

## **THIRD – PARTY FUNDRAISERS**

Thank you for your support of the Alzheimer's Association. We are certainly grateful you are interested in creating a third-party fundraiser to help raise funds for our programs and to build awareness about the disease and the resources we can provide.

Enclosed is a copy of the Chapter's Outside Organization Event Guidelines and Application. Although this document may seem quite formal, it is really just to provide some framework for both you and the Chapter to outline anticipated needs and areas of collaboration associated with your event. These guidelines apply to any individual or organization that wishes to use the Alzheimer's Association name or logo.

Please fax the enclosed form to me at 804-967-2588 or email to [ashleigh.moody@alz.org](mailto:ashleigh.moody@alz.org). Please do not hesitate to contact me at 804-967-2581 with any questions or concerns.

Once again, thank you for choosing the Alzheimer's Association for your support.

Sincerely,

Ashleigh Moody, CFRE  
Development Director

## **Alzheimer's Association Greater Richmond Chapter Outside Organization Event Guidelines**

1. The Outside Organization Event Application must be received in our office prior to the event.
2. The Alzheimer's Association name or logo may not be used in any way without written permission. The official logo can only be made available upon approval from our National office.
3. The Alzheimer's Association name, logo and/or materials that display the name or logo may not be used by any individual or organization to solicit prizes, sponsorship, underwriting or cash donations from another organization in order to support the fundraiser. Additionally the Alzheimer's Association staff is not able to solicit prizes for the event.
4. An individual or organization may not offer, on behalf of the Alzheimer's Association, free tickets or advertising in exchange for sponsorship, underwriting or cash donations. Additionally the Association does not purchase advertising to promote outside organization events.
5. The Alzheimer's Association is not responsible for providing liability insurance for your event. Event organizers indemnify and hold harmless the Alzheimer's Association from liabilities, losses and expenses arising from the fundraiser.
6. Personal appearances by Alzheimer's Association staff or volunteers will be handled on a case-by-case basis.
7. If you are donating a percentage of sales to the Alzheimer's Association you must state that percentage on all tickets, invitations, forms, marketing material, etc. associated with the event.
8. Tax Information – If you are holding an event that requires a ticket you must print the amount that may be tax deductible on the ticket, event invitation or registration form. To determine the tax-deductible amount the IRS states that you may deduct only the amount paid over the value of goods or services received.

## Outside Organization Event Application

Contact Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E:Mail: \_\_\_\_\_

### EVENT DESCRIPTION

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Location & Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Total Anticipated Revenue: \_\_\_\_\_

Total Anticipated Expense: \_\_\_\_\_

Estimated Donation Amount: \_\_\_\_\_

Please list all the parties involved with the event (individuals, organizations, media etc.)

Are you interested in using the Alzheimer's Association logo? If yes, how?

*Please note: The official logo can only be made available upon approval from our National office.*

Please list the promotional activities for the event (flyers, press releases, invitations, etc.)

*The Association reserves the right to review all materials that include our name or logo.*

**What are the proposed responsibilities for the Alzheimer's Association?**

**Why did you choose the Alzheimer's Association as a beneficiary of this fundraiser?**

**Any other pertinent information?**

**Please sign:**

*I understand and agree to comply with the conditions outlined by the Outside Organization Event Guidelines.*

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

**Please return this form as soon as possible to:**

Alzheimer's Association - Greater Richmond Chapter  
4600 Cox Road, Suite 130  
Glen Allen, VA 23060  
(804) 967-2580 (phone)      (804) 967-2588 (fax)