



Alzheimer's Association Illinois Chapter Third Party Policies & Procedures

Thank you so much for your interest in hosting a fundraising event to benefit the Alzheimer's Association Illinois Chapter. Events like yours are important in the Alzheimer's Association's efforts to raise awareness and funds in the fight against Alzheimer's disease.

The following guidelines are established to ensure that your event complies with the Alzheimer's Association's policies and procedures:

Definition of a Third Party Event

A Third Party event is defined as any activity managed by a non-affiliated group or individual, where the Alzheimer's Association has no fiduciary/financial responsibility and little or no staff involvement. The goal of Third Party events is three-fold:

- Bring in additional funds for the Alzheimer's Association
- Expand our platforms for spreading awareness about the Alzheimer's Association's mission and vision
- Create more channels for the Alzheimer's Association to reach new constituents

Guests

- Third Party Event Organizers are responsible for recruiting guests for their event. The Alzheimer's Association offers to promote events to their constituents on a case-by-case basis and dependent on the target audience for each event, as we already ask so much of them.

Promotion and Logo Usage

- The Alzheimer's Association has no fiduciary responsibility for Third Party event(s) and assumes no liability for its planning or execution, including all promotion, set-up, staffing (including volunteers), or the collection and management of funds/donations, unless otherwise approved by the Alzheimer's Association.
- Third Party Event Organizers will be provided with the "Have fun, do good, end Alzheimer's" graphic, which they may freely use in the promotion and carrying out of their event. They are strictly prohibited, however, from using any other trademark, service mark, logo or copyrighted materials of the Association for event(s) without the express written consent of the Association.
- The Alzheimer's Association does not endorse products, firms, organizations, individuals, or services. Accordingly, Third Party events must be promoted and conducted in a manner that avoids any statement or appearance of an endorsement by the Alzheimer's Association.

- All promotional materials for Third Party events must clearly state that the event is raising funds to benefit the Alzheimer's Association Illinois Chapter, and include the percentage or amount that will be donated to the Chapter.
- The Alzheimer's Association cannot solicit sponsors for Third Party fundraising events and does not provide any donor, volunteer, or celebrity contact information, mailing lists, press contacts, press releases, or formal advertising.
- Any Third Party event promotions (print or digital media) that use the Alzheimer's Association logo or mention our name must be submitted to and approved by the Alzheimer's Association staff member handling the event, prior to distribution or publication.
- Any deadlines established by the Alzheimer's Association regarding the Association's promotional support or assistance in managing any details of the fundraising activities for Third Party events, must be met by Third Party Event Organizers.

Finance and Tax Rules

- The Alzheimer's Association will process only the final net proceeds of event (s). Under no circumstances will third party revenues and expenses flow through the Association, unless otherwise approved by the Association staff member handling the event.
- The Alzheimer's Association must receive all net proceeds within 30 business days of the conclusion of each event and/or promotion, unless otherwise approved by the Association staff member handling the event. The Event Organizer will also provide the Association with a completed host form recording the net donation and individual contributions so appropriate tax and "thank you" letters can be distributed.
- Third Party Event Organizers may not establish a bank or other deposit or transaction account in the name of the Alzheimer's Association.
- If payments are made to the Third Party Event Organizer, and the Event Organizer is not an IRS qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to the Alzheimer's Association, donations to the Alzheimer's Association are typically tax deductible, though we recommend consulting a tax advisor.
- The Alzheimer's Association sales tax exemption(s) on purchases cannot be extended to any event or fundraising effort.
- Any solicitation of businesses/individuals regarding their sponsorship, in which the Alzheimer's Association's name and/or logo is used, must be submitted to and approved by the Association staff member handling the event.
- Any solicitation of businesses/individuals regarding donations (monetary or in-kind), in which the Alzheimer's Association's name and/or logo is used, must be submitted to and approved by the Association staff member handling the event.

Liability and Cancellation

- All Third Party events must comply with all federal, state and local laws applicable to any event, including fundraising rules and regulations.
- All Third Party Event Organizers must determine the extent of and **obtain their own liability insurance for the event** sufficient to cover any claim that may arise out of the event. The Event Organizer agrees to indemnify and hold the Alzheimer's Association harmless from and against any and all losses, damages, costs, attorney's fees, expenses, and liabilities incurred in connection with, or with the defense of, any claim or action or proceeding arising out of or incurred in connection with the event.
- All safety precautions and measures must be taken in the preparation and execution of the event and must abide by all venue, city, state, and federal safety regulations and be mindful of any potential risks (i.e. fire, dietary restrictions, inclement weather, etc.).
- Third Party Event Organizer must obtain all permits and/or licenses necessary for fundraising in the city in which the event is to occur, the sale or service of liquor, and the hosting of raffles and/or games of chance.
- Third Party Event Organizers must inform their guests that the event is not produced, supervised or sponsored by the Alzheimer's Association and that the Association is neither responsible nor liable for any acts or omissions related to the event.
- Third Party Event Organizers must agree to comply with any decision made by the Alzheimer's Association, to cancel a Third Party event and/or withdraw any and all use of the Alzheimer's Association's name in connection with the event. Such a decision may occur for any reason, including the Alzheimer's Association's belief that something affiliated with the event or any consequences that contribute to or result from your event may have a negative effect on the mission, credibility, or reputation of the Alzheimer's Association.
- The following fundraising activities are **prohibited** in conjunction with third party event for the benefit of the Alzheimer's Association:
 1. Programs that raise money on commission
 2. Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity
 3. Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or internet).

Miscellaneous.

You, as the Third Party Event Organizer, must register your event at least 30 business days in advance of the event, unless otherwise approved by the Alzheimer's Association.

With my signature below, I accept and agree to abide by the terms of these guidelines with respect to my event (s) to benefit the Alzheimer's Association. I hereby release and agree to indemnify and defend the Alzheimer's Association, its officers, directors, employees and agents, from and against any and all claims, loss, liability, damages and expenses (including reasonable attorney's fees and other costs of litigation) imposed against or incurred by the Association arising out of or related to any event I host or any violation by me of these policies and procedures.

***This agreement is not valid until your online registration is received and approved by the Alzheimer's Association Illinois Chapter.*