



# Fundraising Toolkit

*Welcome!*

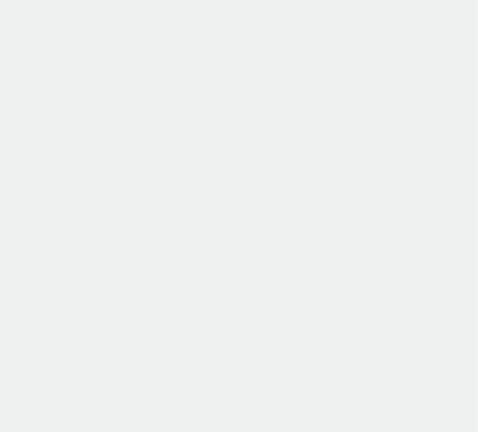
Thank you for your interest in hosting an event to benefit Hudson Valley Cancer. Making the cancer journey easier for patients and their families takes a village. We couldn't do it without you and we're so grateful for your help!

Supporter hosted events are essential to allow Hudson Valley Cancer to be a beacon of hope for cancer patients and their families in the Hudson Valley. We so appreciate your help to increase awareness of Hudson Valley Cancer's mission and more importantly, make the cancer journey easier for patients and their families in the Hudson Valley.



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## ABOUT HUDSON VALLEY CANCER (HVC)



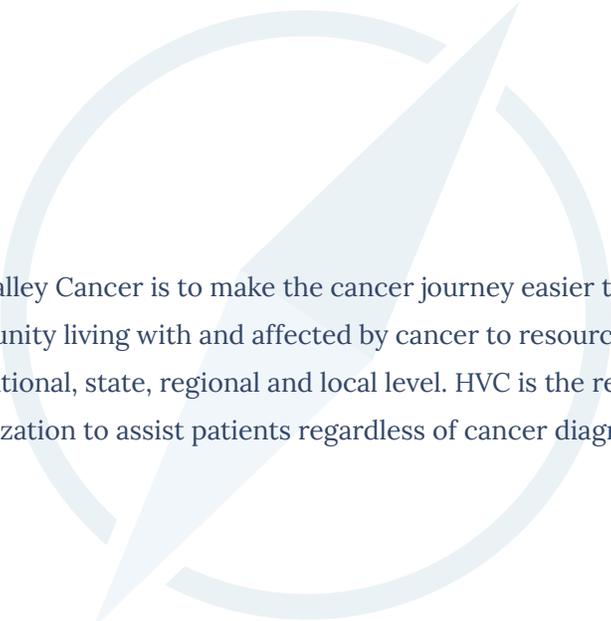
Hudson Valley Cancer was created by Casey MacDonald in 2013 after her own successful battle with lymphoma to make the cancer journey easier for patients in the nine-county area of the Hudson Valley. This was her response to the overriding belief that finding resources and services to maintain quality of life while fighting cancer should not be hard or time consuming.

When Casey was diagnosed with cancer, she was a wife and mother of toddlers. At the time, there were no organizations or support services for young adults with cancer and community support for young spouses of a cancer patient was non-existent. Several years following her diagnosis, seven family members were diagnosed with 10 different cancers.

Because she experienced first-hand the difficulties faced by her own family members, as well as friends and neighbors, she created Hudson Valley Cancer. Today, Hudson Valley Cancer is the region's only independent cancer resource center connecting cancer patients, survivors and healthcare professionals to vital resources and services necessary after a cancer diagnosis, so no patient ever has to go through cancer alone.

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## OUR MISSION



The mission of Hudson Valley Cancer is to make the cancer journey easier to bear by connecting the Hudson Valley community living with and affected by cancer to resources, services, programs, and organizations on a national, state, regional and local level. HVC is the region's only independent oncology resource organization to assist patients regardless of cancer diagnosis, income level or treatment center.



# Fundraising Checklist



<input type="checkbox"/>	1. Submit your Organize a Fundraiser Form
<input type="checkbox"/>	2. Receive acknowledgement of approval
<input type="checkbox"/>	3. Discuss your fundraising plans with Hudson Valley Cancer
<input type="checkbox"/>	4. Receive materials or assistance from Hudson Valley Cancer
<input type="checkbox"/>	5. Hold your event
<input type="checkbox"/>	6. Contact Hudson Valley Cancer with a recap of your fundraiser
<input type="checkbox"/>	7. Send your donation to Hudson Valley Cancer
<input type="checkbox"/>	8. Receive a tax-receipt for the charitable contribution(s)
<input type="checkbox"/>	9. <i>Feel Awesome!</i>

See next page for more information.



# Fundraising Checklist (continued)

## 1. Submit your Organize a Fundraiser Form

Please complete and submit the Organize a Fundraiser Form to Hudson Valley Cancer's Outreach Team at least 30 days before your proposed fundraiser date. All fundraisers (including one-time events, ongoing fundraising events, and monthly promotions) for Hudson Valley Cancer must be approved by the Hudson Valley Cancer's Outreach Team in advance of the fundraiser taking place. For annual or repeated fundraisers, please submit an application each time.

