



SUPPORT + PREVENTION + ACCEPTANCE + RECOVERY + KNOWLEDGE

13520 Ventura Blvd.
Sherman Oaks, CA 91423
(818) 906-3022 www.wespark.org

weSPARK's FUNDRAISING KIT





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Dear Event Host,

We are thrilled that you want to organize a fundraising event on our behalf! In producing a fundraising event, we understand that you may have many questions, and this "tool kit" will help be your guide to organizing and producing a memorable event. We trust you will enjoy hosting your own fundraiser and hope you can see the difference it will make in the lives of those who are touched by cancer. Thank you for your involvement in helping to make a difference.

As you may know, weSPARK Cancer Support Center is a special healing environment dedicated to enhancing the quality of life for cancer patients, their families and friends. weSPARK provides support groups and a host of other therapeutic and holistic programs completely free of charge.

Please don't hesitate to contact our Development and Events Manager, Cheryll Puyot at 818-906-3022 or cheryll@wespark.org with any questions you may have.

Thank you in advance for your support,

A handwritten signature in blue ink, appearing to read "Nancy Allen", is positioned above the printed name.

Nancy Allen
Executive Director

Third Party Event Fundraising Ideas

- Host a Movie Night
- Benefit Concert/Play
- Garage Sale
- Bake Sale
- School Fundraisers: Walk-a-thon, Talent Show, Dance-a-thon
- Sporting Events/Tournaments
- Host a Fitness Class (Yoga, Pilates, etc.)
- Shoe Sale
- Book Sale
- You Say It's Your Birthday?
- Karaoke Night
- Car Wash
- Restaurant Giveback Days
- Pancake Breakfast
- Bingo Night

weSPARK External Fundraising Event Forms

Events held by individuals or organizations to benefit weSPARK Cancer Support Center which are not under the organization's immediate control are known as external events. weSPARK is a 501 (c) (3) nonprofit organization and to guarantee that charitable IRS laws are followed, prior approval must be obtained from weSPARK whenever the organization is publicized as a designated beneficiary for an external event. weSPARK's responsibility is limited to serving as a liaison, providing information and offering advice to event organizers.

weSPARK assumes no responsibility for unauthorized use of its name, nor for the actions of the event organizers who solicit funds on behalf of the weSPARK under fraudulent circumstances.

Approval process

Please submit the External Fundraising Event Approval Form to the weSPARK Cancer Support Center office, by email, fax or U.S. mail as soon as possible. You will be contacted with any questions or comments that may result from the evaluation of your application. Permission for the use of weSPARK's name, logos, or other pertinent materials will be determined by the information supplied in the required event documentation. Please do not use weSPARK Cancer Support Center's name in connection with fundraising until you have received a copy of the signed approval, which will detail your obligations and rights.

Unauthorized fundraising methods and promotions

weSPARK Cancer Support Center gratefully accepts donations and/or awareness generated by fundraising or promotional activities on behalf of or in conjunction with individuals or other organizations. There are, however, certain procedures and/or sponsorships that are unacceptable to the organization. Among these are:

- Use of the weSPARK name in relation to any business activity that cannot guarantee full accounting of funds generated, such as vending machines.
- Use of the weSPARK name at the direct point-of-purchase sale of alcoholic or tobacco products

External Fundraising Event Approval Policy Guidelines

In order to ensure that all proposed external events are in keeping with the weSPARK organizational guidelines, and to comply with regulations pertaining to nonprofit organizations, weSPARK requires the following:

1. External fundraising and promotional events must reflect the values and decorum associated with the cause of providing free support services for cancer patients and their loved ones. Under no circumstances will acts of violence or those of sexual, tawdry or inappropriate nature be permitted.
 2. weSPARK is to provide all information published or transmitted to the public about the organization. All text used in print and media materials, public relations and/or signage must be approved by weSPARK Cancer Support Center's Executive Director.
 3. The sponsoring organization will bear all costs associated with the event. Contractual agreements for space, materials and services, and accompanying liability shall be the sole responsibility of the sponsoring organization and not that of weSPARK.
 4. weSPARK will not participate in executing the details of the event.
 5. Contribution checks will be made payable to weSPARK Cancer Support Center; weSPARK will acknowledge event donors individually with a thank-you letter including pertinent tax information. When funds are made payable to event organizers, who then forward that donation to weSPARK, the organizers will receive acknowledgement from weSPARK for the entire amount of the donation.
 6. Only donations made directly to weSPARK Cancer Support Center are tax-deductible. It is illegal for the hosting external event organization to state in any promotional materials that donations made to the hosting organization are tax-deductible utilizing weSPARK's IRS 501 (c) (3) status.
 7. The legal and proper language for contributions made to weSPARK: **"Donations to weSPARK Cancer Support Center may be tax-deductible to the fullest extent of the law."**
 8. If 100% of donations generated by an external fundraising event are not transmitted to weSPARK Cancer Support Center, then promotional materials cannot say the donations are tax-deductible. If a donation is made to the event organizers, it is not tax-deductible.
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External Fundraising Event Agreement

In order to receive approval of your proposed external fundraising event, you must comply with the following regulations.

