

Date Submitted: _____

Independent Fundraising Guidelines and Application

Thank you for your interest in independent fundraising benefitting The Rose. Donations are an important aspect of fulfilling our mission of saving lives from breast cancer through early detection. Please read the guidelines below before completing this application.

In accordance with the BBB Wise Giving Alliance's and as a responsible steward of public funds and a non-profit organization, The Rose and all representatives fundraising on our behalf are required to:

- Keep expenses **at or below 35%** of the event's gross revenue. (*Exceptions may sometimes be made on a case-by-case basis for first-year events.*)
- All advertising and promotional materials for your event must clearly disclose the specific amount that will be donated to The Rose. (e.g., 10% of sales or \$15 from each purchase)
- Any business promotion must indicate **the % of gross/net sales to be donated**. (e.g., \$50,000 gross proceeds with 10% donated to The Rose = \$5,000 donation)

High Risk Events

- If you are hosting a high risk event, such as a sporting event, bike ride etc, all participants must sign a waiver/release
- All waivers/releases must be retained for a minimum of two years following the event.
- A copy of the waiver/release must be submitted to The Rose 30 days prior to event
- You are responsible for obtaining any necessary liability insurance, permits and/or licenses for your event if applicable.
- The following entities must be named as additional insureds on the liability insurance for the event:
 - The Rose
 - 12700 N. Featherwood, Suite 260
 - Houston, TX 77034

Event Collateral and Logo Usage:

- You are responsible for creating and distributing all publicity materials for your event.
- Once your application is approved you may use The Rose's name, logo and trademarks in accordance with the terms provided to you.
- All publicity material related to the event must be reviewed and approved by The Rose's Development Department **before it is printed or distributed.**
- Usage of "**FOR THE CURE**" is not allowed by any individual or organization fundraising for The Rose. The phrase "For the Cure" is trademarked by **Susan G. Komen For The Cure** and may not be associated with any outside organizations. The Rose will not be held responsible for any infringement of this trademark.

Underwriters and Sponsors

- The Rose has established relationships with various underwriters and sponsors in connection with events that we conduct. In order to ensure that there is no conflict with these entities, you must inform us of any potential event sponsors or underwriters for your event before securing them.

Donation Processing

- All donors must make their payment directly to you, as the individual or organization conducting the event. **Event fees are not tax-deductible.**

Date Submitted: _____

- If a participant is interested in making a donation directly to The Rose (separate from the event fee). They may do so by making a secure online donation at www.therose.org or by mail:
The Rose
12700 N. Featherwood, Suite 260
Houston, TX 77034
- A check for the event proceeds must be provided within 60-90 days following conclusion of the event (unless otherwise noted). An accounting of those proceeds must be available upon request.

For additional information contact Special Events at 281.464.5165 or via e-mail at events@therose.org



Date Submitted: _____

Once completed, please send the following application to:
The Rose ATTN: Special Events
12700 N. Featherwood Drive., Suite 260 Houston, TX 77034
You may fax the application form to 281.464.2743 or email events@therose.org
If you have any questions about the guidelines or application please call 281.464.5165.

Business/Organization/Group: _____

Event Contact: _____

Email: _____

Address: _____

City, State, Zip: _____

Daytime Phone: _____ **Fax:** _____

Proposed Fundraiser Name: _____

Proposed Fundraiser Description: _____

Fundraiser Date & Time: _____

Fundraiser Location: _____

Estimated Donation: _____

Publicity/Promotion: (Please list all areas, i.e. brochures, radio, print ads, television, etc.)

Will other charitable organizations benefit? If so, please name and describe extent.

Assistance needed from The Rose: (speaker, flyers, brochures, etc.)

Applicant has read the Guidelines for Conducting Special Events, Fundraisers or Promotions to Benefit The Rose Non-Profit Breast Cancer Organization and agrees to abide by them. The Rose will not assume any legal or financial liability for the above referenced event. Applicant understands that approval must be granted by The Rose and a Letter of Agreement must be executed by the parties before Applicant can plan or promote the proposed event. The Rose shall not be liable to any vendor or other third party for any fees, costs, or payments of any kind associated with the event, and Applicant agrees to indemnify and hold harmless The Rose against any such claims by third parties or vendors for said fees, costs, or payments. In making this Agreement, the Applicant relies wholly upon their own judgment, belief and knowledge and have not been influenced to any extent whatsoever by any representations or statements not contained in this agreement.

Applicant Signature _____

Date _____

The Rose Signature/Approval of Event _____

Date _____