



Powerful thinking advances the cure.

FUNDRAISING AND EVENT GUIDELINES

The Multiple Myeloma Research Foundation (MMRF) is extremely grateful for the efforts of all Team MMRF members who coordinate fundraising events to benefit the Foundation. Your commitment makes an invaluable difference as we work to find a cure for Multiple Myeloma.

The MMRF will assist you as it can by providing materials and answering any questions you may have. However, Team MMRF members are not authorized agents of the Foundation. In order to protect both your interests and those of the MMRF, please abide by the guidelines outlined below. Should your event violate any of these guidelines, the Foundation will not be held legally liable for any injury, damage, cost, or loss that may be suffered by any person or entity arising out of or in connection with your event.

EVENT PUBLICITY AND SPONSORSHIP

1. All Team MMRF members agree to use the Team MMRF fundraiser materials which have been provided.
2. Other than the materials provided, the MMRF prohibits the use of its name and logo in Team MMRF event materials without the express written permission of an authorized agent of the MMRF.
3. If Team MMRF members choose to take out formal advertising, they are responsible for the costs. All proposed advertising (copy and graphics) must be submitted to the MMRF for review and approval before it is made public.
4. The MMRF must be informed in advance of any corporations or businesses that the Team MMRF member plans to approach for sponsorships or event underwriting/contributions, so as not to overlap with existing Foundation fundraising activities.

MEDIA AND CELEBRITY OUTREACH

1. The MMRF will not furnish contact information for members of the media or issue a press release to publicize a specific Team MMRF event.
2. In media outreach activities, the Team MMRF member is responsible for emphasizing to the press that the event is hosted by the Team MMRF member as an individual, not by the MMRF.
3. The MMRF will not furnish contact information for celebrities or their authorized agents, MMRF Staff, MMRF Board Members, Myeloma Doctors, Myeloma Patients, or Patient Families. Team MMRF fundraisers who wish to invite celebrities, MMRF Staff, MMRF Board Members, or Myeloma Doctors to their event must submit a full list of proposed invitees to the MMRF for review and approval prior to issuing such invitations. The Foundation reserves the right to prohibit Team MMRF members from approaching any celebrity who has an existing relationship with the MMRF.
4. It is understood that the MMRF will not be responsible for providing any mailing lists, sponsors or speakers for the event.
5. Although we will consider requests for appearance/attendance by MMRF Staff, Team MMRF members should understand that schedules do not permit attendance at most Team MMRF events.

LEGAL AND CONTROVERSY

1. All monies raised for the MMRF must be obtained through legal means.
2. If a Team MMRF member sells an item to benefit the Foundation, the item must be non-controversial and sold in a non-controversial nature. Determinations of what is deemed “controversial” will be made at the sole discretion of authorized agents of the MMRF. Prior to the creation of any item, the item design must be approved by the MMRF.

3. The public must be told the specific dollar amount or percentage from the sale of each item that comes to the Foundation. All printed materials and promotions must clearly state the amount that is being donated to the Foundation. (Example: “90% of your donation will go to the MMRF for Multiple Myeloma Research.”) Please note, there is an important distinction between “90% of your donation,” versus “90% of the proceeds of the event.”

EVENT BEST PRACTICES

1. A responsible percentage of the gross revenues from all fundraising events should be directed to research. The MMRF recommends that total expenses related to promotion and event overhead not exceed 20% of gross revenues. A final event accounting is to be submitted to MMRF within 30 days after the event.
2. All donation checks should be made payable to the MMRF. Team MMRF members may not take fees, commissions or salary. The MMRF requests that event check(s) be submitted within 30 days of completion of the event or project. No bank accounts or holding accounts may be established under the Foundation’s name.

TEAM MMRF MEMBERS’ EVENT RESPONSIBILITIES

1. The MMRF assumes no responsibility for selling tickets for any Team MMRF event.
2. The MMRF assumes no responsibility for providing volunteers or filling administrative and staffing needs.
3. Team MMRF members are responsible for filing any necessary event permits and providing insurance coverage, if required, for their event. Team MMRF members accept all liabilities incurred from their individual event.
4. The Foundation will not compensate any non-Foundation employee in any manner in conjunction with a community fundraiser. The total cost to produce a Team MMRF event should be 100% underwritten by the Team MMRF member or a solicited sponsor.
5. The MMRF retains the right to withdraw its approval and participation in a Team MMRF event if the above guidelines are not strictly adhered to.

I have read, understand and will adhere to the above-mentioned fundraising principles and guidelines of the MMRF.

Signature: _____

Print Name: _____ Date: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

EVENT INFORMATION

Event Name: _____

Event Date: _____ Event Time: _____

Venue: _____ City: _____ State: _____

Fundraising Goal: _____

Please mail, fax or email your completed document to:

Multiple Myeloma Research Foundation, Attn: Laura L. Higgins
 383 Main Avenue, 5th Floor
 Norwalk, CT 06851
 • P 203.652.0238 • F 203.972.1259
 higginsl@themmr.org