status of MOH may not be used by the host organization to purchase items and materials with which to conduct the activity or for any reason.
9. No bank accounts or holding accounts may be established under the MOH name or the name of any of its "signature events".
10. The host organization is responsible for securing liability insurance for the event. MOH is unable to provide a certificate of insurance, as is the standard for all non-profits when they are the beneficiary, but not the sponsor of the event or activity.
11. Event organizers agree to indemnify and hold harmless MOH and its founders, officers, directors, agents, successors, heirs, and assigns against any liability, damage, loss, or expense incurred in connection with the event.
12. If you need further clarification of any of these guidelines please call or email.

Five Ways to Support the Miles of Hope Breast Cancer Foundation:

1. **Simple and Straightforward Fundraiser** – if you feel you want to go forward with a clear-cut and uncomplicated event, for which you feel you need little to no support from MOH, just let us know and we will be happy to provide you with some of our brochures and logo for your flyers and other promotional materials. It would be fantastic for you to provide us with as many details of your event as possible. When your fundraiser is complete, let us know and we will be happy to pick up the check with a presentation ceremony.
2. **Something a little more involved** – perhaps you feel you could use some support from our MOH team to make your event a resounding success. We can help you plan, come speak to your group, etc for up to 5 hours (including travel time), provide you with our logo, brochures, put your event on our web calendar and provide you with a “silver” Basket of Hope (items you can use to as door prizes, etc) for a suggested donation of \$500.
3. **Larger Event/Merchandise Sales** - same general premise as #2 above, but this is going to be a larger event/fundraiser. You will get all of the above plus a minimum of 1 email blast to our email list (we need at least one month’s notice of the event for one email blast) as well as a “gold” Basket of Hope for a commitment of a \$1000 minimum donation. Additionally in this category, MOH will permit outside retail organization to sell merchandise and advertise that a portion of the price will be donated to MOH only when the retail organization agrees to donate a minimum of 5% of the items annual gross receipts but not less than \$1000.
4. **Larger yet** – Perhaps you want to plan a weekend long sporting event or tournament that will require the support and involvement of our Executive Director as well as a limited number of volunteers for up to 20 hours (including travel time). Due to the time involvement of our staff and volunteers we must have at least 3 months notice of this type of event. You will also receive the benefits as described in # 3 above as well as more than 1 email blast for a minimum commitment of a \$2500 donation.
5. **Major Fundraising Event** – You have a grand scale event in mind that will require the involvement of our Executive Director, bookkeeper and perhaps a few volunteers. You will also receive the other benefits described above. MOH must have 6 months advance notice of your event and a commitment of a minimum \$5000 donation.