



Fundraising Event/Campaign Guidelines

Thank you for your interest in hosting a fundraising event to benefit the Pediatric Retinal Research Foundation (PRRF)! Your efforts will support research initiatives aimed at championing cures for pediatric retinal diseases, as well as funding community programming to support children and their families with blinding retinal diseases.

Our Mission

Support the community of families impacted by blinding pediatric retinal diseases and championing the quest for cures.

Our Vision

We are a community of passionate supporters of children with blinding, retinal diseases and their families. We fund and perform research in the quest for a cure and provide a caring community portal for sharing information and resources as parents navigate the hurdles their children face as they grow.

Important Information for Event Organizers

The Foundation created this guide to help you in the planning of your fundraising events/campaign. Please note that the State of Michigan regulates all fundraising activities, and we follow all IRS laws for charitable giving and gift acknowledgements.

Any individual or organization who wishes to conduct an event or campaign using the Pediatric Retinal Research Foundation's name must receive advanced approval from PRRF. Event/campaign applications must be submitted 6-weeks prior to the scheduled event/campaign date. Annual events/campaigns require a new application each year. Please allow 3 business days for the review of your application.

Please note the following guidelines are in accordance with PRRF policies, IRS laws and/or State of Michigan regulations.

1) You, as the event/campaign organizer, must obtain all necessary permits, licenses and insurance. You (or your company/organization) are responsible for ensuring that the event/campaign complies with all federal, state and local laws governing charitable fundraising, gift reporting and special events. Our staff is available to answer questions!

If your organization is NOT eligible to receive tax-deductible contributions in the United States, we encourage you to ask your supporters write checks payable to "PRRF" so donors can receive a tax acknowledgement letter. We cannot provide letters for donations written out to event organizers or other businesses/organizations.



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2. Be prepared to estimate revenue and expenses for your event/campaign, as well as the size of the contribution you intend to donate to PRRF. The Council of Better Business Bureau states that "reasonable use of funds requires that at least 50% of total income from all sources be spent on programs and activities directly related to the organization's purposes." PRRF strives to maintain overall fundraising costs at 20% or less of total revenue and strongly urges event/campaign organizers to strive to meet this standard.
3. PRRF assumes no responsibility for your event/campaign. You agree to release the Foundation and its officers, employees and agents from any and all liability arising out of your event/campaign. You are also responsible for providing your own insurance for the event.
4. PRRF must approve in advance in writing any materials that use the Pediatric Retinal Research Foundation's name and/or logo, including event invitations, advertisements, press releases, posters, online listings, etc.
5. When promoting your event, PRRF should be listed as the beneficiary of the event/campaign. For example, your event should read "XYZ Golf Outing benefitting the Pediatric Retinal Research Foundation," NOT "PRRF Annual Golf Outing." This is to ensure event attendees understand that the event organizers are not employees of the Foundation.
6. The public should be informed of any net amounts that will be donated to PRRF. If PRRF will not receive 100% of net proceeds from the event/campaign, then the exact percentage must be stated clearly on all promotional materials. If another organization will benefit from the event/campaign, the Foundation must be notified.
7. Please share a list of targeted event/campaign sponsors before you approach them to coordinate with the Foundation any mutual sponsor partnerships. We would be happy to coordinate an ask with you to support your event/campaign, as well as a Foundation-sponsored event/campaign if we both have relationships with the same sponsor.
8. You, as an event organizer, may not keep any portion of the proceeds as profit or compensation for organizing the event/campaign. If event/campaign expenses are greater than the money raised, you are responsible for paying those expenses.
9. Proceeds must be received by the Foundation within 30 business days after the event/campaign.



Fundraising Event/Campaign Application

Name of Corporation, Organization or Individual

Contact Person _____

Address 1 _____

Address 2 _____

City _____ State _____ Zip _____

Fundraising Event/Campaign Information

Event/Campaign Name

Description _____

Date(s) _____ Time(s) _____

Location _____

How will you raise funds?

Auction Donations Drawings Event Tickets Sponsorships

Other. Please specify _____

I have read and agree to the Fundraising Event/Campaign Guidelines on pages 1 & 2.

By signing this application, I agree to provide my own insurance for the event and will release and hold harmless of any liability arising from the conduct of the event.

Signature _____ Date _____

Submit your completed application to info@pediatricrff.org.