



Third Party Fundraising Event Guidelines

Thank you for your interest in hosting a fundraising event or activity in your local community to benefit the Pediatric Retinal Research Foundation (PRRF)! Your efforts will support research initiatives aimed at championing cures for pediatric retinal diseases, as well as funding community programming to support children and their families with blinding retinal diseases.

Our Mission & Vision

Support the community of families impacted by blinding pediatric retinal diseases and championing the quest for cures.

We are a community of passionate supporters of children with blinding, retinal diseases and their families. We fund and perform research in the quest for a cure and provide a caring community portal for sharing information and resources as parents navigate the hurdles their children face as they grow.

Important Information for Event Organizers

These guidelines are provided to assist in your planning efforts. Please note that the State of Michigan (PRRF's headquarters) regulates all fundraising activities, and we follow all IRS laws for charitable giving and gift acknowledgements.

Any individual or organization who wishes to conduct a local fundraising event or activity using the Pediatric Retinal Research Foundation's name and/or brand assets must receive advance written approval from PRRF. Third party event applications must be submitted at least 8-weeks prior to the scheduled event date. Annual fundraising events require a new application each year. Please allow 3 business days for the review of your application.

Please note the following guidelines are in accordance with PRRF policies, IRS laws and/or State of Michigan regulations.

1) You, as the event organizer must obtain all necessary permits, licenses and insurance. You (or your company/organization) are responsible for ensuring that the event complies with all federal, state and local laws governing charitable fundraising, gift reporting and special events. Our staff is available to answer questions!

If your organization is NOT eligible to receive tax-deductible contributions in the United States, we encourage you to ask your supporters write checks payable to "PRRF" so donors can receive a tax acknowledgement letter. We cannot provide letters for donations written out to event organizers or other businesses/organizations.

Third Party Fundraising Event Guidelines

2. Be prepared to estimate revenue and expenses for your event, as well as the size of the contribution you intend to donate to PRRF. The Council of Better Business Bureau states that "reasonable use of funds requires that at least 50% of total income from all sources be spent on programs and activities directly related to the organization's purposes." PRRF strives to maintain overall fundraising costs at 20% or less of total revenue and strongly urges event organizers to strive to meet this standard.
3. PRRF assumes no responsibility for your event. You agree to release the Foundation and its officers, employees and agents from any and all liability arising out of your event. You are also responsible for providing your own insurance for the event.
4. PRRF must approve in advance in writing any materials that use the Pediatric Retinal Research Foundation's name and/or logo, including event invitations, advertisements, press releases, posters, online listings, etc.
5. When promoting your event, PRRF should be listed as the beneficiary of the event/campaign. For example, your event should read "XYZ Event benefitting the Pediatric Retinal Research Foundation," NOT "PRRF Annual Event." This is to ensure event attendees understand that the event organizers are not employees or representatives of the Foundation.
6. The public should be informed of any net amounts that will be donated to PRRF. If PRRF will not receive 100% of net proceeds from the event, then the exact percentage must be stated clearly on all promotional materials. If another organization will benefit from the event, the Foundation must be notified.
7. Please share a list of targeted event sponsors before you approach them to coordinate with the Foundation any mutual sponsor partnerships. We would be happy to coordinate an ask with you to support your event, as well as a Foundation-sponsored event/campaign if we both have relationships with the same sponsor. We will not ask event organizers to share contact information for prospective sponsors or make introductions; just as we will not provide event organizers with contact information for our current or past sponsors.
8. You, as an event organizer, may not keep any portion of the proceeds as profit or compensation for organizing the event/campaign. If event/campaign expenses are greater than the money raised, you are responsible for paying those expenses.
9. Proceeds must be received by the Foundation within 30 business days after the event.



Third Party Fundraising Event Application

Name of Event Organizer/Lead

Corporation, Organization or Individual

Contact Person _____

Address 1 _____

Address 2 _____

City _____ **State** _____ **Zip** _____

Event Information

City, State and/or metropolitan area of Event

Description of event activities anticipated (Walk, 5k, Field day, etc.)

Date(s) _____ **Time(s)** _____

Location _____

How will you raise funds? ☐ Participant fundraising ☐ General Event Donations

☐ Registration Fees ☐ Sponsorships ☐ Silent Auction ☐ Social Media

Other. Please specify _____

I have read and agree to the Third Party Walk Guidelines on pages 1 & 2.

By signing this application, I agree to provide my own insurance for the event and will release and hold PPRF harmless of any liability arising from the conduct of the event.

Signature _____ **Date** _____

Submit your completed application to info@pediatricrrf.org.

PPRF.org

Questions? Contact us at (248) 838-9102 or info@pediatricrrf.org