

A Guide for Grassroots Partners

PA Breast Cancer Coalition's guidelines and information for Community Fundraisers

Important Names & Contact Information

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Volunteers

Who is the busiest person you know? Ask them to help plan your event! The old axiom holds true: busy people know how to get things done. Don't assume they already have enough on their plate: these are the people who know how to prioritize their time.

Who do you know that knows "everyone"? Ask them to help you put a committee together to make the event a success!

Who is a breast cancer survivor or supporter? Local community survivors will be great advocates for your efforts and will put a face to the meaning behind the event.

Sponsors

Where do you regularly spend money? Think about places you often shop or eat and are considered a 'regular customer'. Owners of businesses are often receptive to donating or supporting ideas of their customers.

What businesses in your area have a particular interest in the theme of your event? These could be businesses who employ a large number of women, whose products are used by women, or have supported a breast cancer event in the past. For example, suppose you are holding a bike ride to benefit the PBCC, perhaps a local bike shop would be willing to support your efforts with a donation.

Ideas for Community Fundraisers

Local Shops: Make a list of places where you and/or your committee members are regular customers such as beauty salons, spas, dry cleaners, restaurants, gift shops, etc. Ask merchants to set aside a day/week/month to donate a percentage of sales or sales of pink items to the PBCC; sell items from the PBCC Marketplace (all proceeds from those sales will benefit the PBCC); post a donation box (provided by the PBCC) at check-out counters; hold an Open House and donate proceeds from silent auctions and raffles* to the PBCC.

*please see specific guidelines for raffles

Sports Events: Do you play, coach or have a passion for a sport? Create a breast cancer awareness night at your next game to benefit the PBCC. You can sell t-shirts made just for that night, donate a portion of ticket sales, or even have the players, coaches and officials dress in pink!

Dress Down Days: Talk to your employer and local corporations about holding a “Dress Down Day” where employees donate a specified amount (for example, \$5) to the PBCC and in return are able to wear a pink outfit or jeans to work on a certain day. The PBCC can provide pink ribbon stickers to be worn by those employees who participate, indicating that they are wearing pink/jeans for breast cancer awareness.

The sky is the limit for what you can do, these are just some suggestions to get you started. Please feel free to approach the PBCC with any other ideas, we’d be happy to help!

What the PBCC Can Do:

- List your event on our website calendar of upcoming events
- Announce your event in Pink Link™, the PBCC’s monthly e-newsletter
- Provide informational materials and giveaways for attendees of your event. Items could include: pink ribbon sticker cards, brochures, flyers about PBCC programs, pens, notepads, breast self-exam shower cards, etc. depending on available inventory.
- Provide logo for use in promotional materials (all print materials which include our name and logo must be pre-approved by the PBCC. Please send drafts of materials to sarah@pabreastcancer.org before sending these to print).
- Send post-event thank you letters and acknowledgements to donors and event participants. In order for us to send official thank you notes we will need a list with the names and addresses of anyone you would like recognized along with an In-Kind donor form filled out for all donors (provided by the PBCC upon request).
- We try our best to attend as many events as possible throughout the year, but due to the number of events, and small staff, we are unable to attend them all. However, we are happy to try and find a volunteer in your area to represent the PBCC or send materials to be displayed.

What the PBCC Cannot Do:

- Sell tickets and/or create the audience for your event
- Find or recommend sponsors for your event
- Guarantee attendance by any dignitaries
- Benefit from or hold a 50/50 drawing
- Pay event expenses from proceeds

With all that being said, we want your event to be a success and will do our best to provide you with all the help you need.

Accounting Guidelines

These simple guidelines are designed to increase your credibility and success in fundraising efforts on behalf of the PBCC. Following these steps will help to minimize any accounting problems during and after your event.

Many groups find it easiest to collect all funds for their event (cash, checks, individual donations, etc) and send one check for the total sum of the proceeds to the PA Breast Cancer Coalition. If you are encouraging donors to participate based on their donation being tax-deductible, however, **please bear in mind that the only way a tax deduction may be taken is by having the donor address their check(s) directly to the PBCC.**

In the event that the proceeds from your efforts are being shared with the PBCC and another organization or group, please make sure all print materials clearly state "a portion of the proceeds will benefit the PBCC" to avoid any confusion to our donors.

Donations of any kind, including in-kind services will be acknowledged by the PBCC. The PBCC will provide (upon request) an In-Kind Donor form to be completed with contact information including name, address, and the amount of money donated or type and value of service or item provided so that we can mention that in our acknowledgement.

Please feel free to contact Tricia Grove at 717-721-2580 x105 or tricia@pabreastcancer.org if you have any questions about the accounting procedures.

Raffles

If you are holding a raffle, the PBCC will need to know the following information **six to seven weeks** before your event:

- Date and location the drawing will be held, including county and township
- Retail value of the item(s) being raffled

Raffles are considered a small game of chance and gaming laws vary by county. The PBCC will notify the appropriate county and local authorities of our desire to hold a small game of chance (raffle) in their location. Please note that the county and local authorities may ban a raffle from happening in their jurisdiction.

The PBCC is **not** allowed to hold or benefit from a 50/50 drawing.

Items valued at \$500+ require a separate and specific license. Please contact the PBCC before making plans to conduct this raffle, as we are limited to two special licenses per year. Please note that recipients of prizes over \$600 will receive a 1099 form and income tax must be paid on the item received.

Thank You!

The success of the PBCC is due largely to the efforts of community members like you. We thank everyone who so generously gives their time and talents to create these unique events!

We couldn't do it without you.

