The work of Susan G. Komen Greater Pennsylvania is a continual effort to meet the breast health needs of the affiliate’s 53-county service area across Pennsylvania, with 75% of all funds raised staying in the community and supporting breast cancer education, screening, and treatment initiatives, while the remaining 25% of all funds raised support Komen’s National Grants Program that funds research programs throughout the country. Through its year-round efforts, Komen Greater PA is proud to have invested over $25 million back into our service area through programs that enhance the quality of life for women and men living with breast cancer, including screening mammograms and patient treatment assistance, as well as having invested nearly $10 million for breast cancer research that will help the organization meet its Bold Goal of reducing the current number of breast cancer deaths by 50 percent in the U.S. by 2026.

Over the past three decades, Susan G. Komen Greater PA has grown in size, impact, and service; having evolved from an annual Race for the Cure into a year-round, comprehensive nonprofit organization serving western, central, and northeastern Pennsylvania. Today, and every day, as Komen Greater PA works to meet the changing needs of the community we serve, our promise remains the same: to save lives and end breast cancer forever by empowering people, ensuring quality of care for all, and energizing science to find the cures.

**OUR MISSION**  |  Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

**ABOUT SUSAN G. KOMEN**  |  In 1980, Nancy G. Brinker promised her dying sister, Susan, that she would do everything in her power to end breast cancer forever. In 1982, that promise became the Susan G. Komen® organization and the beginning of a global movement. What started with $200 and a shoebox full of potential donor names has now grown into the world’s largest nonprofit source of funding for the fight against breast cancer. To date, Susan G. Komen has invested more than $2.9 billion in groundbreaking research, community health outreach, advocacy, and programs in more than 60 countries. Our efforts helped reduce deaths from breast cancer by 38 percent between 1989-2014 and we will not stop until our promise is fulfilled.

Susan G. Komen is the ONLY organization that addresses breast cancer on multiple fronts such as research, community health, global outreach, and public policy initiatives in order to make the biggest impact against this disease.

**OUR BOLD GOAL**  |  Reduce the current number of breast cancer deaths by 50% in the U.S. by 2026.
Guidelines for Conducting Special Events, Benefits, or Promotions to Benefit Susan G. Komen Greater Pennsylvania

Thank you for your interest in benefiting Susan G. Komen Greater Pennsylvania (Komen Greater PA). Donations to Komen Greater PA are an important vehicle in advancing our mission to “save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.”

Susan G. Komen Greater PA values its name and reputation, and we hope that you appreciate that the following guidelines aim to preserve the integrity and value of our name. Komen Greater PA serves 53 counties in western, central, and northeastern Pennsylvania. We can only consider third party events or promotions which will raise money in these counties. Please see our service map, below, for reference.

It will be necessary for you to first complete and submit the included application, giving us certain information about the proposed event. Once the application has been submitted, we will do our best to contact you within approximately ten (10) business days with our decision. Please do not move forward with your plans, however, until you have been notified of our decision. Returning the form electronically or via fax will greatly expedite the process.

Please note that while the Komen Greater PA Affiliate may be able to provide guidance for your event, we are generally unable to provide administrative or logistical assistance for the event (e.g., distributing invitations, compiling RSVP’s, selling tickets, sitting on steering committees, etc.). If the event is approved, you should be prepared to provide all of the support necessary to organize and conduct the event, including committing all funds required for the event.
THIRD PARTY EVENT GUIDELINES

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit Komen Greater PA.

Expense Ratio: As a responsible steward of public funds, Komen Greater PA works to keep our expenses at or below 25% of our gross revenue. While Komen does not mandate an expense ratio policy for third party events, we strongly encourage individuals or organizations that conduct events to benefit Komen, to also be good stewards of their funds.

Insurance: Certain events and promotions will be required to obtain necessary permits and insurance. If insurance is required for your event or promotion, you must present proof of comprehensive general liability insurance in the amount of $1,000,000. At the discretion of Komen Greater PA, you may be required to name Komen and the Affiliate as additional insured on the liability insurance for the event. Please note, if this is an athletic or sporting event, all participants must sign a waiver/release (sample waiver can be provided).

Sponsors: The Komen Greater PA Affiliate works with various underwriters and sponsors in connection with events that we conduct. In order to ensure that there is no conflict with our sponsors or underwriters, we ask that you inform us of any potential event sponsors or underwriters for your event before you secure them.

Use of Name/Logo: Individuals or organizations conducting 3rd party events and promotions must obtain written permission if they wish to use Komen Greater PA’s name, logo and/or trademarks. The use of Komen Greater PA’s name and trademarks will be only be permitted in accordance with the terms of the executed LOA. All references to Komen in publicity and promotional materials, on tickets, invitations, etc. should say:
- Susan G. Komen® Greater Pennsylvania (for the first reference)
- Komen Greater PA (This is acceptable for subsequent references)

Collateral: You are responsible for creating and disseminating all publicity for the event. All publicity material related to the event must be reviewed and approved by the Affiliate before it is printed or distributed. This includes, but is not limited to: invitations, press releases, newspaper or newsletter articles, merchandise, etc.

