



[www.pancan.org](http://www.pancan.org) | 877.272.6226

The Pancreatic Cancer Action Network is honored that you have chosen our organization as the beneficiary of your fundraising efforts. We thank you for your commitment to helping us in our mission to advance research, support patients, and create hope for the pancreatic cancer community. These guidelines are intended to provide you with a better understanding of our third party event procedures.

Third-party events should complement the mission, image and core values of Pancreatic Cancer Action Network. Only companies or organizations whose mission complies with the mission and core values of Pancreatic Cancer Action Network may participate in the Third-Party Events Program.

### **Third-Party Event**

- Definition A third party event (“Event”) is an event or promotion that will benefit the Pancreatic Cancer Action Network and is sponsored by a person or organization not affiliated with the Pancreatic Cancer Action Network.
- Types of Events Third party event organizers (“Organizers”) are very creative with the types of events that they decide to plan for us. A few popular events include dinner fundraisers, bowling outings, golf tournaments, walks, and bike rides.
- Responsibilities Organizers are responsible for organizing the event: operations/logistics, promotion, legal liability (providing insurance if required), and financial liability.

### **Affiliate Involvement**

- Definition Affiliates are groups of volunteers nationwide dedicated to helping us in our mission.
- Support The affiliate may provide materials and staff an informational table. They also may serve as a guest speaker or represent the organization for a check presentation. However, the affiliate volunteers may not assist in planning or handling proceeds. Contact information for local affiliates can be found at <http://www.pancan.org/Volunteer/local.html>.
- Literature If the Organizer provides his or her mailing address and anticipated number of attendees, we can send information about pancreatic cancer and our organization.

### **Promotion**

- Publicity The Organizer is responsible for promoting the event. Examples: media, radio, TV, or website as well as mailing invitations and recruiting participants and volunteers. We will be able to include the Event on the affiliate’s page and calendar of upcoming events on our website.
- Name and Logo Once approved, the Pancreatic Cancer Action Network will authorize the Organizer to use the Pancreatic Cancer Action Network’s name and logo to promote the event
- Donation Amount Materials must clearly disclose the specific percentage or amount of proceeds being donated to the Pancreatic Cancer Action Network.

### **Financial Policy**

- Operations and Costs The Organizer will be solely responsible for all event costs and expenses incurred, including but not limited to the safe and lawful conduct of the Event and ensuring that the Event is conducted in a professional manner benefiting the parties’ respective public images.
- Tax Acknowledgment Pancreatic Cancer Action Network cannot provide our 501(c)3 tax ID number or accept and acknowledge individual donations for the event unless there are additional donation checks that are written directly to the Pancreatic Cancer Action Network and are separate from event fees

To begin the event process, please complete the enclosed application and either fax it to 310-725-0029 or e-mail it to [events@pancan.org](mailto:events@pancan.org). We appreciate you helping us to comply with IRS regulations and fundraising best practices.