



NATIONAL PANCREATIC CANCER CANADA FOUNDATION

2446 Bank Street, Suite #656, Ottawa, ON K1V 1A8 • 1-888-PANCAN9 • 1-888-726-2269

FUNDRAISING AND EVENT GUIDELINES

Pancreatic Cancer Canada is extremely grateful for the efforts of those who undertake fundraising to support lifesaving research. Your commitment makes an invaluable difference in helping us achieve our vision of a world without pancreatic cancer!

We can assist you by providing materials and answering any questions you may have. However, in order to protect both your interests and those of our Foundation, please read and abide by the guidelines outlined below.

Our Foundation will not be held legally liable for any injury, damage, cost, or loss that may be suffered by any person or entity arising out of or in connection with your event.

Please keep in mind that Event Fundraising Organizers are not authorized staff of the National Pancreatic Cancer Canada Foundation.

Event and Publicity Sponsorship

1. All fundraising event publicity materials, including but not limited to: press releases, pitch letters, printed or electronic advertisements, save-the-dates and invitations, brochures, and any other form of event collateral must be submitted to the Pancreatic Cancer Canada for review and approval before they are made public. Please allow one week for a response regarding approval and understand that extra time may be needed for additional review after edits have been made.
2. All fundraising event materials must make clear that the event is hosted by an individual who is raising awareness and funds to support Pancreatic Cancer Canada in the fight against this deadly disease. Materials may not state or imply that the event is a Pancreatic Cancer Canada Event.
3. Pancreatic Cancer Canada prohibits the use of its name and logo in community fundraiser event materials without the express written permission of an authorized member of the Pancreatic Cancer Canada Team.
4. Event organizers choosing to take out formal advertising are responsible for the costs. All proposed advertising (copy and graphics) must be submitted to the Pancreatic Cancer Canada for review and approval before it is made public.
5. Pancreatic Cancer Canada must be informed in advance of any corporations or businesses that the community event organizers plan to approach for sponsorships to help us minimize overlap or impact regarding any existing Foundation fundraising activities.

Media/Speakers

1. It is understood that the Pancreatic Cancer Canada will not be responsible for providing any mailing lists, sponsors or speakers for the event.
2. Although, we will consider requests for appearance/attendance by our Foundation, fundraisers should understand that we have limited resources and our schedules do not permit attendance at all events.
3. Pancreatic Cancer Canada will not furnish contact information for members of the media or issue a press release to publicize a specific community fundraising event.

Legality and Controversy

1. All monies raised for Pancreatic Cancer Canada must be obtained through legal means.

Event Best Practices

1. A responsible percentage of the gross revenues from all fundraising events should be directed to our Foundation. We recommend that total expenses related to promotion and event overhead do not exceed 20% of gross revenues.
2. All donation cheques should be made payable to "National Pancreatic Cancer Canada Foundation" and note the name of the event. Community event organizers may not take fees, commissions or salary. Pancreatic Cancer Canada requests that event cheque(s) be submitted within one month of completion of the event or project. No bank accounts or holding accounts may be established under our Foundation's name.

Event Organizer's Responsibilities

1. Event Organizers are responsible for selling tickets for any community fundraising event. Pancreatic Cancer Canada is unable to assume responsibility for ticket sales; however, we can assist you in the creation of online calendar pages to promote your event.
2. Event Organizers are solely responsible for recruiting, organizing and overseeing volunteers and/or administrative and staffing needs.
3. Event Organizers are responsible for filing any necessary event permits and providing insurance coverage (if required) for their event. Event Organizers accept all liabilities incurred from their individual event.
4. Event Organizers and/or a Committee is solely responsible for 100% of the costs incurred for producing a special event. Pancreatic Cancer Canada is unable to compensate any organizer/event for expenses/costs incurred.

We retain the right to withdraw its approval and participation in a community fundraising event if the above guidelines are not adhered to.



EVENT PROPOSAL FORM

I have read, understand, and will adhere to the above-mentioned fundraising principles and guidelines of Pancreatic Cancer Canada. Please scan this page and e-mail to info@pancancanada.ca.

If you have any questions, please contact our toll-free phone #: 1-888-pancan9 or 1-888-726-2269.

Thank you for your support in the **FIGHT TO END PANCREATIC CANCER!**

Name of Event: _____

Contact Name: _____

Signature: _____

Date of Event: _____

Location of Event: _____

Phone: _____

Email: _____

Address: _____

1. Will other organizations or individuals receive a portion of the event income? YES / NO

2. If yes, please indicate the other benefiting party and specific amount or percentage of income:

3. Will the Pancreatic Cancer Canada name and logo be used on printed materials or publicity? YES/NO

4. Will you require promotional material for your event? YES/NO and what would you need?

5. Total number of participants expected: _____

6. Your Fundraising Goal: _____