Disclosure: The public must be informed about the specific dollar amount or percentage that will benefit Komen Greater PA. All advertising and promotional materials for your event or promotion must clearly disclose to the public the specific amount of money from the consumer’s purchase that will be donated to the Komen Greater PA Affiliate (e.g., "$10 of each ticket purchased,” “10% of the sales price of this product,” etc.).

Materials and Affiliate Presence at Event: Breast health education materials may be provided for the event with amounts deemed appropriate with the size of the event. Depending on the size of the event and if scheduling allows, the Affiliate may be able to set up an education table at the event.
Donations: It will be necessary for you to provide us with a check for the event proceeds, along with an accounting of those proceeds, within an agreed-upon time (e.g., 30 days) following conclusion of the event.

Sponsors, underwriters, attendees, and participants must make their payment for the event directly to you, as the individual or organization conducting the event. You cannot offer sponsors, underwriters, participants, or attendees the option of writing their checks for the event directly to Komen Greater PA for tax purposes, or otherwise allow them to make their event payment directly to the Komen Greater PA. You also may not make any other statement or take any action which would imply that those payments are tax-deductible.

If a sponsor, underwriter, attendee, or participant is interested in making a donation directly to Komen Greater PA (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations.

We sincerely appreciate your desire to support Komen Greater PA.
If you are able to work within these guidelines, please complete the attached application and submit it via email, fax, or mail.

Meg Dluhos | Development Director | mdluhos@komengreaterpa.org
Erin Roth | Special Events Development Associate | eroth@komengreaterpa.org

Fax | 412-342-0504
Phone | 412-342-0500

Pittsburgh Office
1133 S. Braddock Avenue
Pittsburgh, PA 15218

Northeastern PA Office
150 Adams Avenue
Scranton, PA 18503
THIRD PARTY EVENT
APPLICATION

SUSAN G. KOMEN GREATER PENNSYLVANIA

APPLICANT INFORMATION:
Date of Application: __________________________
Organization or Group: __________________________
Contact Name: __________________________________
Email: _________________________________________
Address: _______________________________________
City: __________________ State: _______ Zip: __________
Daytime/Cell Phone: ____________________________
Website: ______________________________________

EVENT OR PROMOTION INFORMATION:
Name of Proposed Event or Promotion: __________________________
Description of Proposed Event: __________________________________
__________________________________________________________
Date/Time/Location: _________________________________________
National or Local Focus: ______________________________________
Duration of fundraising activities: _____________________________

FUNDRAISING INFORMATION:
Describe how you plan to raise the funds? __________________________
__________________________________________________________
__________________________________________________________
Potential Sponsors/Underwriters: _____________________________
What are the costs associated with this idea? Will Komen be responsible for the expenses? Do you envision requesting financial assistance from Komen? __________________________
__________________________________________________________
Budget Information:
Projected Income: ________________
Projected Expenses: ________________  Projected Donation: ________________
THIRD PARTY EVENT
APPLICATION

SUSAN G. KOMEN GREATER PENNSYLVANIA

PUBLICITY/PROMOTION:
How do you propose to use Komen’s name and/or logo? (ie. solicitation letters, invitations, flyers, press releases, point of purchase materials, web site, newsletter, other)


ADDITIONAL INFORMATION:
Insurance:  Can you provide comprehensive general liability in the amount of $1,000,000 if required?  Yes  No  Company: ________________________________
Type and Amount: ______________________________________
Will other charitable organizations benefit? ________________________________
If so, please list names: ____________________________________________
Would you like educational materials to distribute? _____________________

Applicant has read the attached Guidelines for Conducting Special Events or Promotions to Benefit Susan G. Komen Greater Pennsylvania and agrees to abide by them. Applicant understands that approval must be granted by Komen Greater PA. Susan G. Komen Greater Pennsylvania shall not be liable to any vendor or other third party for any fees, costs, or payments of any kind associated with the event, and Applicant agrees to indemnify and hold harmless the Komen Greater Pennsylvania Affiliate against any such claims by third parties or vendors for said fees, costs, or payments.

Applicant Signature: ________________________________  Date: _______________

Please read the attached guidelines before completing this application.
Once completed, send the application to:

Susan G. Komen Greater PA
C/o Meg Dluhos, Development Director
1133 S. Braddock Ave.
Pittsburgh, PA 15218

You may fax the application form to 412-342-0504 or e-mail mduhos@komengreaterpa.org

Disclosure
For the protection of the consumer, the Better Business Bureau requires that the anticipated amount or percentage of the proceeds from sales to benefit a charity be posted at the point of purchase.  (i.e. $1 or 5% of each purchase or ticket benefits “X” charity).