



FUNDRAISING GUIDELINES & APPLICATION

Thank you for your interest in raising funds to benefit The ChadTough Foundation (The CTF)!

The CTF is dedicated to raising awareness and research dollars for pediatric brain cancer, the leading cause of cancer-related deaths in children, with an emphasis on Diffuse Intrinsic Pontine Glioma (DIPG), a particularly deadly form from which there are ZERO long-term survivors.

If you are thinking about doing a fundraiser and aren't sure where to start or what to do, email brandy@chadtough.org. The CTF can provide ideas and toolkits to help you get started with a variety of fundraisers, some of which you can do from your home.

This document outlines The CTF Fundraising Policies and contains a Third-Party Fundraising Application. While we aren't huge fans of such formality, we do need to make sure we protect The ChadTough Foundation and appreciate your support in doing so. After reading and reviewing the fundraising policies, you will need to complete the Third-Party Fundraising Application which can be found at www.chadtough.org.

For any questions or for help with the enclosed form, please email brandy@chadtough.org.

Applications must be completed and submitted no less than four weeks prior to the proposed fundraising event. Upon approval of your fundraising event, the fundraising policies specified in this document become a part of your agreement with The CTF and you will be responsible for complying with them. Generally, The CTF is able to offer feedback and approval within 5-business days of receiving your application. However, please allow up to 2 weeks for a response.

Although the Foundation actively encourages third-party fundraising events, it must approve all events in advance. The Foundation reserves the right to decline to approve any event that it deems to be inconsistent with its mission, vision, or values.

Please do not begin to use The CTF name or logo in any fundraising efforts until you have received approval of your fundraising initiative.

How We Can Help

The CTF is grateful for your interest in fundraising and wants your efforts to succeed. While we expect you to lead the marketing for your event through your own channels, The CTF can assist you in a number of ways:

1. The CTF has developed a number of tools and templates for different types of fundraising events. We encourage you to use these tools and we welcome your feedback on them and your suggestions about new tools and templates to develop for the future. You can find these materials at: www.chadtough.org/tools.
2. For your event, The CTF can provide information cards.
3. For events that solely benefit The ChadTough Foundation, for which an individual and/or company will not make a profit, with guaranteed minimum net revenue of \$1,000 or more, The CTF will do a post on its social media and list the fundraiser on its website.
4. For opportunities with guaranteed minimum net revenue of \$1,000 or more *that include an individual and/or company making a profit in addition to the donation*, The CTF will feature the fundraiser in the 'Give-Back Partner' area of the website. The CTF will drive traffic monthly to this page via its social media.
5. Appearances by members of The CTF will be considered, based upon availability, for events with guaranteed minimum net revenue of \$2,500 or more.

Note: You are responsible for marketing your event. All marketing materials must be approved by The ChadTough Foundation prior to distributing. Marketing your event to The ChadTough Champions without prior approval is strictly prohibited.

Use of The CTF Foundation Name & Logo

1. You may not use The CTF name or logo or otherwise indicate to the public that an event is being held for the benefit of The CTF **without the prior, express, written consent of an authorized representative of the Foundation**.
2. The official logo of The CTF may not be altered in any way **without prior, express, written consent of an authorized representative of the Foundation**. Any use of the logo must adhere to established graphic standards, which will be provided to you upon approval of your event.
3. You may not make public announcements or promote the event (all publicity) until you receive written approval from the Foundation of your Third-Party Fundraising Application.
4. Publicity for your event may not imply that the event is sponsored or co-sponsored by the Foundation and/or that The CTF is involved in any way except as the event's beneficiary. You cannot, for example, call an event "The CTF Golf Tournament" Instead, your event should be promoted as the "Golf Tournament to benefit The CTF."
5. Your usage of The CTF name and logo is limited to your approved event and cannot be used again or shared with anyone else without written approval from The CTF.

6. The Foundation must review and approve in writing all printed and digital promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution. Proposed materials should be submitted via email (preferred) to brandy@chadtough.org or by mail to The CTF, PO Box 907, Saline, MI 48176. Please allow 7 working days for review of all promotional materials.