## 2. Receive acknowledgement of approval

Upon receipt and review of your Organize a Fundraiser Form, a member of Hudson Valley Cancer's Outreach Team will provide you with an acknowledgement of approval. If we are unable to initially approve your fundraiser based on the information provided in the form, we will contact you to learn more or discuss our concerns and alternatives in hopes of then providing approval.

## 3. Discuss your fundraising plans with Hudson Valley Cancer

A Hudson Valley Cancer Outreach Team member will contact you to learn more about your specific plans, answer any questions and determine how we can best be of assistance to your fundraiser. When planning your fundraiser, please keep the following guidelines in mind:

- a. Hudson Valley Cancer should be listed as the beneficiary of your fundraiser but should not be used in the title (for example, Jimmy's 5k benefitting Hudson Valley Cancer is appropriate, but Hudson Valley Cancer 5k is not).
- b. As required by the IRS, it is necessary to indicate the percentage of net proceeds that will be donated when promoting the fundraiser. If 100% of the net proceeds are being donated, you are welcome to specify "100%" or "all," or you may also choose to just say "benefitting Hudson Valley Cancer." If less than 100% of net proceeds are being donated, it is necessary to specifically indicate the actual percentage in any promotional and informational materials and communications.
- c. Your fundraiser must comply with all federal, state, and local laws, and it is the responsibility of the fundraiser organizer to obtain any necessary permits, licenses, and/or insurance.
- d. Should aspects of your proposed fundraiser change during the planning process, please advise your Hudson Valley Cancer's Outreach Team Member.
- e. If Hudson Valley Cancer is notified or becomes aware of practices that are not aligned with these guidelines or are misaligned with our mission, Hudson Valley Cancer may direct you to modify, cease or cancel the fundraiser.



#### 4. Receive materials or assistance from Hudson Valley Cancer

When you succeed, we succeed, and we are eager to help support your fundraising effort. Based on the type of fundraiser you're hosting, Hudson Valley Cancer can provide a combination of the following support to help your fundraiser succeed:

- a. Acknowledgement of approval to be used to validate the authenticity of the fundraiser and its organizers.
- b. Our "benefitting Hudson Valley Cancer" logo (please email your HVC Team each time our logo is used to receive approval that it meets brand guidelines).
- c. Provide Hudson Valley Cancer banners, signs, marketing materials, and/or information about what your contribution will be supporting.
- d. Schedule permitting, attendance at your event and/or check presentation.
- e. Use of our team-based online fundraising platform.
- f. A tax-receipt and thank you note sent to donors who contribute directly to Hudson Valley Cancer.

#### 5. Hold your event

Congratulations, it's finally here, and all your hard work and planning is paying off! If you requested a representative from Hudson Valley Cancer attend all or a portion of your fundraiser, we will certainly make every effort to do so. If we can accommodate your request, we will confirm with you in advance and indicate who will be attending so that you can plan accordingly. All materials needed from Hudson Valley Cancer for your event should be delivered to you or picked up at HVC prior to the event.

#### 6. Contact Hudson Valley Cancer with a recap of your fundraiser

Within one week of your fundraiser, please contact Hudson Valley Cancer by phone or email with a brief update of how your fundraiser went, approximate anticipated proceeds, and, of course, we love receiving event photos if you have them.

#### 7. Send your donation to Hudson Valley Cancer

Within 30 days of the completion of your fundraiser, please send the donated proceeds to the address below. If you would like to have a formal check presentation at your location, we are happy to do so, schedules permitting. Simply contact Hudson Valley Cancer, preferably two weeks in advance.

**Hudson Valley Cancer**  
**Attn: Philanthropy Department**  
**100 Ward Street**  
**Montgomery, NY 12549**  
**Memo Line: Name of your fundraiser**

### 8. Receive a tax-receipt for the charitable contribution(s)

Donations made directly to Hudson Valley Cancer will receive a thank you letter and receipt documenting their tax-deductible contribution. In compliance with IRS regulations, we can only provide tax-receipts to the donor making a contribution directly to Hudson Valley Cancer. We are happy to provide a thank you letter or email without a tax receipt to supporters of your fundraiser who did not donate directly to Hudson Valley Cancer, if you provide us with their full mailing address information in an Excel document with each field separated.

### 9. Feel awesome!

Thank you for supporting Hudson Valley Cancer! We will be in touch to share our appreciation with the organizers of your fundraiser and let you know how your donation is making the cancer journey easier to bear for patients and their families in the Hudson Valley.



# Frequently Asked Questions



## 1. Is Hudson Valley Cancer a non-profit?

Yes! Hudson Valley Cancer is a 501(c)3 non-profit organization. Our Tax-ID is 45-3618595.

