



### Why do I need to submit an application?

The Komen Idaho Montana Affiliate needs to validate each potential partner; organization or new initiative before agreeing to a relationship to ensure it fulfills our mission and is appropriate. Please complete and sign the application.

### When should I submit my application?

At least 4 weeks prior to the event or promotion.

### How much time should it take to approve the application and promotion materials?

The Affiliate is fortunate that so many people and organizations are willing to raise money for our mission. We have a small staff, but will do the best we can to respond to your request within three working days. We encourage community fundraisers to keep this in mind when planning their events.

### What is an expected donation?

An expected donation is your fundraising goal. The Affiliate asks you to set this amount, so we can better understand your event and your planned contribution to the fight against breast cancer.

### What is the Letter of Agreement?

The Letter of Agreement formalizes the partnership between the community fundraiser and Komen Idaho Montana. It details event specifics (date, time, place etc.), provides the expected donation amount and covers detailed event guidelines. It also gives the community fundraiser rights to the Komen Idaho name and logo under certain conditions. The Letter of Agreement **must be signed** by both the event organizer and Komen Idaho Montana. Depending on the nature of the event, you may be legally bound by a minimum donation. This will be a reasonable amount agreed upon by both parties clearly outlined in the Letter of Agreement.

### Is there a minimum donation amount?

Yes. Due to staffing and time constraints, the Idaho Montana Affiliate cannot grant use of our name or logo for events or sales with anticipated net income of less than \$500. For events or sales that anticipate a new income of **\$500 or more, the Affiliate will grant the use of our name**. For events or sales that anticipate a net income of **\$1,000 or more, the Affiliate will grant the use of our name and logo**.

### What if the event/promotion will not meet the minimum donation?

Please consider not using the Komen name/logo and make a general statement that the funds raised will go to a local breast health organization of breast cancer research and support. You may use a generic pink ribbon. We would be happy and grateful to receive funds raised in this manner and would give public recognition for your donation.

### How should the Idaho Montana Affiliate be referred to in promotional materials?

All promotional materials should read: "The Idaho Montana Affiliate of Susan G. Komen for the Cure®". The logo can only be used after a Letter of Agreement has been signed and will be provided to you by Komen Idaho Montana staff.

### **Do materials have to include the amount that will be donated to Komen Idaho Montana?**

The Idaho Montana Affiliate and the Better Business Bureau mandate that the **donation percentage be communicated to the public clearly on all communications pieces** (i.e. 15% of the net proceeds will be donated...or \$7 from every ticket purchased will be donated to...)

### **Why must promotional materials be approved?**

The Komen Idaho Montana name and marks are our greatest assets. To protect and maintain them, we partner with organization and individuals that are reputable and have products, interests and values that support and are consistent with our mission – a world without breast cancer. We also want to make sure that the Komen Idaho Montana name is referenced correctly and the portion of proceeds and/or donations are properly stated.

### **Can Komen Idaho Montana provide its tax ID number so a vendor can write off its in-kind donation?**

Komen Idaho Montana does not acknowledge third party in-kind donations e.g. raffle, auction items, services, venue space, etc. for tax purposes.

### **How will the Idaho Montana Affiliate support the event? Will it publicize it?**

The Idaho Montana Affiliate will list your event on our website and social media. Depending on the date of your event, we may also be able to publicize your event in the monthly Komen Idaho Montana Online Newsletter to constituents. Our resources are limited and the number of monthly events is high, so we cannot provide additional public relations support. **We will provide breast health education materials upon request.**

### **Can the Affiliate provide a speaker for the event?**

The Affiliate needs a minimum of 4 weeks notice to provide a speaker for a community event.

### **What types of events are not approved by the Affiliate?**

The Idaho Montana Affiliate is prohibited from participating in any event/activity that has a distinctly political feel. We do not endorse individual candidates or political party groups. The Idaho Montana Affiliate reserves the right to decide not to participate in any activity, event or program if it is deemed inappropriate or not in the best interest of the Idaho Montana Affiliate.

### **Event taking place in less than a month?**

Consider using the general pink ribbon rather than the Komen name or logo. The pink ribbon is the universal symbol for breast cancer awareness and may be used without permission. If you wish to use the pink ribbon in conjunction with a general statement such as, "Funds will be used to support local breast cancer programs," no further paperwork or approval is necessary and these donations can be mailed directly to the Idaho Affiliate.

*For further questions or additional clarification please do not hesitate to contact Komen Idaho Montana*  
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