



## Angel Allies 3<sup>rd</sup> Party Event Guidelines Independent Events for Imerman Angels

### Overview:

Thank you for choosing to benefit Imerman Angels with your upcoming event. We appreciate your interest in supporting our mission to provide personalized connections that enable 1-on-1 support among cancer fighters, survivors, and caregivers!

Imerman Angels is fortunate to be the beneficiary of events hosted by businesses and individuals just like you. As per our Core Values, we never require or ask our supporters to engage in fundraising. However, it has been made clear to us that from time to time our supporters would still like the opportunity to host independent, 3rd party events or promotions that benefit Imerman Angels. Imerman Angels relies on philanthropic funding to enhance and expand our operations so that our services can remain absolutely free. Our Angel Allies are generous supporters who host independent, 3rd party events or promotions to help us spread our mission so that no one faces cancer alone.

We feel incredibly grateful to have so much interest and community support for our mission. These guidelines have been established to assist any wonderful supporter when planning and organizing an event or promotion.

### Process:

In order to stay focused on our #1 priority - helping cancer fighters get support - and due to the high volume of event proposals we receive, our Board of Directors has limited the number of independent events we can approve monthly. Please don't be discouraged if we are unable to approve your event at this time, as there are many opportunities to support our important mission. We don't approve events based on the proposed donation amount but rather the outreach opportunity in order to raise awareness about our mission.

All Angel Allies are asked to:

1. Read through these guidelines in detail
2. Submit a signed proposal with event description and waiver to determine if the event is within the Imerman Angels guidelines and workable within our existing calendar of events.

### Questions?

If you have any questions regarding your event proposal, please call 312-274-5529 or email [events@imermanangels.org](mailto:events@imermanangels.org).

We sincerely appreciate your interest in becoming one of our Angel Allies and we look forward to working with you!

## Angel Allies Third Party Event Guidelines:

Imerman Angels is proud of the distinctive reputation we have built over the past several years. As we continue to raise awareness for our mission, it is important that independent fundraising events or promotions complement the brand and enhance the reputation we have worked hard to cultivate. We respectfully request that you adhere to the following guidelines when planning your event:

- **Complete and Submit an Event Proposal** - Organizers are asked to complete an Event Proposal and submit it to Imerman Angels for approval. We will review all submissions and reply within 5 business days.
- **Preserve the Imerman Angels Culture** - Events should complement and support the Imerman Angels mission, core values, culture, image and brand identity.
- **Provide Insurance, Licenses, Permits, Release and/or Waivers** - The organization and execution of events are the sole responsibility of the independent event organizers. Event organizers are responsible for securing all necessary permits, licenses, and insurance.
- **No Expenses to IA** - Imerman Angels will not incur any third party expenses or provide funds/ sponsorships.
- **Follow Invitation and Logo Guidelines** - Event-related publicity or promotions in which the Imerman Angels name or logo is used **MUST** be submitted to Imerman Angels for approval in advance of release to the public. Imerman Angels will review and respond within 48 hours of receipt. The official Imerman Angels logo may not be altered in any way and we reserve the right to refuse its use at any time.
- **Identify IA as the Beneficiary** - Imerman Angels may only be identified as the **beneficiary** of the event, rather than the event host or sponsor. For example, an event cannot be called an Imerman Angels Event - rather it should be called an Event *with proceeds benefiting* Imerman Angels.
- **Clearly State the Percentage of Proceeds Donated to IA When Promoting the Event** - For legal reasons, if Imerman Angels is not receiving 100% of the event proceeds, the public must be clearly informed in all promotional communications of the net amount that will be donated to IA. All promotional materials must clearly state the exact percentage of the proceeds and/or the portion of the ticket price that will benefit Imerman Angels. (ex: 75% of proceeds to benefit IA or \$5 of every ticket to benefit IA)
- **No Tax Deductions Available Unless Directly to IA** - A donation solicited on behalf of Imerman Angels, either in-kind or cash, is tax deductible **ONLY** when it is made directly and entirely to Imerman Angels.
- **Use Best Practices When Managing Event Expenses** - Imerman Angels' internal event planners strive to maintain event expenses at no more than 10% of the total event revenue. We strongly encourage independent event organizers to budget in accordance with this standard.
- **Provide Detailed Sponsor and/or Donor Information** - Imerman Angels requires a list of any donors/ sponsors who are providing more than \$500 in either financial or in-kind contributions so that we may acknowledge their generous support of our mission.
- **Inform IA About Media Coverage** - Please inform us of any media that will be covering the event (TV, radio, press) or providing any type of post-event coverage.
- **Send IA Collected Emails** - In order to continue to raise awareness about how IA can help anyone seeking cancer support, organizers are asked to send IA any collected email addresses collected at the event to add to our mailing list when possible.
- **Proceeds to IA Within 30 Days** - Event proceeds should be submitted to Imerman Angels within 30 days from date of event. Checks for event proceeds should be made payable to Imerman Angels and dropped off or mailed to our office at 400 W. Erie #405, Chicago IL 60654. Any Cash that is donated must be converted into a check by the Event Coordinator. In the memo line of the check, please write Cash Donations and the name of the event.

