

Fundraising Guidelines

CCA is extremely grateful to all who wish to organize special events or other efforts to raise funds through Family / Friends Fundraisers. Your help in spreading awareness and education about our cause while raising funds, supports our mission to empower and give hope to individuals and families affected by facial differences and extends our reach for the world we envision where all people are accepted for who they are, not how they look.

All projects must be sanctioned by Children's Craniofacial Association and the volunteer coordinator must have a letter of authorization prior to starting.

Before beginning any fundraising efforts, please contact Jill at our Development office: 800-535-3643 or 214-570-9099. This signed form is turned in along with your budget / plan which she will discuss with you.

- **Use of Children's Craniofacial Association (CCA) Name and Logo**
May only be reproduced on printed materials including signs, banners, T-shirts, ads programs, tickets, or other literature after CCA consent. All materials must be reviewed and approved by CCA prior to printing.
- **Event Name**
Children's Craniofacial Association (CCA) is identified as the beneficiary of the event or project. (e.g. "Pete's Scramble for CCA, Alexa's Appeal, a Dinner/Auction to benefit Children's Craniofacial Association, **not** CCA's Bake Sale, CCAKids Walk-A-Thon, Children's Craniofacial Association Raffle, which misreads as though the charity is holding the event.)
- **Liability**
Children's Craniofacial Association (CCA) is not financially or otherwise liable for the promotion, volunteer help or production of special events or projects. We will assist any positive effort with guidance and support. CCA can provide brochures and other hand-outs for distribution.

Expenses for the fundraiser should not exceed 20% of funds raised.

A proposed budget and plan must be submitted prior to starting.

We recommend coordinators identify underwriting sponsorships ahead of time. CCA must be notified of any businesses being approached for sponsorships in order to prevent duplication of funding solicitation.

CCA cannot be responsible for event casualties of any kind. Efforts such as walks, rides, etc. must have signed releases from each participant. Finding out about insurance or other necessary permit needs are the responsibility of the organizer in order for us to take care of this ahead of time. All funds must be raised legally, so please check your local laws/restrictions and include insurance / permit costs in your budget/plan. Your project must comply with all federal, state and local laws for fundraising, gift reporting and special events.

- **Tax Receipts for Charitable Donations to your Fundraiser**

Donations are to be made payable directly to Children's Craniofacial Association (or CCA).

(If cash is paid for events, proper documentation by the organizer is the only way CCA will know who donated the funds. A check-for-cash by the event coordinator will show as a contribution from your name on the check but will be posted to your fundraising event/effortplease memo as such.)

A receipt is given for the portion of donation only.

(I.e. the percentage of funds to CCA should be clearly stated. If a dinner ticket costs \$100 and the dinner portion is \$40, it must state the donation amount on the ticket. A receipt could be provided for the \$60 donation. CCA will assist you with proper wording and receipts/acknowledgement letters.

Silent and Live Auction items are valued at fair market value and that value must be listed in printed materials and listed on bid sheets.

In-kind goods and services will receive a receipt describing the donation.

The charity does not show a dollar value. The donor will fill in the fair market value. (Collectibles/high-end items should have an appraisal)

The fair market value of "Priceless" items is the winning bid amount.

Winning bidders do not receive tax receipts unless their bid is over the stated fair market value. (Therefore, no receipt for "Priceless")

Ad sponsorships in programs may be eligible for tax deductions if there is no commercial content, just name, slogan, logo of the sponsor.

There is no tax receipt given for raffle, lottery or other games of chance.

- **Reporting**

We request event/project coordinators keep good records and maintain a copy for CCA to be submitted with funds raised within 2 weeks of the fundraiser. Please take photos and if necessary, get signed permission to use photos for our newsletter. This is posted online as well.

(Usually, participation is implied permission but, ask as a courtesy.)

Children's Craniofacial Association holds the right to withdraw sanction of any event or project at any time if the above guidelines are not followed.

I have read and understand the fundraising restrictions of Children's Craniofacial Association (CCA) and I plan to adhere to these guidelines.

Signature _____ Printed Name _____

Date _____ Event Title _____