

# Community Walk Guidelines

**As a Community Walk Leader, you have complete ownership of your event/activity and are able to be creative with the planning and design, including:**

- Selecting the type of event/activity.
- Choosing a date & location.
- Promoting and marketing your event/activity and selling tickets.
- Working with friends and family to secure donations.
- Soliciting sponsorships and in-kind donations.
- Volunteer recruitment.

**To maintain the PFF's high level of standards, we kindly ask that all third-party events/activities:**

- Be conducted for the exclusive benefit of the Pulmonary Fibrosis Foundation and list the PFF as the beneficiary in all materials and communications.
- Inform the PFF in advance of the identity of corporations or businesses that the Third Party Event Organizer plans to approach for sponsorship or event underwriting/contributions, so as not to overlap with existing PFF fundraising activities.
- You are responsible for obtaining any required permits as well as a certificate of insurance for your event.
- Not endorse a political candidate.

- Cover all related event expenses. Please deduct all event expenses from the funds raised prior to sending us your donation check.
- Comply with all federal, state, and local laws governing charitable fundraising, gift reporting, gaming, raffles/games of chance, serving alcohol, street collections, and all additional laws applicable to your event.
- Utilize the Community Walk logo provided.
- Submit all donations to the PFF within 30 days of the event's conclusion.

Please send your donation with a mail-in donation form to:

◇ Pulmonary Fibrosis Foundation, Attn: Alyssa Athens, 223 West Jackson Boulevard, Suite 350 Chicago IL 60606

- Materials with our name and logo must be reviewed by our team prior to use.
- The PFF may only be identified as your event's beneficiary. For example, your fundraiser can't be called PFF's Comedy Night; it should be Comedy Night benefiting the PFF.
- Please use our official fundraising pages and platforms for all fundraisers. This helps us provide proper acknowledgment and ensures your impact goes straight to the cause.
- Display the fair market value when advertising any items in a silent or live auction. No items can be priceless because the donor will not be eligible for a tax receipt. The PFF will issue IRS-compliant tax receipts only if the donor pays above fair market value and the donation is made payable to the PFF.
- If you would like to host a raffle for your event, please review your state's raffle rules and regulations.
- If you plan to have t-shirts at your fundraiser, please note that you will need to get approval from your PFF staff contact to ensure that the design aligns with our rules and regulations.

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### **Unfortunately, the PFF cannot provide:**

- Our tax-exempt letter for event purchases, in-kind donations, to open a bank account, or for any other purpose related to the event.
- Expense payment/reimbursement.
- Signatures for contracts or permit applications.
- Mailing list of donors and/or vendors.

### **Due to the volume of requests and limited staff, we cannot guarantee:**

- Event promotion.
- Volunteer or staff attendance.

### **To comply with state and federal laws and IRS regulations, our tax receipting procedures are as follows:**

- The Pulmonary Fibrosis Foundation is a 501(c)(3) nonprofit public benefit corporation and will issue IRS-compliant charitable tax receipts for any gift made payable to the PFF.
- Donations not made directly to the PFF (in-kind donations, raffle or auction items donated, third-party registration fees) are eligible for a letter of acknowledgment, but will not receive tax credit.

### **Additional items:**

- The PFF reserves the right to promote any event that maintains certain guidelines. However, we love sharing your success! Contact the PFF after your event to discuss sharing your event photos. Please note that all posts will be subject to PFF marketing guidelines and are at the discretion of our marketing team.
  - The PFF reserves the right to review any event to ensure it aligns with the PFF's mission and image.
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