



# THE MYELIN PROJECT

## Third Party Fundraising Information Packet

Contact:

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## Frequently Asked Questions

### **“What is a Third Party Fundraiser?”**

A third party fundraising event is when a business, organization, community group, school or individual hosts an event or program to benefit The Myelin Project. It is planned and executed independently of The Myelin Project.

### **“Why should I have a Third Party Fundraiser for The Myelin Project?”**

The Myelin Project is funded entirely by local donations. In order to help those suffering from myelin diseases, we need your help. It is as simple as that.

### **“I want to organize a fundraiser for The Myelin Project but I’m not sure what to do.”**

Listed below are some ideas of the many ways that you can help raise funds and awareness for The Myelin Project. This list is by no means exhaustive; let your creativity guide you!

- Collect Donations: Set out collection canisters next to cash registers to encourage your customers to help you support The Myelin Project.
- Host a fundraiser: Host a Benefit Concert or a 5K, have a bake sale, a car wash or donate a percentage of a designated night’s profits, Be Creative!
- Designate The Myelin Project as the beneficiary for your event: If your business or organization hosts an annual event that generates funds, consider donating a portion of the proceeds.

### **“I want to host a fundraiser, what should I do next?”**

Contact Greg Benton and submit a Fundraiser Proposal Form (see page 4) by email to: [greg.benton@myelin.org](mailto:greg.benton@myelin.org). Once you have approval of your proposed fundraiser, you will receive a Third Party Fundraising Agreement. After this agreement is signed and returned, you are ready to start promoting your event!

### **“What can The Myelin Project do to help with my fundraiser?”**

There are limits to how we can help, below is a list of some of the things we can offer. The Myelin Project may be able to provide:

- Limited volunteers
- Promotion through The Myelin Project website, Facebook and Twitter Account
- Materials such as brochures about programs and services
- A representative from The Myelin Project to speak at your event.

The event sponsor is responsible for all details of the event including:

- Underwriting all of the related costs
- Printing of all materials
- Creating flyers to publicize the event
- Working at the actual event

## Third Party Fundraiser General Guidelines

1. Organizers must sign a Third Party Agreement (to be distributed once proposal form is approved)
2. Any promotion of the event must avoid statement or appearance of The Myelin Project endorsing any product, firm, organization, individual or service.
3. The Myelin Project must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution.
4. All promotional materials must clearly state the percentage of proceeds that will benefit The Myelin Project.
5. The Myelin Project should receive a list of targeted sponsors for the event before they are approached in order to minimize overlap with other Myelin Project events and/or fundraising campaigns that may be underway.
6. Event organizers are responsible for obtaining all permits especially those for raffles and/or games of chance.
7. Event organizers must obtain their own liability insurance to cover the event.
8. Under no circumstances should third party event revenue and expenses flow through The Myelin Project books. Only the final net proceeds from the event are to be processed by The Myelin Project.
9. The Myelin Project should receive a complete accounting of all funds collected and expenses related to the event. We reserve the right to inspect all event financial records.
10. The Myelin Project is not financially liable for the promotion and/or staging of third party events

# Third Party Fundraising Proposal Form

This form serves as an agreement between the fundraiser and the American Red Cross for the purpose of setting forth the terms and conditions of our relationship in respect to the fundraising program described below. Please return to this form to The Myelin Project for event approval.



## Sponsor Information:

Name of sponsoring organization(s):

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Sponsor Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Sponsor Organization's Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Sponsor Organization's Email: \_\_\_\_\_

Web Address (If Available) \_\_\_\_\_

## Contact Information:

Contact Name: \_\_\_\_\_

Contact Organization: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Contact City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Event Information:

Name of Event: \_\_\_\_\_

Location of Event (Include Address if Possible): \_\_\_\_\_

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Description of Event: \_\_\_\_\_

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Date/Time/Duration: \_\_\_\_\_

*\* Please return to this form to [The Myelin Project](http://The Myelin Project) via email to [info@myelin.org](mailto:info@myelin.org) for event approval. Please record any other pertinent information on the reverse of this proposal form.*