



# THIRD PARTY **FUNDRAISING** KIT



BECAUSE CANCER SUPPORT IS MORE THAN TREATMENT



*Thank you* **for your interest in supporting the Cancer Help Center,  
a project of the Rio Grande Cancer Foundation.**

We are strong believers in the power of partnerships and know that great things are possible when people work together. Every dollar raised has a lasting impact in our community. We share a common goal – helping those going through a cancer journey. This toolkit will provide you information about how you can help the Cancer Help Center at the Rio Grande Cancer Foundation (CHC). In order to ensure that our name and image are being used appropriately, we ask that all third-party fundraisers abide by the guidelines within this kit. Your cooperation will help us guarantee consistency and quality in the events that ultimately benefit our community.

### OUR MISSION

The Rio Grande Cancer Foundation is dedicated to reducing the human and economic impact of cancer on the citizens of El Paso County through the financial support and development of effective programs for advocacy, education, early detection and other services to cancer patients and their families.

### OUR PHILOSOPHY

All area residents should receive culturally and linguistically appropriate information about ways to reduce their risks of developing and dying from cancer.

All area residents should be entitled to cancer prevention, screening, diagnosis, treatment, rehabilitation, hospice and support services.

### WHAT IS A THIRD-PARTY FUNDRAISER?

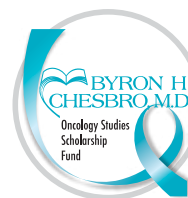
A third-party fundraiser is a special event, promotion or sale by an organization or individual, to benefit patrons who receive services from the Cancer Help Center at the Rio Grande Cancer Foundation.

### WHY WE NEED YOUR SUPPORT

Third-party fundraisers are an important part of our organization. They supplement financial support which allows us to support and initiate projects that promote healthy living, quality of life, education, awareness, early detection and support services for our local cancer community. Third-party fundraisers are also a great way to widen our support base, increase awareness of the services we provide, and inspire people within your own network to support a cause you are passionate about.

### WHAT WE DO WITH YOUR SUPPORT

We put your dollars to good work! One hundred percent of our programs stay local and are offered free of charge to those with a cancer diagnosis. Our programs (PATs, 4 Seasons, J. Leighton Green Community Classroom, and Cuídate) range from education and awareness, to providing wigs, mastectomy garments, and financial assistance. Your support ensures that our programs and services remain sustainable as well as accessible.



# GUIDELINES

## AS THE THIRD-PARTY EVENT ORGANIZER, YOU AGREE TO:

**Complete the required agreement** and submit it 30 days prior to the event.

**Handle all expenses.** We recommend finding event sponsors/partners or charging a registration fee to help cover expenses.

**Be responsible for obtaining all applicable permits or licenses,** including but not limited to alcohol, raffle, and sales tax licenses.

**Publicize** and conduct your fundraiser in a manner that makes it clear the Cancer Help Center at the Rio Grande Cancer Foundation is the beneficiary.

**Plan and execute the event along with any safety precautions and adherence to applicable laws and regulations.** As the beneficiary of a fundraising event, the Rio Grande Cancer Foundation does not accept or assume any liability associated with the event including but not limited to any injuries sustained by event volunteers or participants during the event. You will indemnify, defend, and hold harmless the Rio Grande Cancer Foundation, its directors, employees and volunteers from any and all claims that may arise out of or relate to such event.

**If you have any questions please contact:** Cindi Martinez, Program Manager at 915-562-7660 ext. 303 or [cmartinez@rgcf.org](mailto:cmartinez@rgcf.org)

# HOW WE CAN SUPPORT YOU

**PLANNING:** We are happy to answer any questions you may have. Contact Cindi Martinez at 915-562-7660 ext. 303 or [cmartinez@rgcf.org](mailto:cmartinez@rgcf.org)

**PROMOTION:** You will have access to our logo, brochures, fact sheets, stickers, and ribbons to help you convey our impact in the community.

We will promote your event through our newsletter and social media platforms.

**PUBLICIZE YOUR FUNDRAISER:** The following verbiage can be used when publicizing your event: (i.e., in press releases, sponsorship or in-kind donation requests, etc.) *"Proceeds from this event will benefit the Cancer Help Center, a project of the Rio Grande Cancer Foundation (CHC). CHC is dedicated to our community with resources and initiatives for any type of cancer at any stage of the journey. From education on prevention, to providing wigs, garments, and financial assistance during your treatment, every program and initiative of the CHC is focused on enriching lives through education, healthy attitudes, comprehensive choices, and positive strategies."*

Celebrate your success on social media! Take pictures (remember to get photo releases) and tag us!

**POST-EVENT:** You will be responsible for ensuring that all your supporters are thanked for participating in your event.

Send in your donation/proceeds within 30 days. Once donation is received, we will provide IRS compliant tax receipts for donations made directly to the Rio Grande Cancer Foundation.

*Checks should be payable to Rio Grande Cancer Foundation.*

## STOP BY OR MAIL A CHECK TO:

Rio Grande Cancer Foundation  
616 N. Virginia St., Ste D  
El Paso, TX 79902

## WE ARE UNABLE TO PROVIDE:

- Tax exempt certificate
- Insurance or liability coverage
- Funding or reimbursement for your expenses
- Mailing list of potential donors or vendors
- Publicity with newspaper, radio or television stations
- Guaranteed attendance of CHC staff

# FUNDRAISING IDEAS

Get together! Host a theme party, barbecue, or dinner.

Get moving! Host a yoga class, hike or bike ride, walk-a-thon by donation.

Have a car show, bake sale, or garage sale.

Ask people to donate in lieu of gifts for your birthday or family event.

Inspire your workplace with casual dress days by donation, monthly giving campaign, or a corporate matching program.

Encourage philanthropy at school with a classroom challenge.

Retail or restaurant campaigns that give partial proceeds from an item in your store or on your food/drink menu.



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HELP CENTER  
at the RIO GRANDE CANCER FOUNDATION

## THIRD-PARTY FUNDRAISER AGREEMENT

This form serves as an agreement between the third-party organizer and the Rio Grande Cancer Foundation for the purpose of setting forth the terms and conditions of the fundraiser.

Third-Party Event Organizer (Contact Person's Name)

Organization Name (if applicable)

Organizer's Mailing Address

City

State

Zip

Organizer's Email

Website (if applicable)

Organizer's Telephone

Fax (if applicable)

Name and Description of Fundraiser

Date(s) of Fundraiser

Time(s)

Location (Address) of Fundraiser

I, undersigned, as the third-party fundraiser organizer, agree and acknowledge that the Rio Grande Cancer Foundation will not be held liable for anything associated directly or indirectly with the event organizer or the event/campaign, including but not limited to: expenses; purchases; damage; accidents or thefts to individuals or property.

Signature

Date