



GUIDELINES FOR PERSONAL FUNDRAISERS AND COMMUNITY EVENTS

It Takes All of Us to Fight Diabetes

Thank you for supporting the American Diabetes Association with a personal fundraiser. Whether establishing a fundraiser to fight diabetes in honor of your birthday or a special occasion, participating in an athletic event, creating a community event, or starting a unique fundraiser, we have easy, online tools and guidelines to help. We're grateful for your fundraising efforts for the American Diabetes Association (ADA).

WHAT IS A PERSONAL FUNDRAISER?

A Personal Fundraiser, sometimes referred to as a "Do-It-Yourself Event (DIY)," is any fundraising activity hosted by an individual or group not affiliated with the American Diabetes Association ("ADA") and for which the ADA has no fiduciary or other responsibility.

WHAT ARE THE GUIDELINES FOR CREATING OR HOSTING A FUNDRAISER?

By creating a fundraiser or hosting an event, you agree to abide by the following guidelines:

As the event organizer, you agree to:

- State that the event's proceeds (or a percentage of the proceeds) will benefit the American Diabetes Association, with you as the host.
- You may use the name of the American Diabetes Association. You are not permitted to use any of ADA's logos or other trademarks.
- Assume all risk for the event's expenses and liabilities, including obtaining insurance coverage, if necessary.
- Ensure that your event is accessible to people with disabilities.

WHAT ADA CAN AND CANNOT DO TO SUPPORT

As the grateful beneficiary of the proceeds, the American Diabetes Association can:

- Provide general advice about organizing an event.
- Provide a fundraising page with a vanity URL to communicate the fundraiser in emails, flyers, and social media, as well as a seamless way to collect online funds.
- Provide American Diabetes Association downloadable materials upon request.

The Association cannot and does not:

- Provide insurance or a certificate of insurance
- Incur expenses, endorse, provide any funds, or solicit sponsorship for your event.
- Assume any financial or other responsibility or liability for your event's promotion and/or staging.
- Provide celebrities or professional athletes for your event.
- Arrange for publicity or provide mailing lists of contributors.

FINANCIAL RULES AND TIPS

- Refrain from stating that donations made by participants qualify as charitable, tax-deductible contributions because participants may receive something of value in return for their donation, which does not qualify the donation as a tax-deductible contribution.
- Do not open a bank account in the name of the American Diabetes Association (it is unlawful to do so).
- Send the money proceeds from the event within one week to:

American Diabetes Association

ATTN Service Center/DIY: [Participant Name and Event Name (if applicable)]
PO Box 7023
Merrifield, VA 22116

- The American Diabetes Association will acknowledge all online donations with an email receipt and a mailed receipt for check donations of \$10 or more made out directly to the Association.

DISCLAIMER: You acknowledge that your actions are voluntary, and the American Diabetes Association has no contractual, supervisory, joint venture, or other relationship that gives rise to any duties, benefits, liabilities, or other responsibilities. You assume full responsibility for, release the Association from liability for, and agree to indemnify, defend, and hold harmless the Association from any third-party claim for loss, damage, injury, or death arising from or in any manner related to your event.

MEDIA RELEASE: By registering for a fundraiser, you grant full permission to ADA and any of its designees to use photographs, videos, and other types of recordings of me in advertising, trade, or any commercial purpose in legitimate accounts and promotions of this event/ADA and for ADA to share my contact information with sponsors. I waive the right to inspect versions of my image used for publication or the written copy used in connection with the images.