



Host Your Event Fundraising Tool Kit

Approval Process

Once you complete the enclosed contract and budget forms, please submit them to OCI as soon as possible. You will be contacted if there are any questions. We promise to make this process move quickly and we will provide a response within 2 weeks of receiving the forms. You may not use the Ovarian Cancer Institute name and logo or materials until we have approved your event licensing agreement.

Quick Tips for Planning a Fundraiser:

- *Set a Goal and Give Yourself Plenty of Time.* Set a fundraising goal for you to work toward. Events tend to take longer than expected so plan accordingly.
- *Make a Timeline.* Get an idea of when you would like to have certain things completed to ensure your success.
- *Create a Community.* Invite others to be part of your planning committee and promote the event. It takes a village!
- *Follow Up.* Donation requests can get lost in the shuffle so don't be afraid to send friendly reminders to your supporters.
- *Say Thank You.* Always send a thank you note to supporters. It goes a long way!

Resources & Responsibilities

Resources Available To You

We are standing by to brainstorm, answer your questions, and provide support where we can. We will gladly provide services subject to availability and commitment level. Marketing materials and bracelets are also available to you. If you'd like to discuss your event with OCI, contact Rachel Wynn at (404) 849-4990 or rwynn@ovariancancerinstitute.org.

Your Responsibilities

You will be responsible for your fundraiser from inception to the day the check is issued to the Institute. It is your job to obtain the donors, the publicity, the prizes, etc. The Institute cannot be held responsible for any costs associated with your event. Please remember to keep the Institute apprised of your activities, and contact the Institute for any approval for publicity.

Fundraiser Ideas

#GNO4OCI - This is our most popular event! Host a night out with your best girlfriends. This could be a wine tasting, sporting event, jewelry making party, painting party, happy hour or a simple night out at a restaurant. Set a minimum donation to participate, invite your friends, and have a blast! Whatever you like doing with your girls, do it for a cause!

A Toast to Teal - Host a cocktail or dinner party with your friends and family. This can be done in your home with a hired chef, potluck style, or in your favorite restaurant. Include a special teal drink to complete the theme. Ask for a minimum donation to raise funds and have a great time!

Mother/Daughter Event – Many don't know the hereditary possibilities of ovarian cancer. Educate the next generation while raising funds for their future. Host a get-together with mothers and daughters, honoring previvors- those who have the BRCA gene mutation or a family history of ovarian cancer. This could be done as a luncheon, tea party, or brunch. Whatever fits you best will bring the most result!

Turn Your Birthday Teal – What better way to celebrate survivorship, bring people together, and raise funds for ovarian cancer research than with a birthday party! Host your party at home or in your favorite restaurant. Set up your personal online fundraising page and ask for donations in lieu of gifts. Personal pages are available at www.ovariancancerinstitute.org/donations . Another option is to celebrate the life of a loved one who has passed by hosting a fundraising page around their birthday. What better way to honor someone than devoting their birthday to funding research to help the women of today.

Celebration of Life - Host a personal get-together to celebrate life, survivorship or memorialize and honor a loved one. Ask for donations in lieu of flowers or gifts. Include a theme based around the honorees favorite things to truly celebrate their life.

Don't forget to post your event pictures to OCI's Instagram page @ovariancancerinstitute and hashtag #OCI #GNO4OCI

Acknowledgements

It is your responsibility to acknowledge any 3rd party donors who contribute to your event. If you would like the Institute to send a 'Thank You Acknowledgement' letter to 3rd party participants in your event, you must fill out the attached form and submit it to the Institute following the event.

FAQs

How do I get started?

Fill out the forms below and mail them to 960 Johnson Ferry Rd. Suite 130, Atlanta, GA 30067 or email to info@ovariancancerinstitute.org . Once your form is submitted we will contact you about your event and offer any help we can give.

How can donors get a tax letter?

Donations must be made directly to OCI to receive a tax letter. Any payment made to anyone other than OCI will not be tax deductible to the individual or business. For example, Jane Smith hosts a fundraiser and everyone pays Jane. At the end of the event Jane combines all donations and makes one large payment to OCI. Only Jane's donation will be tax deductible. However, if all of Jane's donors make their contributions to OCI and Jane turns in multiple payments, all donations will be tax deductible to everyone. One easy way to do this is through a personal online page hosted on OCI's website.

