



Kennedy Krieger Institute

THIRD PARTY EVENT POLICIES AND GUIDELINES

Thank you for your interest in raising funds for Kennedy Krieger Institute through our Personal Fundraising platform. We are grateful to have you support our mission of improving the lives of children and adolescents with pediatric developmental disabilities through patient care, special education, research, and professional training.

Kennedy Krieger Institute often receives inquiries from Kennedy Krieger friends, family, individuals, organizations and community groups that would like to host fundraising events to benefit the Institute. Because we receive so many inquiries, the Kennedy Krieger Institute senior management team and staff have developed some policies and procedures to **help you**.

We are aware that the following information may seem overwhelming; don't let that stop you, we are happy to help you through the process. Below you will find helpful information that will hopefully eliminate any misunderstanding, miscommunications, and disappointments. We hope this information will lead to a well-planned fundraising initiative.

Please contact us with any questions at events@kennedykrieger.org or 443-923-7300.

THANK YOU FOR YOUR SUPPORT!!!

GENERAL INFORMATION

- Kennedy Krieger Institute reserves the right to remove any personal fundraising page that do not appropriately reflect the mission of the Institute.
- Kennedy Krieger Institute reserves the right to edit or delete Personal Fundraising pages.
- If circumstances warrant, Kennedy Krieger Institute may opt out as the beneficiary of the event or promotion at any time with no obligation.
- Kennedy Krieger Institute must be notified if another organization will benefit from this event.
- The third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteer and liability. We suggest creating a planning committee to assist in the planning and execution of the event.

PROMOTIONAL INFORMATION

- When mentioning the name of the Institute in print or on air it should be referred to as **“Kennedy Krieger Institute.”**

- In naming the event or promotion, Kennedy Krieger Institute may not be used in the title, but should be listed as a beneficiary of the event. For example, organizers may not refer to the event as the “Kennedy Krieger Institute Celebrity Golf Tournament”; instead, it should be promoted as “Celebrity Golf Tournament to benefit Kennedy Krieger Institute.”
- The use of the Kennedy Krieger Institute logo(s) is expressly prohibited, unless prior written permission is granted. All logo use must follow Kennedy Krieger Institute logo standards and is only for limited use.
- The use of Kennedy Krieger name and logos on all promotional materials (i.e. press releases, fliers, invitations, websites, letters, etc.) must be reviewed and approved by Kennedy Krieger Institute staff **prior** to its production and distribution.

FINANCIAL INFORMATION

- Kennedy Krieger Institute cannot extend our tax exemption to third party event organizers. However, Kennedy Krieger staff can provide a verification letter confirming the organizer’s intent to raise funds for the Institute.
- Kennedy Krieger cannot provide funding, pay for or reimburse any expenses incurred as a result of a third party event. This means that the event organizer must pay all expenses prior to remitting the net proceeds to the Institute.
- Under no circumstance shall a bank account be set up under Kennedy Krieger Institute’s name. If a bank account is needed for the event, the organizers should open a bank account with the event name.
- Please limit event expenses to less than 50 percent of the total raised.
- Event proceeds and an accounting statement must be forwarded within 60 days after the last day of the fundraising event to the Development Department. A check or money order should be made payable to the “Kennedy Krieger Institute”.
- All checks from participants of third party events and programs, whether they are local or national, should be made out to the third-party organization, not the Kennedy Krieger Institute. For individuals requesting donations to the Kennedy Krieger Institute in lieu of gifts for a special occasion, checks should be made out directly to the “Kennedy Krieger Institute.”
- If you plan to solicit contributions, sponsorship or in-kind gifts from businesses, individuals or organizations a complete list must be submitted to and reviewed by the Development Department before being solicited. Please remember that many individuals, organizations and businesses already support Kennedy Krieger and may not wish to make additional donations. *To protect their privacy, Kennedy Krieger will not be able to provide mailing lists of donors, physicians, employees, volunteers or vendors, nor will we solicit sponsorship revenue for third party fundraising events.*

LICENSES & PERMITS

- All events must comply with any and all city, county, state and federal law.
- It is the responsibility of the person(s) organizing the event to obtain all applicable permits, licenses and liability waivers. You may be asked to provide copies to Kennedy Krieger Institute.

- Event organizers must obtain their own liability insurance to cover the event. Kennedy Krieger Institute's insurance policy does not cover third party events.
- All contracts and permits related to the event must be issued in the name of the organizer and signed by an authorized representative of the organizer. Contracts or permits must not commit Kennedy Krieger Institute (or its affiliates) to any contractual obligations and no representation of the organizer may sign anything on behalf of Kennedy Krieger Institute.

IRS REGULATIONS

- Organizers of the event are responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific, information can be found at www.irs.gov/charities.
- Only those donations that are made on-line or sent directly to Kennedy Krieger Institute will be receipted/acknowledged individually. We can provide one acknowledgement for the event coordinator, but IRS regulations do not allow receipts to be given by anyone but Kennedy Krieger staffers.
- Most ticket prices/registration fees for special events are not fully tax deductible. Institute staff will help organizers determine the deductible amount to be stated on the ticket/invitation.
- Raffle ticket purchases are NOT considered tax deductible.

EVENT STAFFING & INSTITUTE REPRESENTATIVES

- Please remember that Kennedy Krieger staff members are coordinating many events at a given time and may have limited time to provide assistance to third party events. You will be responsible for recruiting your own volunteers to work on mailings, publicity, etc. and to work at the event. Kennedy Krieger will help promote the event to our donors and employees when appropriate and given sufficient time.
- If you would like a Kennedy Krieger Institute staff member to attend your event in an official capacity to accept a check and/or to address the attendees, please let the Institute know well in advance and we will make our best effort to find an available staff member. (However, while we would like to have a presence at all events benefitting the Institute, staff members are generally unable to attend third party events due to the large number of events and the limited number of staff.)

WHAT WE CAN DO TO HELP YOU

- Offer event planning guidance and expertise.
- If requested, provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Acknowledge any direct contributions to Kennedy Krieger Institute as a result of your fundraising.
- Provide pre-addressed envelopes to make it easier for people to send in donations.
- Help you create a personal web page about your event on our website. This web page will not only help you promote your event, but also allow people to make contributions that will be automatically credited to your event.

- Promote the event on the Institute’s website and social media pages.
- Provide existing Institute marketing materials, program collateral, brochures, and giveaways (*limited quantities available*).
- Provide acknowledgement of the event on our Third Party Events website.

PROHIBITIONS

Kennedy Krieger Institute will not approve events or promotions if they:

- Require Institute endorsement of a product or service or Institute participation in the direct sale of a product or service.
- Involve a professional fundraiser and or involve an agreement to raise funds on a commission, bonus or percentage basis.
- Compete or conflict with any established or scheduled event to benefit Kennedy Krieger.
- Involve promotion of a political party, candidate or potential candidate.
- Involve unusual risk that could expose the Institute to major liability.

LIABILITY, CANCELLATION & CHANGES TO YOUR EVENT

- Event Organizer agrees to indemnify and hold Kennedy Krieger Institute, its Board of Directors and employees 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.
- You must provide adequate proof of insurance; either from the venue holding the event or by purchasing event-day insurance.



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