



THE EPILEPSY FOUNDATION OF GEORGIA THIRD PARTY FUNDRAISING EVENT GUIDELINES AND LICENSING AGREEMENT INFORMATION PACKET

Thank you for your interest in supporting the Epilepsy Foundation of Georgia (EFGA) through hosting a fundraising or awareness event in your community. We truly appreciate your support and are excited that you have chosen EFGA to benefit from your fundraising efforts. Through your efforts, EFGA will be able to increase awareness in areas who might not know the services and programs that we provide. The funds raised from these community events will go to support the 150,000 Georgians living with epilepsy, as well as their family members and caretakers.

Anyone interested in planning an event to benefit EFGA should review the attached guidelines and submit a completed event questionnaire prior to the approval of any event. Please know that this does not deem an approved event, an EFGA staff member will be in contact once your submission has been reviewed. Only events which support the mission of EFGA and legitimately and genuinely benefit EFGA will be approved. The event questionnaire is included in this packet, pages 5 – 7. When you have completed the form, please return to EFGA offices either by fax, mail or email.

Epilepsy Foundation of Georgia
6065 Roswell Road, Suite 715
Atlanta, GA 30328
Fax: (404)564-3034

Email: aly@epilepsyga.org

Should you have any questions please feel free to
contact Aly at (404)527-7155

We truly appreciate your interest in helping to support EFGA in both fundraising and awareness efforts. Without the support of people like you, EFGA would not be able to reach as many people living with epilepsy. Thank you for your help and we look forward to hearing more about your event ideas!

Warmest Regards,
Aly Lacks
Director of Special Projects & Events

Event Approval

- EFGA retains a fiduciary duty to ensure that the organization's name is being properly used, that all funds are being handled and accounted for in a reasonable manner and that the fundraising or awareness event is being conducted in a manner that is consistent with EFGA's mission, goals and public image.
- All third party fundraising and awareness events require written permission from EFGA in advance. No public announcements or promotions about the event should be made until you have received written approval from EFGA. Please allow two weeks for approval of event, an EFGA staff member will be in touch with you throughout the approval process.
- Fundraising and awareness events must comply with all relevant local, state and federal laws.
- EFGA reserves the right to decline association with any person or organization when it is believed that such association could have a negative effect on the image of EFGA.
- EFGA also reserves the right to decline approval of an event if other non-profit organizations are beneficiaries and/or involved in any way with the event without mutual compliance.
- Third party event organizers are solely responsible for the planning and execution of the event, including all set-up, promotion, supplies, staffing/volunteering and liability.

Promotion and Logo Usage

- All third party events must be promoted and conducted in a manner to avoid statement or appearance of EFGA endorsing any product, film, organization or service.
- EFGA must review and approve all promotional materials prior to the release or distribution, including but not limited to press releases, invitations, brochures, letters, flyers, postcards or any material referencing EFGA as a benefactor to the related third party event.
- The official logo of the Epilepsy Foundation of Georgia is a registered trademark and cannot be legally reproduced without written permission. All usage of the EFGA logo must be appropriately in conjunction with the event and cannot be altered in any way.
- Any materials associated with the third party event must clearly state that the event is raising funds that will benefit the Epilepsy Foundation of Georgia.
- EFGA will agree to assist in promoting an approved third party event. One or more of the following ways would be used to help promote the event:
 - EFGA website, with a link to the event's website when applicable.
 - EFGA social media outlets such as Twitter and Facebook.
 - Via email blast to a database of more than 5000 supporters throughout the state of Georgia and beyond.

Sponsorship

- EFGA cannot solicit sponsors on behalf of the third party event organizer and will not provide any donor, supporter or volunteer contact information.

- If you will be seeking any sponsorships for your third party event, a list of potential contacts must be provided for approval by an EFGA staff member. This is to ensure minimal overlap.
- All in-kind donations should be acknowledged and provided with tax documentation. At the conclusion of your event, please submit a list of in-kind donors, their donation and approximate value (if available) to EFGA to ensure the proper tax documentation is submitted to that donor.

Financial Guidelines

- Event expenses must be less than thirty percent (30%) of the total amount raised.
- EFGA must receive a complete accounting of all income and expenses related to the event, including all tangible non-cash related contributions. EFGA reserves the right to inspect all financial records related to the event.
- There are several ways attendees of your third party event can either make a donation or purchase tickets or items for your event. They are as follows:
 - Checks made payable to the Epilepsy Foundation of Georgia
 - Credit card donations through www.epilepsyga.org
 - Use of a PayPal button on an event website, when available.
- Please refrain for accepting cash as donation or ticket purchases. If this is of any concern, please feel free to contact Aly Lacks, (404)527-7155 or aly@epilepsyga.org.
- EFGA must receive all net proceeds within thirty (30) business days of the conclusion of the third party event. All checks should be made payable to the Epilepsy Foundation of Georgia and mailed to:

Epilepsy Foundation of Georgia
6065 Roswell Road, Suite 715
Atlanta, GA 30328

Tax Deduction and Donor Acknowledgement

- Organizers of the third party event are required to collect the name and contact information (address, phone, email) for all attendees, participants, sponsors, donors and volunteers and submit information to EFGA within thirty (30) business days of the conclusion of the event.
- EFGA has applied and been approved by the Internal Revenue Service as a charitable organization as defined by the Internal Revenue Service Code Section 501(C)(3), meaning that contributions to EFGA qualify for the maximum charitable contribution deduction under the Internal Revenue Code.
- All donors, participants and/or attendees must be informed of the tax deductible amount of his or her donation or ticket purchase. For example, if a participant pays \$200 to participate in a golf outing in which the cost per golfer is \$50, the tax deductible amount would be \$150. Third party event organizers are responsible for informing, in writing, all donors, participants and/or attendees of the tax deductible amount either at the time of the donation or ticket purchase, or in writing after the conclusion of the event. EFGA will not provide the mailings, but can provide a template with appropriate information if needed. Should you have any questions regarding tax deductions please feel free to contact Aly Lacks, (404)527-7155 or aly@epilepsyga.org.

