



## **Fundraising guidelines**

Thank you for fundraising for The Stevens-Johnson Syndrome Foundation.

We have developed these policies and guidelines to help secure a successful outcome for both you and the Stevens-Johnson Syndrome Foundation (“the Foundation”). In order to ensure that the Stevens-Johnson Syndrome Foundation meets all Federal, State and local legal requirements we have initiated the following requirements.

Occasionally groups approach the Foundation to raise money or make a donation to the Foundation by undertaking various forms of marketing, promotion or fundraising. This might take the form of the following including, but not limited to brochures, newsletters, articles, posters, banners, information sessions, and requests of various forms of money through an appeal letter to friends and associates. This also includes fundraising events such as golf tournaments, auctions, dinners or “Go Fund Me” campaigns.

There are three ways in which to make a donation and/or raise money for The Stevens-Johnson Syndrome Foundation:

### **1. Direct, Tax-Deductible Gifts**

You may promote your fundraising using various forms of “passive” marketing through, for example, newsletter articles, brochures, banners, posters, information sessions, or a request of money through an appeal letter to friends and associates.

In response to those marketing efforts, a donor may make a gift in honor or in memory of an individual. In that case, he/she should make their check payable directly to The Stevens-Johnson Syndrome Foundation, with the name of the individual in the “memo” line, and send it directly to Stevens-Johnson Syndrome Foundation (gifts of appreciated assets and credit card gifts made directly to the Stevens-Johnson Syndrome Foundation are also accepted).

The Stevens - Johnson Syndrome Foundation must approve in advance all written or spoken materials related to solicitations to promote your fundraiser, including newsletter articles, letterhead, brochures, website content and media announcements. Requirements include:

- All materials and logos must state clearly that your fundraiser is “a component fund of The Stevens-Johnson Syndrome Foundation.”
- Colorado state law requires that you clearly and conspicuously disclose:

- The name of the individual making the solicitation;
- The identity of the charitable organization and the city of the principal place of business of the charitable organization (in this case, The Stevens-Johnson Syndrome Foundation, Westminster, Colorado)

## **2. Independent Fundraising by an Exempt Organization**

If your group is a charitable 501(c)(3) organizations raising money or making a donation to the Stevens-Johnson Syndrome Foundation, you can make a gift of the proceeds from an event or solicitation that is sponsored by and for the benefit of your organization. Your organization issues your own acknowledgement letters, and the donors receive a charitable tax deduction for their gifts because you have your own charitable tax-exempt status. If publicly stating that the proceeds will be going to The Stevens-Johnson Syndrome Foundation, all printed and spoken material must clearly state that the money raised from the fundraiser are “a component fund of The Stevens-Johnson Syndrome Foundation.”

## **3. Independent Fundraising by an Individual or Non-Exempt Organization**

The Stevens-Johnson Syndrome Foundation is unable to assist with any kind of public fundraising event that relies upon the use of the Stevens-Johnson Syndrome Foundation’s tax-exempt status in order to offer contributors a charitable tax deduction for their participation.

You may conduct fundraising without the endorsement or involvement of the Stevens-Johnson Syndrome Foundation. Generally, you or your group plans and executes the fundraiser (for example: dinners; golf tournaments; walk-a-thons; car shows; auctions; sales of products or services; or requests for money from individuals or organizations through mailings, newsletters, advertisements or oral solicitations) and makes one lump sum donation (net of expenses) to The Stevens-Johnson Syndrome Foundation. Unless your event is sponsored by another tax-exempt nonprofit organization which accepts and acknowledges the contributions, the donor may not take a charitable tax deduction for the contribution.

### **Additional Guidelines Applicable to Non-tax-deductible Fundraising**

- If publicly stating that the net proceeds will be sent to The Stevens Johnson Syndrome Foundation, all printed and spoken material must clearly state that the funds raised are “a component fund of The Stevens-Johnson Syndrome Foundation.”
- You may not use The Stevens-Johnson Syndrome Foundation’s tax-exempt number in connection with the event. Contributions made as a result of your event/solicitation will not qualify as a tax-deductible charitable gift to the Stevens-Johnson Syndrome Foundation. (Contributions to a fundraiser are only tax deductible when they are received and acknowledged directly by a qualified nonprofit organization.)

- You are responsible for obtaining and paying for any necessary insurance, permits, licenses, approvals, etc. Events or activities that include raffles or other games of chance are regulated by state and local governments and must be specifically reviewed and authorized by the appropriate branch of government.
- Fundraising events often require certificates of insurance or signed contracts. When events are sponsored independent of the Stevens-Johnson Syndrome Foundation, the name of the Foundation must not appear on any contract or agreement. (Note: volunteers may not sign contracts obligating The Stevens-Johnson Syndrome Foundation.)
- When obtaining sponsors for your event to pay for any products sold or distributed to participants (this includes t-shirt, bags, trophies, etc.). The sponsor receives advertising on the product in return for their donation. Sponsors do not get tax receipts/reductions for sponsoring an event, it is considered paid advertising. When obtaining the sponsors donation you must request the sponsor's logo.
- Individual participants in your event (ticket purchasers, sponsors, golf players, etc.) make their payments to the organizing individual or group, not to The Stevens-Johnson Syndrome Foundation. You may record contributors' names and addresses and may provide a courtesy acknowledgement. The acknowledgement letter must not include any language stating that the letter serves as an official receipt for IRS purposes or include any reference to tax deductibility or to the contribution being made to The Stevens-Johnson Syndrome Foundation.
- You pay expenses and send the net proceeds of the fundraiser to The Stevens-Johnson Syndrome Foundation. The Stevens-Johnson Syndrome Foundation records the gift as coming from you or your organization.

If you have questions about these policies, please contact us at 303.635.1241 or via email at [sjsupport@gmail.com](mailto:sjsupport@gmail.com).