



**Los Angeles County Affiliate**  
5901 W. Century Boulevard, Suite 800  
Los Angeles, CA 90045  
310-575-3011, Helpline 1-877 GO KOMEN  
[www.komenlacounty.org](http://www.komenlacounty.org)

**Guidelines & Application for Conducting  
Special Events, Benefits or Promotions to Benefit  
The Los Angeles County Affiliate of Susan G. Komen**

Thank you for your interest in benefiting the Los Angeles County Affiliate of Susan G. Komen (“The Affiliate”). Donations to The Affiliate are an important vehicle in advancing our mission of eradicating breast cancer as a life-threatening disease through the advancement of research, education, screening, and treatment.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit the Affiliate. It will be necessary for you to first read the guideline and if acceptable contact Susan G. Komen LA about your event.

Please do not move forward with your plans until you have discussed your proposed event and gained approval from a Komen LA County staff member. Please contact Development Managers, Mila Petrenko [mpetrenko@komenlacounty.org](mailto:mpetrenko@komenlacounty.org); 310-575-3011 x 205 or Eddie Hernandez [ehernandez@komenlacounty.org](mailto:ehernandez@komenlacounty.org) 310-575-3011 x 206

Once the event is approved, you will be required to sign a Letter of Agreement (LOA) that will be e-mailed to you. Thank you!

Please keep in mind that while we are very appreciative of your intentions, we need to protect the good name and reputation by which you have come to know us. To accomplish this we follow the Better Business Bureau Wise Giving Alliance guidelines, our national organization’s branding guidelines, Internal Revenue Service requirements and risk management insurance requirements. These guidelines not only protect our affiliate but aim to protect you as well.

Things to consider before you plan your event or promotion:

All agreements relating to fundraising activities conducted by a third party on behalf of an affiliate shall be in writing (a letter of agreement or LOA) and clearly describe the rights, duties and obligations of all parties involved. Please note that while Komen Affiliates may be able to provide guidance to third parties, Affiliates are generally unable to provide administrative or logistical assistance for the event. If The Affiliate approves a third party event, the event organizer should be prepared to provide all of the support necessary to organize and conduct the event, including committing all funds required for the event.



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## Affiliate Guidelines for Conducting Special Events, Benefits or Promotions

The Affiliate Guidelines are key policies regarding partnerships with individuals or organizations that conduct activities to benefit Komen LA County.

Please read each statement to better understand Susan G. Komen LA policies.

**Expense Ratio:** As a responsible steward of public funds, Komen works to keep our expenses at or below 25% of our gross revenue. While Komen does not mandate an expense ratio policy for third party events, we strongly encourage individuals or organizations that conduct events to benefit Komen, to also be good stewards of their funds. The Affiliate reserves the right to review all of the net proceeds from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of \$500), in a form acceptable to The Affiliate. The Affiliate may audit the Event revenues and expenses, if necessary.

**Insurance:** Any individual or organization conducting an event is responsible to obtain and show proof of the necessary permits and insurance (General Liability Insurance, etc.) and the affiliate will provide specific instructions for obtaining those documents. They must also name Komen and The Affiliate as additional insureds on the liability insurance for the event. \*\*If athletic or sporting event, they must require all participants to sign a waiver/release.

**Sponsors:** Komen works with various underwriters and sponsors in connection with events we conduct. In order to ensure that there is no conflict with Komen sponsors or underwriters, individuals or organizations conducting events that benefit The Affiliate, must inform us of any potential event sponsors or underwriters for your event before they are secured. Any products or other item(s) sold at or in connection with events must be non-controversial in nature.

**Trademark:** Individuals or organizations conducting events that benefit your Affiliate must obtain written Letter of Agreement (LOA) from The Affiliate if they wish to use Komen's name, logo and/ or trademarks. The LOA should be negotiated and signed by both parties. Third parties may only use Komen's name and trademarks in accordance with the terms of the executed LOA.

**Collateral:** Individuals or organizations conducting events that benefit The Affiliate need to be prepared to create and disseminate all publicity for the event, however, all publicity material related to the event must be reviewed and approved by the Affiliate if Komen registered trademarks are used. All references to Komen in publicity and promotional material should correctly brand "The Los Angeles County Affiliate of Susan G. Komen" name. Any collateral materials must have the final copy submitted for approval to The Affiliate at least 14 calendar days in advance of any distribution.

**Disclosure:** In accordance with the Better Business Bureau Wise Giving Alliance's guidelines for charitable promotions, all advertising and promotional materials for the event must clearly disclose to the public the specific amount of money from the consumer's purchase that will be donated to The Affiliate (e.g., "\$10 of each ticket purchased," "10% of the sales price of this product," etc.).

### **Disclosure**

For the protection of the consumer, the Better Business Bureau requires that the anticipated amount or percentage of the proceeds from sales to benefit a charity be posted at the point of purchase (i.e. \$1 or 5 % of each purchase or ticket benefits X charity).

### **Using the Komen name or logo**

Komen's logo is trademarked, and any use without written permission is illegal. Permission of logo use must be included in the Letter of Agreement (LOA).

### **Our Promise**

The Susan G. Komen for the Cure promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.



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Donations: Individuals or organizations conducting events that benefit The Affiliate should provide The Affiliate with a check for the event proceeds, along with an accounting of those proceeds, within a period not to exceed 7 days following conclusion of the event. Sponsors, underwriters, attendees and participants must make their payment for the event directly to the individual or organization conducting the event. They cannot offer sponsors, underwriters, or attendees the option of writing their checks for the event directly to Komen for tax purposes and they should not make statement or take any action which would imply that those payments are tax-deductible. If a sponsor, underwriter, attendee or participant is interested in making a donation directly to Komen (separate and apart from the event fee), we are happy to accept and acknowledge those donations.

#### Making your donation

- It will be necessary for you to provide us with a check for the event proceeds, along with an accounting of those proceeds, within an agreed-upon time (e.g., 60 days) following conclusion of the event.
- A minimum of \$1,500 must be guaranteed to Susan G. Komen Los Angeles County from your event.
- Sponsors, underwriters, attendees and participants must make their payment for the event directly to you, as the individual or organization conducting the event. **You cannot offer sponsors, underwriters, participants or attendees the option of writing their checks for the event directly to the Komen Los Angeles County Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen Los Angeles County Affiliate.** You also may not make any other statement or take any action which would imply that those payments are tax-deductible.
- If a sponsor, underwriter, attendee or participant is interested in making a donation directly to the Komen Los Angeles County Affiliate (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations.

We sincerely appreciate your desire to support the Komen Los Angeles County Affiliate and our mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.

**Note: If you do not believe you can meet the above criteria you can still help.**

Please consider creating a **More Than Pink Project** by visiting [http://lacounty.info-komen.org/site/TR/DIYFundraising/PSD\\_LosAngelesCountyAffiliate?fr\\_id=6613&pg=entry](http://lacounty.info-komen.org/site/TR/DIYFundraising/PSD_LosAngelesCountyAffiliate?fr_id=6613&pg=entry).

**You will receive everything that you need to create a successful fundraising event to benefit Susan G. Komen LA.**

Thank you for your interest in working with Susan G. Komen Los Angeles County. We look forward to connecting with you and discussing next steps!