- If payments are made to the third party event organizers and they are not an IRS qualified organization, the payments will not be deductible for income tax purposes. Only payments made to EFGA qualify to the fullest extent of the law.

Liability and Cancellation

- Should circumstances warrant, EFGA may at any time direct you to cancel the third party event. As the organizer, you hereby agree to cancel the event, if so directed, and further to agree to release EFGA and its directors, employees and volunteers from any and all liability and connection to such event.
- The third party event organizers and its donors and sponsors agree to indemnify and hold harmless the Epilepsy Foundation of Georgia and its directors, employees and volunteers from any and all claims and liabilities in any way related to the event.
- EFGA is not financially liable for the promotion and/or staging of the third party event.
- Alcohol should not be served unless it is believed to be vitally important to the success of the third party event. Alcohol disbursement should be via “cash bar” or set to a limited number of tickets per attendee. The serving of alcohol should not be promoted in the materials associated with the promotion of the third party event. All alcohol should be served by a licensed restaurant or facility staff person. Proof of age must be required and signs posted to that effect. Third party event organizers should provide alternative means of transportation for attendees, should anyone need. The third party event organizers and its donors and sponsors agree to indemnify and hold harmless the Epilepsy Foundation of Georgia and its directors, employees and volunteers from any and all claims and liabilities in any way related to the event.
- EFGA may require that your attendees, participants, and/or volunteers complete a waiver release form.
- All responsible parties (included event vendors) must provide evidence of liability/property insurance applicable to the activities of the event. EFGA reserves the right to request being listed as an additional insured.

What EFGA Can Help With

- Offer event planning expertise and advice
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Provide limited existing EFGA promotional and educational materials for the event, such as brochures or hand-outs.
- Provide use of the EFGA logo for the third party event promotional material, once material has been approved.
- When applicable, the use of a PayPal link (or button if event will have a website) for ticket purchases or donations. Please note, if you would like to use this service it should be requested in the event questionnaire.



THIRD PARTY FUNDRAISING AND/OR AWARENESS EVENT QUESTIONNAIRE

Thank you for taking the time to review the Epilepsy Foundation of Georgia Third Party Fundraising Event Guidelines and Licensing Agreement Information Packet. We truly appreciate your considering the Epilepsy Foundation of Georgia as a potential partner/beneficiary for your event. Due to the many event requests EFGA receives, we have developed an assessment to be completed before any events will be approved.

Kindly take a few minutes to answer the following questionnaire. Completed questionnaires should be sent in either by fax (404)564-3034, email aly@epilepsyga.org, or mailed to Epilepsy Foundation of Georgia 6065 Roswell Road, Suite 715, Atlanta, Georgia 30328. We look forward to learning more about your event ideas!

Host Information/Contact Person

Contact Person: _____

Name of Business/Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Event Information

Name of Event: _____

Date/Time of Event: _____

Event Type: _____

Location: _____

Event Theme (if applicable): _____

Approximate # of Attendees Expected: _____

Please briefly describe the event and its activities:

How will this event benefit the Epilepsy Foundation of Georgia?

What activities will you be conducting to raise funds and/or awareness for the Epilepsy Foundation of Georgia?

Fundraising Goal: \$ _____

Anticipated Expenses: \$ _____ (expenses should be less than 30% of the total amount raised)

What checks and balances will be put into place to ensure the goal will be met?

Is this a ticketed event? Yes No Ticket Price: \$ _____

Will there be sponsorship opportunities? If so, what are the levels of sponsorship?

Event Roles & Responsibilities

What kind of staffing will this event require? _____

Who do you plan to recruit to assist in the execution of the event? Will you have an event committee?

What volunteer involvement is required to complete this event?

of volunteers needed? _____ Approximate # of hours to be worked? _____

Volunteer Responsibilities: _____

How do you plan to recruit volunteers? _____

Who will be the spokesperson for this event, and how will they represent EFGA? (Third party event spokesperson will agree to comply with the event and communication guidelines of EFGA)

Marketing and Promotional Opportunities

What type of marking/promotion is involved?

Do you have website to promote this event? If so, please list the web address.

How do you see EFGA assisting in the promotion of this event?

Would you like this event to be advertised on epilepsyga.org? Yes No

Will you be mailing out any promotional materials for this event? Email? (EFGA will not be responsible for any postage in the mailing of promotional materials for this event.)

Please remember that all marketing and promotional materials for this event must be approved before use. The use of the EFGA logo is available for your use once the event material has been approved.

Please provide at least two references for EFGA to contact:

Name: _____ Relationship: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Phone: _____ Email: _____

Please attach a timeline for the event, noting key dates for materials and approvals from the Epilepsy Foundation of Georgia.

Until written permission is received, the name “Epilepsy Foundation of Georgia” may not be used for any purpose and contributions should not be solicited. Please allow two weeks from submission of this questionnaire to receive approval, if it is granted.

Thank you for your interest in collaboration with the Epilepsy Foundation of Georgia for your upcoming event. Someone from EFGA staff will be in contact with you once this event questionnaire has been received. Please submit this form either by fax, email or mail.

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By signing this document you agree that you have read and understand the attached Epilepsy Foundation of Georgia Third Party Fundraising Event Guidelines and Licensing Agreement Information Packet in its entirety.

Signature: _____ Date: _____

Printed Name: _____ Title: _____