Third Party Fund Raising Policies and Procedures

The Alzheimer’s Association depends on revenue from a variety of sources to support its array of programs and services. One source of private support can include funds raised through events and projects sponsored and hosted by other organizations or individuals for the benefit of the Association. We are grateful for the efforts of individuals and organizations that choose to support our mission in this way.

The following policies and procedures apply to all organizations or individuals considering hosting an event or project to benefit the Alzheimer’s Association, Southeastern Wisconsin Chapter.

1. An event proposal form (following) must be completed for review by the Special Events Manager, who may request further information before approving a third-party event. We ask that you follow up after sending in your form to verify receipt.
2. We ask for a lead time of six to eight weeks if possible.
3. The event host will strive to keep the expenses for the event at no more than 25 percent of the budgeted gross revenue for the event.
4. Items sold at the event are not tax-deductible (per IRS regulations).
5. The Alzheimer’s Association name, logo or letterhead may not be used by any individual, organization or business to solicit prizes, sponsorships, underwriting or cash donations to support the event, promotion or sale. The Alzheimer’s Association will not solicit prizes for your event.
6. If income from the event is not enough to cover the expenses, the hosting organization will be responsible for the deficit.
7. Prior to printing and dissemination, the Alzheimer’s Association must approve any written or advertising materials for the event on which its name appears. This includes, but may not be limited to, advertising, press releases, public service announcements, programs, brochures, invitations, tickets, posters and signage. Materials should explain what portion of the proceeds would benefit the Association.
8. The name of the Alzheimer’s Association may be used only in that context: “Proceeds to benefit the Alzheimer’s Association of Southeastern Wisconsin.”
9. The Association will not provide any financial underwriting or mailing lists for the event.
10. The event sponsor will indemnify the Alzheimer’s Association, Southeastern Wisconsin Chapter against any loss, expense, damage and liability resulting from claims made as a result of the event.
11. All event activities and net proceeds will be fully reported and received by the Association within 60 days following the event.
12. No person working on the event shall identify themselves as representatives of the Alzheimer’s Association. Their role in the event shall be clearly stated as a volunteer or staff member of the event host.
13. Hosting organizations are responsible for thank you letters to event sponsors, including gift-in-kind vendors.
14. It is the policy of the Alzheimer’s Association that all third party events be accessible to persons with disabilities. The Association can provide information on what “accessible” means, and how to achieve it, upon your request.

**In return, the Association will do the following, if desired:**

1. Post a notice of the event on its Website and in the Chapter newsletter. Photos are appreciated and will be used if space permits.
2. Provide a spokesperson on behalf of the Alzheimer’s Association for any media inquiries or stories related to the event, with sufficient advance notice.
3. Provide pertinent educational literature and materials to distribute at the event.
4. Provide a Alzheimer’s Association information to be displayed at event (if requested).
5. If available, send a representative to attend the event to offer public thanks and to collect a check.
6. Credit the event sponsor on its Website and/or in the newsletter.