## 2. What do I need to do to host an event to raise money for Hudson Valley Cancer?

Thanks for reaching out to help make the cancer journey easier for patients and their families. We are so grateful to those in the community who help HVC provide patient navigation and financial assistance for families affected by a cancer diagnosis in the Hudson Valley. Please take a moment to share more about your fundraising event by submitting an Organize a Fundraiser Application. We use this form to keep track of things on our end and provide as much support as possible. If you have questions about the application, please reach out to [events@HudsonValleyCancer.org](mailto:events@HudsonValleyCancer.org). We're happy to help make your fundraiser a success and look forward to working with you!

## 3. Why do fundraisers have to submit an 'Organize a Fundraiser Form' and follow these guidelines?

We're glad you asked! Submitting the Organize a Fundraiser Form helps us plan how to best support and promote your event. Also, by making us aware of your efforts and being formally approved, it adds credibility to your fundraiser when you're seeking donations and when we receive inquiries about your fundraising efforts. The guidelines ensure all fundraisers reflect the mission of Hudson Valley Cancer, and they provide organizers with important IRS information related to non-profit fundraisers.

## 4. Can I have a copy of Hudson Valley Cancer's logo for my event flyer, t-shirt, website, etc.?

Definitely! First, we just want to make sure we have your fundraiser tracked, so we can provide as much support as possible, including sending you a digital copy of HVC's logo. If you haven't already done so, please take a moment to share more about your fundraising event by submitting our Organize a Fundraiser Application.

Once we receive your form, we'll review and approve your event details and send you an electronic version of Hudson Valley Cancer's logo. We do ask to see any use of the logo prior to it going to print.

## 5. Are there ways my company can help with my fundraising efforts?

One of the easiest ways to increase your fundraising is through employer matching gifts. Many companies offer employees a matching gift benefit that doubles or sometimes triples your gift. Contact your company's Human Resources or Finance department to see if they match charitable donations. Also, be sure to encourage your donors to look into opportunities for matching gifts. By participating in these programs, you and your donors can significantly increase the impact of your support.



## 6. Can I have people give money to me directly and then write a check to Hudson Valley Cancer from my personal account?

This is not recommended. The IRS will consider any deposits into your personal account as taxable income and we will not be able to issue tax receipts to your donors for their gifts if the contribution comes from you.

## 7. What should I do with cash donations?

Please do not send cash in the mail. If you are collecting cash donations, you can either have donors fill out a Contribution Form (PDF) with their contact information and donation amount, transfer the cash into a bank check or money order and send both the check and Contribution Form to HVC. Your donor will receive a tax receipt and thank you acknowledgement.

## 8. I hosted a successful event and have a check for HVC. How do I get it to you?

Congratulations on hosting a successful fundraiser and thank you so much for supporting Hudson Valley Cancer! Within 30 days of the completion of your fundraiser, please send the proceeds to the address below:

**Hudson Valley Cancer**

**Attn: Philanthropy Department**

**100 Ward Street**

**Montgomery, NY 12549**

**Memo Line: Name of your fundraiser**

## 9. How can HVC support my event?

If requested, HVC will provide:

- Use of HVC's name and likeness
- Use of HVC's logo
- Informational materials detailing HVC's mission. These items will be made available to the organizer electronically.
- Acknowledgement and tax receipts for contributions made payable and submitted directly to HVC
- A listing of your event on HVC's website and newsletter
- Ability to have a check presentation, dependent upon availability

## 10. What HVC *cannot* do for my event

We state this information in advance to alleviate disappointment or misunderstanding with regard to our participation and support of your fundraising event.

- Plan your event. We are here to guide you, but HVC will rely on you to manage and execute your own event
- Apply for permits to cover your event
- Guarantee staff or volunteer support the day of your event/campaign



- Guarantee public attendance at your event/campaign
- Share access to donor contact information
- Fund or reimburse any expenses incurred throughout the planning and execution of the event/campaign
- Solicit sponsorship revenue
- Underwrite or find sponsors for all the related costs

Please also note that Hudson Valley Cancer is unable to provide the following support: extend use of our tax exemption status; provide insurance coverage; sign contracts or book facilities or vendors on behalf of the fundraiser; mail invitations; assume any type of liability for the fundraiser.

### 11. Does HVC Have an Online Fundraising Platform That I Can Use To Collect Money For My Event?

Yes, we can provide you with a fundraising platform to accept monetary donations if HVC will be receiving 100% of the proceeds from your event. Please contact HVC for more information on how to set up a page on this platform.

# Event Ideas

## CORPORATE & ADULT

Round up your co-workers and friends to fundraise with a purpose! Make it fun and get your office excited to support your event!

- Bake Sale
- Casual Friday
- Raffle or 50/50
- Coin Drop
- Holiday Candy Gram
- Fitness Class
- Paint Party
- Celebrate for a Cause
- Golf Tournament
- Bowling Tournament

## CHILDREN & ATHLETIC TEAMS

Show your school spirit by hosting an event with your school or athletic team. Gather your friends and fundraise for a great cause!

- Donate your Birthday
- Bake Sale
- Lemonade Stand
- Virtual Fundraiser
- Car Wash
- Talent Show
- Dance-A-Thon
- Walk-A-Thon
- Trivia or Game Night
- Candy or Flower Grams