1. You must complete and return the External Event Approval Form in order to receive authorization to conduct an event. This form should be submitted a minimum of 60 days prior to the event date. weSPARK Cancer Support Center will respond to all requests no later than 15 days after receipt of the signed document.
 2. The use of the weSPARK name, logos or other pertinent materials will only be authorized after completion of the External Event Approval Form. The event sponsor is authorized to use the weSPARK name only in connection with the specified fundraising event, and only until the completion of the event or termination of this agreement (whichever comes first). All usage of the weSPARK trademark shall bear the registered trademark symbol ®.
 3. The amount or percentage of monies to be donated to weSPARK must be included in all advertisements so the public knows what percentage of their funds will benefit weSPARK Cancer Support Center.
 4. All donations received by the hosting organization must be delivered or mailed to weSPARK within two (2) weeks of receipt.
 5. The event sponsor will complete all tasks necessary for organizing the fundraising event, and shall assume full responsibility for the payment of all expenses in connection therewith, without regard to the amount of funds collected for the event. weSPARK will not underwrite any portion of an external event or project, nor will it be responsible for any expenditure related to the external event.
 6. The event sponsor must agree to comply with all necessary local or government regulations. This includes, but is not limited to, registering with appropriate agencies, purchasing insurance and following any rules of disclosure currently required by the IRS and required licenses and permits.
 7. The sponsor organization holding the event intended to benefit weSPARK Cancer Support Center indemnifies and holds weSPARK harmless from any and all claims that may arise as a result of this event.
 8. Note that any endeavor which necessitates weSPARK to request its donors to make or solicit purchases will not be accepted.
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I have read and understand weSpark Cancer Support Center’s External Events Agreement and I comply with all the guidelines.

Date_____

Signature Printed Name

Title and Contact Information

Name of Sponsor Organization

weSPARK Cancer Support Center's External Fundraising Event Application Form

Sponsor Information

Contact Name_____

Title_____

Organization_____

Address_____

City_____ State_____ Zip_____

Telephone_____ Fax_____

Email_____

Organization Website _____

Event Information

Type of Event (Run, Walk, Lecture, etc.)_____

Name of Event_____

Date(s) and Time(s) of Event_____

Description of Event_____

Location of Event_____

Is this a first-time event? ☐ Yes ☐ No

If no, how many years has the event been held? _____

Are there any other beneficiaries? ☐ Yes ☐ No

If yes, please list: _____

How will funds be raised (e.g. raffle tickets, ticket sales, auction, sponsorship, etc.)?

How will you promote this event (e.g. press releases, flyers, public service announcements, etc.)?

How do you propose to use the weSPARK name and logo in PR and marketing materials?

NOTE: If your event is approved, please submit copies of the use of the weSPARK logo and all printed materials bearing the weSPARK name and logo for approval by the organization before printing final copies or creating any materials developed for your event that includes this information.

Financial Information

Please list your estimated expenses and explain how they will be covered. (Please attach additional information if needed.)

Estimated amount to be raised_____

Expected date of donation to weSPARK_____

I agree that until written permission has been granted, contributions will not be solicited in the name of the weSPARK Cancer Support Center. I also agree that the name of weSPARK will not be used for any other purpose.

☐ Yes ☐ No

Once final approval has been granted, I agree to adhere to the guidelines provided by weSPARK Cancer Support Center.

☐ Yes ☐ No

Signature_____Date_____

Please e-mail this signed form to cheryll@wespark.org or print and mail/fax the application to:

weSPARK Cancer Support Center
Attention: Cheryll Puyot
(cheryll@wespark.org)
13520 Ventura Blvd.
Sherman Oaks, CA 91423
Phone: 818-906-3022
Fax: 818-906-3021

weSPARK Office Use Only
Approved? <input type="checkbox"/> Yes <input type="checkbox"/> No
Notes_____

Signed_____
Date_____
