

Thank you for your interest in holding a Third Party Event for Children's Leukemia Foundation of Michigan!

What is a Third Party Event?

A Third Party Event is hosted by an individual or an organization in support of Children's Leukemia Foundation of Michigan (CLF). These events are planned and run independently from CLF. Any individual or group planning to hold a Third Party Event for CLF using CLF's name or logo needs prior approval from CLF of the event and all materials. We appreciate all event request and wish we could assist with them, however, we must ensure that your event falls within our organizational and legal guidelines. Please fill out the [Third Party Event Interest Form](#) and forward it to our office.

Getting Started on your Third Part Event:

- 1. Complete the [Third Party Interest Form](#)**

- 2. Information about the Organization**

Please make sure you have correct and up-to-date information about the organization before you start discussing your event with friends and family members. You can find information about CLF on our website, www.leukemiamichigan.org or by calling 248.530.3000.

- 3. Form a Planning Committee**

After your event has been approved by CLF, put together a group of friends, family members and co-workers to help you plan and execute your event. If you need guidance on the different areas needed within a committee please feel free to ask your CLF contact.

- 4. Utilize your Children's Leukemia Foundation of Michigan contact and keep them informed**

Although your CLF contact is not able to actually run the event for you, remember they are available to help with questions you may have throughout the planning process and are willing to help out in any way possible. Please keep your contact updated with any new information before, during and after the event.

- 5. Follow the Policies and Guidelines listed on the next few pages**

The information provided in this packet is available to you and your planning committee. The policies and guidelines you will see outlined are vital to the success of your event, as well as our organization. Please review the information carefully and follow each step. Remember, if you have any questions please contact your CLF contact.

Liabilities, Responsibilities and General Policies

Children's Leukemia Foundation of Michigan highly appreciates your support and hopes you have a very successful event.

By submitting your fundraising idea, you agree to assume all risks and liabilities associated with the proposal and hold harmless Children's Leukemia Foundation of Michigan's entities, directors, employees, and successors from and against all claims, damages, liabilities, costs and expenses, and personal injuries or damages to property that may occur in conjunction with your proposed event.

- All third-party event groups must assume all costs associated with the event. CLF is unable to provide financial assistance at any point throughout the event.
- No bank accounts in the name of Children's Leukemia Foundation of Michigan may be set up. All checks should be made out to Children's Leukemia Foundation of Michigan (CLF) and sent to our office within 30 days of the event (we will send donor acknowledgments for individual donations of \$20 and above, if name and address of donor is provided).
- Children's Leukemia Foundation of Michigan is able to process credit card charges from your event (credit card forms are available upon request).
- A license and/or insurance may be required for the event. The organizer is responsible acquiring and paying for all required licenses and/or insurance. (Information on licenses and insurance can be obtained from your CLF contact).
- The Third Party Event Interest Form must be submitted at least 60 days prior to the start of your fundraiser. (Date is negotiable).
- Each participant attending the event is required to sign a waiver for the protection of the organizer as well as CLF. Waiver forms will be provided by CLF upon request.
- All written or printed materials containing Children's Leukemia Foundation of Michigan's logos must be submitted to your CLF contact for approval before organizers public use.

Sponsorship & In-Kind Donations

- Monetary and In-Kind donations can help ensure your event is able to generate revenue while eliminating significant expenses.
- Children's Leukemia Foundation of Michigan cannot solicit monetary or In-Kind sponsorship for your Third Party Event. CLF can provide an example of a sponsorship/In-Kind letter upon request).
- Children's Leukemia Foundation of Michigan has been fortunate to receive monetary and In-Kind sponsorship from various donors over the years. In order to ensure the upmost respect to these donors by not imposing and duplicating requests, we ask that you obtain prior approval from CLF before asking a particular company or business to support your event.
- Children's Leukemia Foundation of Michigan cannot provide any donor or patient family contact information to the organizer under any circumstances.

Raffle and 50/50 requirements

Any Third Party Event coordinator planning to host a raffle or 50/50 drawing, must obtain a raffle license. Children's Leukemia Foundation of Michigan will obtain the license from the state of Michigan at your cost. Please provide CLF a minimum of six weeks before the drawing takes place and forward the following information to CLF:

- Address of drawing
- Date the drawing will take place
- Time of day the drawing will take place (can take place over a period of hours)
- List of prizes and values

Two weeks following the raffle you must provide CLF with a list of winners, income and expenses to be submitted to the state of Michigan.

Publicity, Language and Logo Usage

- When putting together a Third Party Event please remember, Children's Leukemia Foundation of Michigan is to be named as the beneficiary. For example, the title should be promoted as "(Name of your event) Benefitting Children's Leukemia Foundation of Michigan, Proceeds from this event will benefit Children's Leukemia Foundation of Michigan."
- Children's Leukemia Foundation should always be mentioned in full as "Children's Leukemia Foundation of Michigan (CLF)" upon first reference in all promotional materials. Once named in full, it can be shortened to CLF.
- Your CLF contact must review and approve all promotional materials before use.
- Below are some ideas CLF recommends to help plan your event:
 1. **Children's Leukemia Foundation of Michigan's website:** CLF is willing to promote third party events on our website and will allow you to provide your participants with access to our fundraising pages. Web site tutorials can be provided upon request.
 2. **Children's Leukemia Foundation of Michigan e-mail blasts:** CLF is willing to promote third party events to our database through our e-mail blast system once provided all necessary information.
 3. **Online community calendars:** Several media outlets have online calendars that allow anyone to post event information on their site.
 4. **Press Releases:** Depending upon the event, CLF may be able to provide assistance in press release distribution.
 5. **Newspaper and Radio:** Many newspaper and radio stations are willing to promote local charity events. E-mail or mail the community events contact or call the specific media outlet with information about the event to see if coverage is available.

Thank you Letters

- Children's Leukemia Foundation of Michigan will provide thank you letters to all donors who make a donation of \$20 and above, if provided with their correct mailing address.
- CLF does not provide thank you letters for participants who have not submitted donations themselves but have raised money through pledges from others. You may choose to thank these participants on your own.
- CLF does not provide thank you letters to In-Kind sponsors you may obtain; you may choose to do so yourself. CLF can provide In-kind forms to be sent with the thank you letter upon request.
- A sample Thank you Letter can be provided upon request.

Collecting Funds

- All donors should make checks payable to Children's Leukemia Foundation of Michigan (CLF). Please send all net proceeds to Children's Leukemia Foundation of Michigan within 30 days of the conclusion of your event. Please make sure donations are organized, with all mailing information for thank you letters.

All donations can be sent to:

Children's Leukemia Foundation of Michigan
5455 Corporate Drive, Suite 306
Troy, MI 48098

We truly appreciate your support!
If you have any questions or concerns please contact Jackie McIntosh at 248.530.3005.

GOOD LUCK!