

**American Cancer Society Relay For Life
East Central Division
Fundraising Guidelines**

Thank you for your interest and enthusiasm in conducting a project to benefit the American Cancer Society. Your efforts help us to accomplish our Mission: *The American Cancer Society is the nationwide community based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service.*



When conducting a project for the American Cancer Society, please adhere to the following guidelines. It is the responsibility of the Relay Team Captain to share this information with all team members.

Before You Start: The American Cancer Society requests that teams carefully consider their fund raising efforts. During the planning of any event ask these questions:

1. Is it ethical?
2. Is it offensive to any group?
3. What is the financial risk/outcome?
4. Do we have unanswered questions or any doubt? (call your local American Cancer Society office)

Expense Planning: When holding a fundraiser where expenses are incurred, teams should ask the following questions before moving forward:

1. How will expenses be paid?
2. Where will funds for these expenses come from?
3. Is the revenue worth the effort of volunteer time?

Responsibility for Expenses: Any expenses incurred during a team fundraiser are the sole responsibility of the individuals contracting for the goods and services.

Taking Expenses Out of Events: The sponsor of the event must consider any expenses incurred in production of the event as a donation. If the sponsor wishes to take expenses out of the proceeds of the event, checks MAY NOT be made payable to the American Cancer Society and will not be tax deductible.

Mandatory Fundraiser Disclosure Statement: In accordance with Pennsylvania State law, the following disclosure statement must be prominently printed on all team fundraising promotional items, including but not limited to posters, tickets, and solicitation letters. The disclosure statement must be printed exactly as it appears here, with absolutely no changes or omissions:

“The official registration and financial information of the American Cancer Society, East Central Division, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 800.732.0999. Registration does not imply endorsement. Ohio residents may call 717.783.1720.”

Distribution of Fundraiser Income: If your team fundraiser is conducted and promoted in support of the American Cancer Society, all proceeds must go to the American Cancer Society. The sponsor or any individuals involved with the event may take no fees, commissions or salary.

Proper Deposit of “American Cancer Society” Checks: All checks made payable to the American Cancer Society can only be deposited into an authorized East Central Division, Inc. “deposit only” account. Expenses cannot be reimbursed under any circumstances through this account.

Opening Special Bank Accounts: No bank accounts can be opened under the American Cancer Society or Relay For Life name.

Use of Logo: If the American Cancer Society or Relay For Life name and/or logo are used on any promotional materials (print or broadcast), sponsor must contact the local American Cancer Society office and staff person for approval of the use of the logo.

Appropriate wording for any promotion is as follows: “A portion of the proceeds from (event name) will go to benefit the American Cancer Society.” The American Cancer Society name and logo may not be used in any way that may appear as a trademark or endorsement of the sponsor’s product(s).

Acknowledgement Letters for Donated Items: The American Cancer Society will provide acknowledgement letters for items donated to the event. However, you must be responsible for forwarding the donor’s name, address, phone number, and the description of the gift to the American Cancer Society within two weeks after your project. The acknowledgement letter from the American Cancer Society will state the description, not the value, of the donated item.

Small Games of Chance/Raffles: According to Ohio & Pennsylvania Law, raffles and small games of chance cannot be held in conjunction with your event unless the state in which the event is being held deems that your business/organization is eligible to apply for a raffle permit or small games of chance license. Contact the staff of your local American Cancer Society office for guidance if considering a raffle. Raffles are not tax deductible.

Sales Tax-Exemption: Relay fundraising teams are not allowed to use the American Cancer Society’s State Sales Tax-Exempt or Federal Employer Identification numbers when directly purchasing materials or supplies for their fundraisers from suppliers/vendors. Both states and Federal tax laws specify that groups raising funds independently to later provide financial support to the American Cancer Society are prohibited from claiming exemption from State and any other applicable taxes on such purchases.

Insurance Liability: The American Cancer Society and the Central Bucks School District are not responsible for insurance coverage liability for any outside sponsored event or fundraiser. This will be the responsibility of the sponsor.

Political Guests: The American Cancer Society is a public charity that cannot support or oppose political candidates or parties. The American Cancer Society can invite current legislators to attend ACS-sponsored fundraising events. However, you should emphasize to the legislator in writing that the American Cancer Society is a non-profit, charitable organization that may not engage in political activity and request that they refrain from doing any campaigning at the event. Violation of this prohibition can result in revocation of the American Cancer Society’s tax-exempt status. Giving a specific candidate complimentary passes to an event that others must pay to attend is prohibited.

Conflicts of Interest: The American Cancer Society reserves the right to request you not approach a particular donor, business or organization for the purpose of underwriting or contributing to your project due to potential conflicts of interest that may arise among other income development initiatives and your plans.

Right to Refuse: The American Cancer Society reserves the right to refuse involvement in your project at will. Additionally, the American Cancer Society reserves the right to terminate partnership with your business/organization and/or you at will.

The American Cancer Society appreciates the hard work and effort put into raising dollars for the mission. However, the name and reputation of the American Cancer Society is more important than any funds raised.