

PCDF Development Committee Event Policy

REQUIREMENTS & APPLICATION FOR EXTERNAL FUNDRAISING EVENTS

Thank you for your interest in hosting an event to benefit the PCD Foundation (PCDF). We are truly grateful for your support. To ensure a successful event, the PCDF requires that the following guidelines be adopted as you plan your event. Exceptions can be made on a case-by-case basis with the written permission of Executive Committee. Working with you, our goal is to ensure that donors are approached in a coordinated effort to achieve the best possible outcome from your event: enriching the lives of individuals affected by PCD and raising funds for the important work of the PCDF. Please be mindful that the PCDF is bound by laws governing fund raising by non-profit organizations. The rules detailed below are not meant to limit your efforts but rather to enable and assure that the Foundation operates lawfully.

- Any individual, business, or organization that wishes to host an event benefiting the PCDF must complete the following event application to be reviewed and approved by the PCDF Development Committee.
- Until the event has been approved, no public announcements can be made and the event may not be promoted in any way using the Foundation's name. Documentation of approval will be in the form of a letter of authorization signed by the Chair of the PCDF Development Committee and one other member of the Foundation's Executive Committee.
- Applications must be submitted 6-8 weeks in advance of the proposed event date.
- Applicants must reapply annually for approval for each event.
- Events must fit the mission and image of the PCDF.
- All event materials that include the PCDF name or logo must be reviewed and approved by the Development Committee. Materials include, but are not limited to, advertising, press releases, posters, flyers, and t-shirts. Photographs of the materials or the materials themselves should be submitted with the application. Any and all distribution materials are subject to approval by the PCDF.
- The PCDF is the beneficiary—not the sponsor—of all benefit events. Publicity should list the sponsor and the name of the event followed by "...benefiting the PCD Foundation." If the gift is designated to a particular area (ex. a division, program, etc), the area must be listed as the beneficiary – not the organization's name in general (e.g. benefiting the PCDF Research Fund).

- The public must be informed how the PCDF will benefit from the event.
- The PCD Foundation will authorize only events in which 100% of the proceeds from the event accrue to the Foundation.
- Solicitation of businesses involving the direct or implied use of the PCDF name or logo must be approved in advance by the Development and Executive Committees.
- If event expenses are greater than the money raised by the event, the event organizer is responsible for those expenses.
- Proceeds from any event must be received by the PCDF within 30 days of the receipt of donated funds.
- The event organizer must obtain any necessary permits, licenses, and/or insurance.
- The PCDF cannot assume any type of liability for your event.
- If circumstances warrant (i.e. fraud, negative exposure, etc), the PCDF may at any time, through members of its Board of Directors or senior administrators, direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release the PCDF and its officers and employees from any and all liability and connection to any such action.
- Should the PCDF decline the application or choose not to be affiliated with the third-party event in question, reference to the PCDF in any format (use of logos, etc) will not be permitted. Failure to adhere to this will be cited as fraud.

What the PCD Foundation can do to help your event:

- Provide a letter of authorization to be used to validate the authenticity of the event.
- Provide and approve use of logos.
- Promote the event on the PCDF website and other appropriate media (on a case-by-case basis).
- Provide a tax receipt to donors who make checks payable to the “PCD Foundation.”

What the PCD Foundation cannot do to help your event:

- Provide on-site staff or volunteer support at your event (exceptions granted on a case-by-case basis).
- Extend our tax exemption to you.
- Provide funding or reimbursement for event expenses.
- Solicit sponsorship revenue for the event.
- Provide hospital and/or donor mailing lists.
- Provide insurance coverage.

If you have any questions or would like more information about organizing a fundraising activity to benefit the PCD Foundation the Development Committee Chairperson at 623-215-2032.

PCDF Fundraising Event Application Form

Sponsor Information

Contact Name: _____

Title: _____

Company Name/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Company Web site: _____

Event Information

Name of Event: _____

Date(s)/Time(s) of Event: _____

Description of Event: _____

Location of Event: _____

Is this a first-time event? _____

If no, how many years has the event been held? _____

Are there any other beneficiaries? Yes _____ No _____

If yes, please name: _____

How will funds be raised (e.g., raffle tickets, ticket sales, auction, sponsorships, etc.)?

Event Information, Continued

Who is the target audience? _____

How will you promote this event (e.g., press releases, flyers, public service announcements, etc.)? _____

List businesses (other than your own) that you will solicit for cash and/or in-kind donations:

Financial Information

Estimated Expenses (please list): _____

How will expenses be paid? _____

Estimated Revenue: _____

Estimated Amount/Percentage Given to the PCDF: _____

Expected Date of Donation: _____

I agree that until written permission has been granted, contributions may not be solicited in the name of the PCD Foundation and this name may not be used for any other purpose.

Yes _____ No _____

Once final approval has been granted, I agree to adhere to the guidelines provided by the PCD Foundation.

Yes _____ No _____

**Please print and mail/fax application to:
PCD Foundation
29252 N 22nd Lane
Phoenix, AZ 85085/ 623-215-2032**

PCDF Office Only

Approved? Yes _____ No _____

Notes: _____

Signed: _____ Date: _____