How do I accept credit cards?

It's best to ask for cash or check, but if someone can only give via credit card, we'd be happy to help you set up a fundraising page where donors can pay with credit card. You can also set up your own fundraising page on the donations page of our website, under "Host A Fundraiser."

When someone writes a check, who do they write it out to?

All checks should be written to the Ovarian Cancer Institute.

I want to do a silent auction, how do I make the bid sheets?

We'd be happy to provide a template for you to use. Our team of volunteers are here to answer your questions about best practices for silent auctions.

Fundraising Tips

Getting Sponsorships for Your Fundraiser

Because we may already have relationships with certain companies or organizations, if you are planning to approach companies or organizations to get donations for your fundraiser, please let us know who you are planning to approach before making the ask. There are some companies in Georgia who already provide great support to the Institute and we do not want to ask too many times. We may also be able to help with recommendations on those who might or might not be good to approach.

Raffles

The Institute is not responsible for raffles hosted by external fundraisers. Individual states have specific rules about raffles. Usually, raffles require a license/permit through your local Sheriff's Office and prizes may be subject to a federal income tax. It is your responsibility to investigate rules and regulations in your area.

Ovarian Cancer Institute

960 Johnson Ferry Rd., Suite 130

Atlanta, GA 30342

(404) 300-2997

www.ovariancancerinstitute.org

SPECIAL EVENT PROPOSAL
AND LICENSE AGREEMENT

The Ovarian Cancer Institute appreciates your interest in holding a fund-raising event (“Event”) to help us fund ovarian cancer research. Please fill out this proposal form and indicate your acceptance of the terms and conditions herein by returning a signed, original copy to us. If the proposal is approved, we will send you a fully signed copy, at which time your license to use the Ovarian Cancer Institute name and Marks will become effective.

Sponsor and Event Information

Sponsor: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Name of Contact Person: _____ Phone: _____

Name of Event: _____

Location of Event: _____

Date and Time: _____

Briefly Describe the Event: _____

What participation or resources, if any, do you request from Ovarian Cancer Institute?

Terms and Conditions

1. Sponsor agrees to provide Ovarian Cancer Institute with all of the net proceeds from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of \$500), in a form acceptable to Ovarian Cancer Institute, within thirty (30) days after the Event. OCI may audit the Event revenues and expenses, if necessary.
2. In accordance with standards adopted by the BBB Wise Giving Alliance, Sponsor agrees that any solicitations relating to the Event must specify at the point of solicitation: (a) that Ovarian Cancer Institute is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Ovarian Cancer Institute; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.
3. In order to avoid inadvertently jeopardizing existing relationships between Ovarian Cancer Institute and its donors, Sponsor agrees to receive approval from Ovarian Cancer Institute before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.
4. Sponsor represents to Ovarian Cancer Institute that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event; (c) the Event will result in no cost or expense to Ovarian Cancer Institute whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Ovarian Cancer Institute harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.
5. Nothing in this document shall be construed to authorize Sponsor, or any of its employees or representatives, to act as an agent of Ovarian Cancer Institute. Thus, for example, Sponsor may not open a bank account in OCI's name, nor may it endorse or attempt to negotiate any checks made payable to Ovarian Cancer Institute, all of which must be promptly forwarded to OCI for processing.

 Initials _____

WE ARE DEEPLY GRATEFUL TO YOU FOR PROPOSING THIS EVENT TO BENEFIT THE OVARIAN CANCER INSTITUTE. IT IS BECAUSE OF CARING PEOPLE LIKE YOU THAT WE HAVE BEEN ABLE TO FUND INNOVATIVE RESEARCH, LEADING TO EARLIER DETECTION OF OVARIAN CANCER AS WELL AS EDUCATE THE PUBLIC AND MEDICAL PROFESSIONALS ABOUT THE SILENT KILLER.

[Note: This Special Event Proposal and License Agreement will not become effective unless and until it is approved by Ovarian Cancer Institute, as evidenced by the signature of an authorized OCI representative below.]

PROPOSED BY:

APPROVED BY:

*Signature of authorized representative
of Sponsor*

*Signature of authorized representative of
Ovarian Cancer Institute*

Print name

Kathryn Harper
Print name

Title

Executive Director
Title

Date

Date