

FUNDRAISING GUIDELINES

Thank you for your interest in planning a fundraiser benefitting Mary Bird Perkins Cancer Center or Cancer Services. Your support helps fuel our mission of improving survivorship and lessening the burden of cancer through expert treatment, compassionate care, early detection, research and education.

Third party fundraisers are held independently of the Cancer Center and Cancer Services and are planned and executed by generous community supporters and volunteers. Mary Bird Perkins Cancer Center has locations across Southeast Louisiana and Southwest Mississippi and you can designate which area your funds support.

It is important for all fundraisers to align with Mary Bird Perkins Cancer Center and Cancer Services' mission and brand. We ask all fundraisers to follow these guidelines to ensure optimal success for all parties involved.

Below you will find some helpful information to utilize when planning your fundraiser.

FUNDRAISER PLANNING

Make It Fun!

You're raising money for a great cause and that's what matters most. Whether hosting a personal fundraiser to celebrate your birthday, honoring a loved one who has cancer or hosting a fun event like a bake sale, lemonade stand or a Geaux Pink volleyball game – fundraisers and events are a fun way to give back and make a difference!

No Donation Is Too Big or Too Small

Support on all levels is greatly appreciated.

Need Some Help?

Contact us at fundraise@marybird.com. We're here to help!

INCOME, EXPENSES & PERMITS

- The fundraiser organizer is responsible for covering all expenses for the event and cannot be reimbursed by the Cancer Center.
- No bank accounts in the name of "Mary Bird Perkins Cancer Center" should be set up to collect funds from a community fundraiser.
- The Cancer Center cannot solicit sponsors or in-kind donations for your fundraiser.

- If you need to buy goods or services for the fundraiser and expenses will be incurred, please note the following:
 - It is suggested that event expenses should be less than twenty five percent (25%) of the total amount raised to maximize your profit.
 - Deduct your expenses from the funds raised prior to submitting your donation.
- It is important to thank your supporters! Fundraiser organizers are responsible for acknowledging donors and distributing tax receipts. Please retain all donor names, addresses and amount of donation for your records.
- Obtain any necessary permits, as well as a certificate of insurance for any fundraisers, if applicable.
- Obtain a raffle permit from the Office of Charitable Gaming and follow all rules and regulations, if applicable.
- All proceeds should be made payable to Mary Bird Perkins Cancer Center and mailed to us within 30 days of completing your fundraiser. Indicate the name of your fundraiser in the memo section if possible. Please mail donation to:

Mary Bird Perkins Cancer Center
Attn: Office of Development
4950 Essen Lane
Baton Rouge, LA 70809

MARKETING & PROMOTION

- Be sure to promote your fundraiser on your personal and/or professional social media pages. Check out our social media tips and brand standards documents for more details.
- If the Cancer Center or Cancer Services' name and/or logo is used, please provide a proof to the office of development in advance. The logos are a registered trademark and cannot legally be reproduced without written permission. Please review the brand standards document for more information.
- The Cancer Center and Cancer Services may only be identified as the beneficiaries. For example, your fundraiser should not be called Mary Bird Perkins Cancer Center Ride to Support Cancer Relief. Instead, it should be called Ride to Support Cancer Relief benefiting Mary Bird Perkins Cancer Center.



- If the Cancer Center or Cancer Services is one of several beneficiaries, the percentage or amount of proceeds that benefit the organization must be clearly stated on all materials.

Please submit all marketing and promotional proofs to **fundraise@marybird.com**.

Have more questions? Be sure to check out our FAQ document to learn more! Also, feel free to reach out to us directly to discuss this information in more detail!

STAY IN TOUCH

We are here to help!

TOGETHER WE TRIUMPH!

fundraise@marybird.com | 225-215-1228