Fundraising Policies

1. Applications must be completed and submitted to The CTF Foundation no less than four weeks prior to the proposed fundraising event. Please submit to brandy@chadtough.org or mail to The CTF, PO Box 907, Saline, MI 48176.
2. The CTF must be notified in writing (to brandy@chadtough.org) if there are any significant changes to the event once it has been approved.
3. The CTF reserves the right to direct you at any time to cancel the event or remove any references to The CTF from the event. If so directed, you agree to release The CTF and its officers, directors, and employees from any and all liability in connection with any such action.
4. By signing the Third-Party Fundraising Application, you agree to refrain from selling or sharing with others the names, addresses, email addresses, or other contact information of event participants, donors, or sponsors.
5. In order to better coordinate fundraising activities, you must provide us with a list of targeted sponsors for your event before they are approached. We need to avoid duplication of donation requests to partners already supporting The CTF (or targeted for future requests).
6. We reserve the right to attend and observe your event free of charge.

Financial and Legal Information

1. You agree to indemnify and hold harmless The CTF, its directors, officers, and employees from any and all claims of any kind or nature whatsoever arising out of, or in any way connected to your event.
2. You are at least 18 years of age and agree to comply with all local, county, state, and federal laws and regulations governing charitable solicitations and all statutes and/or ordinances, which may apply to your event.
3. You agree to obtain all necessary insurance, licenses and permits to conduct your event and its solicitations. Please refrain from applying AS The ChadTough Foundation and/or using The CTF's Tax ID. (Note that events that involve raffles, bingo, alcohol, or other games of chance, may have special regulations and/or required permits).
4. Event expenses should be limited to no more than 25% of the total raised by the event. Ideally, all services and items required to produce the event should be donated so that expenses are kept to a minimum.
5. Event organizers are responsible for payment of all event expenses. If event expenses are greater than money raised, you are responsible for paying those expenses. The CTF will not

provide reimbursement of any expenses related to your event.

6. You may not set up a bank account (temporary or permanent) in The CTF's name.
7. You may not keep any portion of the proceeds as compensation for organizing the event.
8. You must provide event participants, donors, and sponsors with accurate information about the use of funds in the promotion of your event. Following the guidelines of the Better Business Bureau:

Money Going to The ChadTough Foundation	The Language to Use
If all the money collected (100%) is going to The CTF	<i>All proceeds to benefit The ChadTough Foundation</i>
If <i>all the money minus your expenses</i> for the event are going to The CTF	<i>A portion of the proceeds to benefit The ChadTough Foundation or All net proceeds to benefit The ChadTough Foundation</i>
If a <i>specific dollar amount</i> in the purchase of a product/service is going to The CTF; or if a <i>set donation</i> is going to The CTF	<p>You must state the dollar amount.</p> <p>Example: <i>For every pizza we sell on Thursday, \$5 will go to The ChadTough Foundation</i></p> <p>Example: <i>A donation of \$1,000 will be made to The ChadTough Foundation</i></p>
If a <i>percentage of the proceeds</i> are going to benefit The CTF	<p>You must state the percentage of the proceeds that will benefit the organization. For example: <i>30% of the proceeds (or net proceeds) to benefit The ChadTough Foundation</i></p>

9. No more than thirty days following the event, your donation should be sent to The CTF. All checks should be made payable to "The ChadTough Foundation" and mailed to: The ChadTough Foundation, PO Box 907, Saline, MI 48176 with a reference to your fundraiser.
10. You must provide The CTF with a complete accounting of all funds collected and expenses related to the event within thirty days of the event. The CTF reserves the right to inspect all event financial records at any reasonable time with reasonable notice. (See Example)
11. The CTF can only issue tax receipts for checks made directly payable to "The ChadTough Foundation." If your donors send contributions directly to the Foundation, you must inform us of the value of any goods or services the donor received in return for the contribution.
12. The Foundation must review and approve in writing all materials and correspondence that include The ChadTough Foundation's EIN (Tax ID number). The foundation's Tax ID may only be used for tax receipt purposes, not in relation to hosting any events.
13. Please thank all businesses and/or individuals who helped plan, execute and participated in your fundraiser. Please provide a list of donors over \$100 (including email addresses) to allow the foundation to send a custom thank you.
14. If the fundraiser is one in which an individual or company will make a profit with a portion going to The ChadTough Foundation, a minimum guaranteed donation may be required.

ASSUMPTION OF RISK AND INDEMNITY AGREEMENT

Fundraiser in consideration for The ChadTough Foundation authorizing Fundraiser to use its logo and name in its marketing efforts agrees to assume all risks and indemnifies The CTF from any claims arising from or relating to this Fundraiser’s event, product, etc.

