



Four Diamonds at Penn State Children’s Hospital Team FTK® Fundraising Guidelines

TEAM FTK DEFINITION

Team FTK is a fundraising community that unites Four Diamonds supporters around the world in the quest to conquer childhood cancer. A Team FTK member is defined as a business, corporation, group, individual or organization raising money on behalf of Four Diamonds through a fundraising event or initiative. Being a member means it is up to you to actively fundraise, plan, promote and host your event.

HOW WE CAN HELP

Four Diamonds can:

- ✓ Permit use of the Four Diamonds and Team FTK names and logos for your event.
- ✓ Provide advice for initial event planning to share strategies, suggestions, resources, and samples.
- ✓ Be a resource for questions throughout the planning process.
- ✓ Provide a letter of acknowledgment that serves to legitimize your event and provide written confirmation of the relationship between your event and Four Diamonds for tax-exemption status.
- ✓ Provide printed stories, photos and video of Four Diamonds Children and Families.
- ✓ Review all printed materials, including pre and post-event press releases, to provide Four Diamonds approved nomenclature and logos.
- ✓ Provide Four Diamonds educational materials (brochures, family stories, etc.) for the event.
- ✓ Provide limited Four Diamonds supplies (banners, stickers, etc.) for the event (based on availability).
- ✓ Process checks and gift-in-kind forms for University receipting.
- ✓ Organize a check presentation and/or a tour of the Children’s Hospital for the planning committee.

GUIDELINES FOR THE FUNDRAISER

- Four Diamonds must approve the Team FTK fundraising event and will ensure the event follows Four Diamonds guidelines and is consistent with its mission and values. Please note:
 - Four Diamonds will reach out within five (5) business days of you creating or requesting a Team FTK fundraising page.
 - Four Diamonds will not be involved in an event that promotes a political party, candidate or appears to endorse political issue(s).

- The fundraiser cannot use Four Diamonds tax-exempt status to apply for funding.
- Due to limited resources, Four Diamonds staff, physicians, and faculty members are unable to help plan, manage, and execute fundraisers.
- Four Diamonds representation must be requested at the time of application. Due to the large number of requests, we cannot guarantee that a Four Diamonds staff member (including medical staff) or Four Diamonds family will be able to attend/participate.
- Four Diamonds is not responsible for fulfilling attendance at your event. It is up to you to conduct media outreach, send out invitations, promote on social media, and secure RSVPs. Four Diamonds will not provide mailing lists for donors, patients, staff and/or employees for fundraising purposes and is unable to mail information on behalf of the event.
- Four Diamonds will not solicit sponsorship for fundraising events on behalf of the organizer and will not sponsor community fundraising activities that benefit the charity.
- Each Team FTK fundraiser will be considered individually. Generally, events that will not be authorized are events that:
 - Do not support the mission and values of Four Diamonds.
 - Would potentially conflict with a marketing or public relations campaign.
 - Would require Four Diamonds to sell tickets, coupons, etc. or involve telemarketing or door-to-door solicitation.

Permits/Expenses/Liabilities

- While Four Diamonds is not responsible for any expenses you may incur while you plan your Team FTK event, there are ways you can raise funds to cover costs. This can be done by securing sponsorships and/or in-kind donations from local businesses.
- The Team FTK member is responsible for obtaining all permits, especially those for raffles and/or games of chance. Four Diamonds will not be involved, in any manner, with obtaining liquor permits.
- Four Diamonds is not liable for any injuries sustained by event coordinators, volunteers, participants, or any other individuals related to an event benefiting Four Diamonds or an affiliate.
- If your event/initiative will include individuals under the age of 18, we recommend having proper adult supervision and that those adults obtain the following clearances: Pennsylvania Child Abuse History Clearance and Pennsylvania State Police Criminal Record Check.

Marketing/Promotion/Publicity:

- Publicity may not suggest that the event is being sponsored, co-sponsored, or produced by Four Diamonds, but instead must state that Four Diamonds is the event's beneficiary. All publicity must specifically state within the marketing materials that the event is ***“an independent fundraising event benefitting Four Diamonds.”***

- The Team FTK member is responsible for marketing and promoting the event, including media, press releases, posters, flyers, and advertising. Four Diamonds reserves the right to review and approve all such marketing materials in advance of publication.
- If/when the event is approved, a Four Diamonds letter of support will be provided to validate the event and support event solicitation activities.

Logos/Photos/Website:

- Logo/photo use is not permitted without approval from Four Diamonds. This includes downloading Four Diamonds logos/photos from the Internet.
- Photos on the Four Diamonds website (<http://www.fourdiamonds.org/>) are the property of Four Diamonds, and reproduction of photos is not permitted without approval from Four Diamonds.
- If logo/photo use is permitted, all materials using the logo/photo must be submitted to the Associate Director of Community and Corporate Engagement prior to the print deadline. The submission must be "proof" quality to represent the true nature of what is being produced.
- Event logos may be developed, but must remain separate and distinct from the Four Diamonds logo(s). Four Diamonds reserves the right to approve event logos prior to it being used in print or other media.

Contributions and Funds Raised

- Any and all off-line Team FTK event proceeds (checks made payable to *Four Diamonds*) should be mailed within 30 days to:

Four Diamonds at Penn State Children's Hospital
Attn: Katie Anderson
1249 Cocoa Ave.
Suite 115
Hershey, PA 17033-0852
- Please note the fundraising event name or initiative in the memo line.
- Four Diamonds will not accept funds from individuals or organizations that fail to comply with any municipal, county, state and/or federal law.