### These types of events will generally not be approved:

- Events that are in close proximity to one of Imerman Angels keystone events.
- Events that require Imerman Angels to sell tickets, coupons, merchandise, etc.
- Events that require a significant attendance from Imerman Angels to generate the majority of revenue.
- Ongoing promotions that promise a percentage of profits will benefit Imerman Angels unless documented and verified.

## What You Can Expect From Us:

- Board-approved Third Party events will be posted on the Imerman Angels website Calendar of Events. Once approved, please send us a JPEG of your invite and any details that we can post. It will take 3-5 days to post.
- For a **limited** number of events we can:
  - Help to promote the event by posting it on our social networking sites such as Facebook and Twitter. We will not create the invite on social networking sites nor can we appear to be the host. It must be clear that the event is benefiting Imerman Angels.

**Most importantly**, we welcome the opportunity to incorporate important outreach work into your event.

- **Our #1 Goal is Awareness** - Our primary goal of all approved third party events is to raise awareness about the Imerman Angels mission of connecting cancer fighters, survivor and caregivers
  - We can provide Imerman Angels brochures and business cards for your event.
  - We can provide volunteers to staff an info. table at the event.
  - When at all possible, we would like to provide an Imerman Angels speaker and/or "schmoozers" to interact with event guests to promote our mission.
  - IA shirts and wristbands are available for purchase on our website if you want to sell them at your next event. The prices are set to cover cost only and we ask that you keep the prices the same. We never try to profit off of our tshirts and gear since the main goal is outreach.

We apologize in advance, but unfortunately, there are a few things we are unable to provide:

- Tax-exemption
- Insurance or liability coverage
- The Imerman Angels mailing list and our contact database of donors, vendors, volunteers or other supporters
- Proactive email blasts to our mailing list or database (except volunteers or those who have specifically requested information on 3rd party events)
- Marketing or promotional materials for the event
- Funding or expense reimbursement
- Bookkeeping, bank accounts or any other type of fund processing (other than the final net proceeds)
- Guaranteed attendance
- Event Staffing

If you have any further questions regarding your event, please feel free to contact:

312-274-5529

events@imermanangels.org

Thank you and Be Well!



## Imerman Angels Core Values

These are the operating philosophies and principles that guide our internal conduct as well as our relationship with the outside world.

1. **Mission first, people first** - We focus on profoundly impacting those touched by cancer through delivery of our mission.
2. **Create awareness and inspiration** - The more people that know about our mission and service, the more people we can help and inspire.
3. **Never let fundraising distract us from our mission** - Of course we graciously and gladly accept donations! However, we believe it's most important to dedicate our time, energy, and resources to our mission. That's why we don't embark on time-consuming and distracting funding campaigns and you'll never see fundraising requirements, mandatory minimum contributions, or be pressured to donate.
4. **Create community** - We strive to be inclusive, to build long-term relationships and to treat everyone with empathy and compassion.
5. **Build alliances with everyone** - We are happy to share and help any good cause. We don't compete - we just hug back!
6. **Stay relaxed, laid back and have funnnnnnnnnnnnn!** While the work we do is serious, there's a joy and fulfillment in making an impact in people's lives.
7. **Stay innovative and always improve** - We believe in excellence and must never settle for being "good enough." We set and exceed our own high standards in order to best help those touched by cancer.
8. **Be humble** - Cancer is an equalizer. There's no room for ego in the cancer fight.

# Angel Allies Event Proposal Form



Date this proposal submitted \_\_\_\_\_

Hosting Organization or Individuals \_\_\_\_\_

Contact person \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name of Event \_\_\_\_\_ Event Date \_\_\_\_\_

Location \_\_\_\_\_ Time \_\_\_\_\_ Estimated # of attendees \_\_\_\_\_

Ticket Price \_\_\_\_\_ Portion of ticket going to IA \_\_\_\_\_ Vendor Sales \_\_\_\_\_ %

Will your event be:  By Invitation  Open to the Public? Has this event been done before?  Yes  No

Who do you expect to attend this event: \_\_\_\_\_

How will event be promoted/publicized: \_\_\_\_\_

Are there other beneficiaries besides Imerman Angels?  Yes (if Yes, please list)  No

Estimated total donation to Imerman Angels: \$ \_\_\_\_\_

Anticipated event sponsors or in-kind donors (please note if expected value is to exceed \$500):

How will this event benefit your organization: \_\_\_\_\_

What, if anything, do you need from Imerman Angels: \_\_\_\_\_

Will there be an opportunity for an Imerman Angels representative to speak?  Yes  No

Will there be an opportunity for Imerman Angels to have an info. table at the event?  Yes  No

- I have read and agree to adhere to the Angel Allies Event Guidelines
- I am authorized to sign this agreement on behalf of my company/business
- Proceeds will be submitted to Imerman Angels by check within 30 days of my Event
- All promotional and marketing materials bearing the Imerman Angels logo or name will be submitted to Imerman Angels for approval **before** distribution to the public

Signature: \_\_\_\_\_ Date \_\_\_\_\_

**Please return to:**

Imerman Angels Events Director  
events@imermanangels.org  
Phone - 312-274-5529  
Fax - 312-274-5530