



Partnership Guidelines for Third-Party Fundraisers Benefiting the Myocarditis Foundation (MF)

Thank you for your interest in supporting the Myocarditis Foundation. Donations are critical in advancing our mission to fund research, provide education to both the public and medical communities, and provide emotional support to those affected by myocarditis. We appreciate your desire to raise awareness and money for the fight against this terrible disease.

As you begin your planning process, please first review the guidelines below before completing the third-party fundraising application. Questions? Contact us at (281) 713-2962 or email info@myocarditisfoundation.org

What You Need to Know First

- **Using the Myocarditis Foundation Name/Logo:** Since the Myocarditis Foundation's logo is a registered trademark, you must obtain written permission in order to use our name and logo in your fundraising efforts. To obtain written permission, you must adhere to the following guidelines and submit the written application no later than 3 months prior to the start of your event. Finally, you must enter into a formal, written agreement with the Myocarditis Foundation.
- Myocarditis Foundation cannot provide administrative or logistical assistance for the event/initiative (i.e. distributing invitations, compiling RSVP's, selling tickets, providing mailing lists, providing tax receipts or acknowledgement letter to sponsors and participants).
- Myocarditis Foundation cannot be a beneficiary of funds raised solely through the sale of alcohol that will be consumed at an event.
- Any products sold at or in connection with the fundraiser must be non-controversial in nature. If you are unsure whether a product is considered "non-controversial," please contact us at the above email address.
- Any individual or organization conducting a fundraiser benefiting the Myocarditis Foundation must be responsible for obtaining necessary permits and insurance. The Myocarditis Foundation must be named as Additional Insured on the liability insurance for the fundraiser.
- Organizers are responsible for complying with all IRS regulations governing charitable donations for participation in fundraisers. Myocarditis Foundation will not be liable for any IRS compliance issues.
- As a responsible steward of public funds, the Myocarditis Foundation works to keep expenses at or below 25% of gross revenue. We request our fundraising partners also follow this expense ratio guideline.

Guidelines/Requirements for official Myocarditis Foundation Third-Party Fundraisers

- 1) Complete the Third-Party Fundraiser Application and submit it to info@myocarditisfoundation.org no later than 3 months prior to the event.
- 2) Sign a Third-Party Form Agreement upon approval of the fundraiser. Ongoing initiatives are approved for one year at a time.
- 3) It is important for your sponsors to understand your fundraiser is not an official Myocarditis Foundation endeavor; therefore, they will not receive a tax receipt/acknowledgement for their donation. The only donations we can acknowledge with a tax receipt are those that come to the Myocarditis Foundation directly. Please contact us if you have any questions, as this is an important factor to consider if you plan to solicit sponsors or underwriters.
- 4) Ensure all participants sign a waiver form if the fundraiser is a sporting event.
- 5) Be prepared to provide comprehensive general liability insurance in the amount of \$1,000,000 which covers liability for bodily injury, property damage or death arising out of your fundraiser. If this insurance is required, you must name the Myocarditis Foundation as an Additional Insured (riders) on your policy solely with respect to the event/initiative.
- 6) Clearly state a specific percentage of net revenue or specific dollar amount that will be contributed to the Myocarditis Foundation on all promotional materials. For example, “five dollars of each ticket sold will benefit the Myocarditis Foundation” or “75% of all net proceeds will benefit the Myocarditis Foundation.”
- 7) Ensure all promotional materials, including invitations, news releases, fliers, email messages, posters, radio or television public service announcements, are approved by the Myocarditis Foundation before they are printed, distributed or publicized.

Note: Materials cannot include any wording that suggests endorsement of a product by the Myocarditis Foundation. Similarly, a third-party organizer cannot state that a product, therapy, test or treatment is approved by the Myocarditis Foundation.

Making Your Donation

In order to fulfill our accounting requirements, we request you provide us the fundraising proceeds along with an accounting of the proceeds within 30 days following the conclusion of the fundraiser.

If participants require a tax receipt from us, please make checks payable to The Myocarditis Foundation. Alternately, participants may go onto our website to make a donation via credit card or electronic fund transfer.

How We Invest Your Donation

The Myocarditis Foundation uses its resources to fund research, provide education to both the public and medical communities, and provide emotional support to those affected by myocarditis.

Benefits for Official Third-Party Fundraisers

- Fundraiser information posted on the Attending an Events page of our website
- Fundraiser information included in our Social Media platforms and newsletter
- Use of Myocarditis Foundation name/logo to promote the fundraiser (permission assigned at contract completion)
- Free Myocarditis educational materials if requested; quantities limited to 25 of each due to the expense to produce these items.
- We may be able to provide the Myocarditis Foundation's traveling exhibit "Not a Blank Canvas: Portraits of Myocarditis"
- Upon request, the Myocarditis Foundation may be able to provide a representative to speak at fundraiser-related event. Our ability to fulfill the request depends on the nature of the event and the compatibility of the date, time and location.

Next Steps

If you are able to work within these guidelines, please complete the Application and email it to info@myocarditisfoundation.org at least 4 weeks prior to the fundraiser.

Questions? Contact us at (281) 713-2962