



# Gilda's Club Madison

7907 UW Health Court ♦ Middleton, WI 53562  
(608) 828-8880 ♦ christine@gildasclubmadison.org

## THIRD PARTY EVENT GUIDELINES

Thank you for your interest in hosting an event to support Gilda's Club Madison and families facing cancer. Prior to hosting an event to benefit Gilda's Club we ask that you complete a **Third Party Event Form**. The form must be submitted and approved by Gilda's Club before the event can be promoted to the public. Fundraising events must also comply with all relevant state and federal laws.

Please remember that, due to our small staff, Gilda's Club does not have the personnel to coordinate the organizational and administrative aspects of a third party event. However, we can assist by providing a web-based registration and donation website.

### Event Date:

- The event time and date must be included in the Third Party Event Form. Additionally, the event must be approved by Gilda's Club to ensure no duplication of event or event dates. This will allow for sufficient time between events to maximize support, enthusiasm and attendance at all events.

### Gilda's Club Name and logo usage:

- The Gilda's Club name and/or logo can be used once permission is granted.
- Gilda's Club must review all promotional materials that include the Gilda's Club logo or name (including press releases, public service announcements, scripts, posters, brochures, social media posts, etc.) before they are used or made public.
- The proper use of the name of Gilda's Club is "Gilda's Club Madison". The name of the organization is Gilda's Club, but the actual building can be referred to as the Clubhouse or Gilda's Clubhouse.
- There are 1 and 2-color versions of the logo.

### Event Promotion:

- Because of commitments we have to our members, volunteers, and donors, Gilda's Club does not provide its database for promotion of a third party event.
- Promotion can be provided through the Gilda's Club via social media by tagging Gilda's Club Madison on Facebook or Instagram.

### Event Expenses:

- Gilda's Club does not advance monies for third party events nor pay for any event related expenses.
- In general, if funds are used to cover event expenses, the expenses should be less than twenty percent (20%) of the total amount raised, excluding in-kind donations. Donors must be notified of this percentage in advance.
- If the expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.

### **Invitation Language:**

- If the event is advertised as “All proceeds will benefit Gilda’s Club Madison,” event expenses cannot be covered by any portion of the proceeds.
- If event expenses are taken out of proceeds, promotional materials must read “A portion of the proceeds will benefit Gilda’s Club Madison.” Donors must be notified of the percentage of expenses.

### **Tax Exempt Status:**

- Gilda’s Club’s sales tax exemption (on purchases) cannot be extended to third party events or fundraisers.
- Gilda’s Club can process credit card transactions prior to or potentially at your event if a Gilda’s Club representative is present.
- Individual checks from attendees or a check from the third party for the event proceeds must be sent to Gilda’s Club within 30 days of the last day of the event. Checks can be sent to: Gilda’s Club Madison, 7907 UW Health Court, Middleton, WI 53562.

### **Determining Tax Deduction:**

- Gilda’s Club Madison can only provide tax receipts to third party event attendees/donors if their *individual* checks are written to Gilda’s Club Madison or hand-written details (donor name, address, email) are included with a cash donation.
- Only the amount that is over and above what is received in goods and services from the donation is considered tax deductible. For example, if an individual writes a check for \$100 made payable to Gilda’s Club Madison and the cost of the event is \$20/person, the amount of tax deduction is \$80.
- If only one check is written by the third party to Gilda’s Club for the event proceeds, individual tax receipts will not be sent to donors and attendees. Only the lump sum check will be acknowledged. Since the donation is from multiple individuals, the entity writing the consolidated check cannot receive a tax deduction.

### **Soliciting sponsorships:**

- Gilda’s Club cannot solicit sponsors for fundraising events and cannot provide any donor or patient family contact information.
- Please provide a list of all potential sponsorship contacts (including all potential in-kind donors) in advance to Gilda’s Club so we can provide you with any outstanding commitments or relationships a company may already have with Gilda’s Club.

### **In-kind donation (tangible goods):**

- In-kind support is defined as a donation of a product or service, such as printing materials, food or donating an auction item.
- In-kind donations to third party events are not tax deductible.
- Gilda’s Club cannot solicit in-kind donations for third party events.
- The value of in-kind sponsors/donations should not be included in your total event proceeds.

### **Raffles:**

- Gilda’s Club’s raffle license number cannot be used for a third party event, per licensing regulations. However, third party groups can apply for raffle licenses. There are two levels of licensure. A Class A raffle is the license type needed when tickets are sold in advance and the day of the raffle. Tickets are pre-printed with all raffle information on them. A Class B raffle is the license type needed when tickets are only sold the day of the raffle. Please contact the Wisconsin Department of Administration for more details at (608) 270-2552 or go to their website at <https://doa.wi.gov/Pages/LicensesHearings/RaffleLicense.aspx> .
- All raffles held to benefit Gilda’s Club must apply for and receive a raffle license.

**Cancellation, Liability & Changes:**

- Gilda's Club Madison reserves the right to direct a third party to cancel an event at any time. If so directed, the third party agrees to release Gilda's Club from any and all liability and connection to such action.
- All changes to your fundraising event that differ from your original Third Party Event Form must be reported to Gilda's Club for approval.

**Intent**

- All money raised for Gilda's Club will be used to maintain and expand Gilda's Club programs and services so even more people touched by cancer can find the emotional and social support they need during their cancer journey...at no cost to them.
- Events that raise \$5000 or more may designate funds for a specific program, item, etc. as long as the purpose is communicated on all materials. Contact Gilda's Club at 608-828-8880 prior to the event if you would like to consider designating the funds from your event.