



DIY (Do-It-Yourself) Fundraiser Guidelines and Disclaimer for DIY Fundraiser Organizer

Thank you for hosting a Do-It-Yourself (DIY) Fundraiser to benefit the V Foundation for Cancer Research. We are thrilled to team up with you in the fight against cancer. A DIY Fundraiser is any fundraising activity hosted by an individual or group not affiliated with the V Foundation and where the V Foundation has no fiduciary or other responsibility.

By hosting a DIY Fundraiser, you agree to abide by the following guidelines:

As the fundraiser organizer, you agree to:

- Clearly state that either 100% of proceeds of the fundraiser will benefit the V Foundation for Cancer Research or clearly state exactly what amount will be donated to the V Foundation. Seek guidance and follow all federal and state guidelines as they relate to cause marketing efforts.
- Not raise funds on a commission basis.
- If splitting funds between multiple charities, the V Foundation shall receive (at a minimum) an equal share to the organization receiving the highest percentage of funds.
- Have funds go directly to the V Foundation or donate the proceeds within 30 days after the fundraiser ends.
- No aspect of the fundraiser should include promotion, support or opposition of a political candidate or political party, or otherwise appear to endorse political activity.
- Be responsible for all expenses, insurance, liabilities, permits and advertising for the fundraising activity.
- You may not establish a bank or other deposit account in the name of the V Foundation.
- Make your fundraiser as accessible as possible to people with disabilities.
- Under no circumstances will third party expenses flow through the V Foundation.
- All donations that need to receive acknowledgement from the V Foundation must be made directly to the Foundation. All pooled donations are considered one single donation.
- If payments are made to the host, then they are not tax deductible.



As the benefitting organization, the V Foundation agrees to:

- Provide guidance about your fundraiser.
- Provide access to the DIY Toolkit to include donation forms, fundraising tips, software FAQs, V Foundation stats and style guide and other helpful information.
- A limited, non-exclusive license to use the “Benefiting the V Foundation” logos. Use of these logos is limited to activities surrounding the specific fundraiser you are hosting on behalf of the V Foundation. No other licensing or use rights are granted.
- Opportunity to feature the fundraiser on the V Foundation website Events Calendar.
- Acknowledge all donations made directly to the V Foundation with a letter that can be used for tax purposes

The V Foundation cannot:

- Assume liability for your fundraisers planning or execution – including all promotion, sponsor solicitation, set-up, staffing (including volunteers) or the collection and management of funds / donations.
- Endorse products, firms, organizations, individuals, or services.
- Provide donor, volunteer, or celebrity contact information, mailing lists, press releases or formal advertising.
- Incur expenses, endorse, provide any funds, or solicit sponsorship for your event.
- Extend sales tax exemptions on purchases or similar expenditures.

Disclaimer: You acknowledge that the V Foundation will only serve as the benefitting party of your fundraising activity. Your actions are voluntary, and the V Foundation for Cancer research has no contractual, supervisory, joint venture or other relationship that gives rise to any duties, benefits, liabilities, or other responsibilities. You agree to indemnify and hold the V Foundation, including its respective employees and agents, harmless from and against any and all costs, losses or expenses, including reasonable attorney fees, that it may incur by reason of any claim or suit arising out of (a) Property damage or personal injury or death resulting from the activities conducted at your fundraiser; or (b) False or deceptive advertising.