



THIRD-PARTY FUNDRAISING POLICY & GUIDELINES

Shirley Ryan AbilityLab is grateful to all those individuals, businesses and organizations who seek to generously support us by conducting fundraising events, promotions or other activities to benefit Shirley Ryan AbilityLab but are planned and funded by a source other than Shirley Ryan AbilityLab (third-party fundraisers).

The reputation of Shirley Ryan AbilityLab is affected by third-party fundraisers, therefore, we reserve the right to decline an offer for a third-party fundraising opportunity or to discontinue association with a third-party fundraiser if it is considered to be in conflict with our mission or violates any of the terms of the Shirley Ryan AbilityLab Third-Party Fundraising Policy. Shirley Ryan AbilityLab does not claim responsibility for costs and expenses incurred by third-party fundraisers, including but not limited to safe and lawful conduct at the event (or other activity associated with fundraising) and ensuring the event is conducted in a professional manner benefiting the parties' respective public images. These guidelines are intended to provide you with a better understanding of our third-party fundraising procedures.

The following is a list of what the Shirley Ryan AbilityLab **WILL DO** to support third-party fundraisers:

- Once approved, we will authorize the organizer of the event (or other activity) to use Shirley Ryan AbilityLab's name and logo to promote the event.
- Draft a letter of endorsement for event producers to utilize when asking their community for support and sponsorship.
- Provide collateral materials about Shirley Ryan AbilityLab for the information table.
- Acknowledge in-kind donations.
- Provide our 501(c)3 tax ID number via an acknowledgment to individuals who submit donations, excluding any event fees, directly to Shirley Ryan AbilityLab.

The following is a list of what the Shirley Ryan AbilityLab **WILL NOT DO** to support third-party fundraisers:

- Approve any promotional materials that do not clearly disclose the specific percentage or amount of proceeds being donated to the organization.
- Support fundraisers that involve controversial subject matters that may be contrary to our mission.
- Provide event insurance. Each organizer will be required to obtain insurance to cover their event.
- Sign vendor contracts or provide tax identification number for discounted space or donated space.
- Obtain permits for events or other activities.
- Share mailing lists.
- Promote the event or other activity or include it on our website.
- Approve events that do not complement the mission, image or core values of Shirley Ryan AbilityLab.
- Assist in planning or handling proceeds at the event.
- Guarantee volunteers for the event.
- Offer funding or reimbursement for expenses.
- Solicit for sponsors, cash or in-kind donations.

Thank you for your consideration of Shirley Ryan AbilityLab. To begin the third-party fundraising process, please complete the application. Applications should be submitted no less than 30 days prior to your event.

Shirley Ryan AbilityLab follows the Better Business Bureau Standards for Charity Accountability and asks that organizers do not spend more than 35% of monies collected on event expenses.