Fundraiser agrees to take full responsibility for, and shall RELEASE AND HOLD HARMLESS **The ChadTough Foundation**, their owners, officers, elected officials, agents and employees from any and all liability, claims, demands or causes of action that may hereafter arise to third parties and/or their property for injuries or damages arising out of this Fundraiser, included, but not limited to, losses CAUSED BY THE NEGLIGENCE OF THE RELEASED PARTIES.

Initial here  _____

Fundraiser further agree that it WILL NOT SUE OR MAKE CLAIM against The ChadTough Foundation for damages or other losses sustained as a result of any injury, or death, sustained from the foundation’s participation. Fundraiser also agrees to INDEMNIFY AND HOLD THE CTF HARMLESS from all claims, judgments and costs including attorney's fees, incurred in connection with any action brought as a result of participation in **this Fundraiser**.

Initial here  _____

Fundraiser expressly recognizes that this Release of Liability, Waiver of Legal Rights, and Assumption of Risk is a contract pursuant to which Fundraiser has released any and all claims against The ChadTough Foundation resulting from any injury, or death, sustained from any third party participants or Fundraiser related to this Fundraising event including any claims for negligence of The ChadTough Foundation.

Initial here  _____

Fundraiser represents that its authorized agent is at least 18 years of age, and Fundraiser waives and releases any and all legal rights that may accrue to authorized signer or Fundraiser Director as the result of any injury he/she may suffer while engaging **in this Fundraiser**.

Initial here  _____

FUNDRAISER HAS READ THIS RELEASE OF LIABILITY, WAIVER OF LEGAL RIGHTS AND ASSUMPTION OF RISK AND FULLY UNDERSTAND ITS CONTENTS AND SIGNS IT OF ITS OWN FREE WILL.

On this the day, _____ of _____ 20 _____

Signature of FUNDRAISER’S AUTHORIZED AGENT:  _____

PRINTED NAME:  _____

Third-Party Fundraising Application

(Submit online to The ChadTough Foundation)

EVENT ORGANIZER INFORMATION:

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Name of Organization or Business (if applicable): _____

City/State/Zip: _____

Is your organization a 501(c)(3)? Yes No

What inspired you to further our cause?

EVENT INFORMATION:

Name of Event: _____ Event Date: _____

Anticipated Attendance: _____ Event Will Be: Open to the Public By Invitation Only

Ticket Price (if applicable): _____ With ticket price, guests receive Food (Value: \$____) T-Shirt Other: _____

Event Location: _____

Location Address: _____

Event Start Time: _____ Event End Time: _____

Event Description: _____

Are there other beneficiaries of this event? Yes No

If yes, name of other organization(s): _____

% of Money Raised to be donated to The CT Foundation: 100% of \$ Raised 100% of Net Proceeds Other: _____

Note: If less than 100% of the net proceeds will benefit The CTF, please explain:

Describe how funds will be raised:

Do you plan to solicit sponsors? If yes, please list who you plan to approach (once approved):

Will you have the following at your event? (check all that apply) Auction Raffle Alcohol

Will your event require a permit? (If yes, please provide copy at least 2 weeks prior to event) Yes No

Will your event require insurance? (If yes, please provide copy of insurance coverage at least 2 weeks prior to event) Yes No

What resources (if any) do you need from The CTF?

How do you plan to publicize your event? (Please remember materials with The CTF name/logo must be pre-approved)

Press Release Advertisements Posters Social Media Flyers/Handouts Other:

In signing this application, I am indicating that I have read and agree to abide by the enclosed Fundraising Policies, Legal and Financial Information, and Policies on the use of The CTF Name and Logo. I agree to use The CTF name and logo only in approved ways. I agree to hold harmless The CTF board, officers, and staff in the conduct of my fundraising activity. I agree to assume all risks and liability for any claims that arise out of this transaction, event, or process. I understand that I am responsible for all expenses associated with this activity. I understand that I am responsible for compliance with all local, state, and federal laws regulating fundraising activities and the conduct of my event. I understand I am responsible for marketing my own event and that The CTF will only market my fundraiser through its social media channels if I can guarantee a minimum of \$1,000 donation. I understand that appearances are based upon availability and a minimum guaranteed donation. I agree to submit the full donation within 30 days of the event. I further understand that until I have received approval by a ChadTough Foundation official, I do not have permission to use The CTF name and/or logo in the conduct of my fundraising efforts.

Electronic Signature:

Date:

- I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms of Acceptance.**