



FUNDRAISING GUIDELINES & APPLICATION

Thank you for your interest in fundraising to benefit the Cure JM Foundation! Cure JM is a volunteer-driven nonprofit organization dedicated to finding a cure for Juvenile Myositis, a group of rare and life-threatening autoimmune diseases affecting more than 17,000 children in the United States alone.

If you are thinking about doing a fundraiser and aren't sure where to start or what to do, email info@curejm.org. Cure JM can provide fundraising ideas and toolkits to help you get started with a variety of fundraisers, some of which you can do from your home.

This document outlines the Cure JM Foundation Fundraising Policies and contains a Third-Party Fundraising Application. After reading and reviewing the fundraising policies, you will need to complete, sign and return the Third-Party Fundraising Application to:

Cure JM Foundation
836 Lynwood Drive
Encinitas, CA 92024
Phone: 760-487-1079
Fax: 760-230-2243
info@curejm.org

For any questions or for help with the enclosed form, please email info@curejm.org.

Upon approval of your fundraising event, the fundraising policies specified in this document become a part of your agreement with Cure JM Foundation and you will be responsible for complying with them. Generally, Cure JM Foundation is able to offer feedback and approval within 5-business days of receiving your application. However, please allow up to 2 weeks for a response.

Although the Foundation actively encourages third-party fundraising events, it must approve all events in advance. The Foundation reserves the right to decline to approve any event that it deems to be inconsistent with its mission, vision, or values.

Please do not begin to use the Cure JM Foundation name or logo in any fundraising efforts until you have received approval of your fundraising initiative.

How We Can Help

The Cure JM Foundation is grateful for your interest in fundraising and wants your efforts to succeed. The Foundation office can assist you in a number of ways:

1. Cure JM is here to help! Cure JM can guide you in your fundraising efforts. The Cure JM Foundation has a network of volunteer fundraising coaches who have successfully raised funds for the Cure JM Foundation and who can give you tips and encouragement along the way. If you run into challenges in planning your event, they can also assist you in problem solving. When your application is reviewed, a volunteer fundraising coach will be assigned to follow up with you and you can expect to receive a call or email from him or her to help.
2. Cure JM Foundation has developed a number of tools and templates for different types of fundraising events. We encourage you to use these tools and we welcome your feedback on them and your suggestions about new tools and templates to develop for the future. You can find these materials at: www.curejm.org/teamjm/toolkits.php
3. For certain events, Cure JM can also help you with media contacts and template press releases to generate interest in local TV and newspaper coverage.
4. For your event, Cure JM can provide information cards. For events with anticipated revenue of \$1,000 or more, Cure JM Foundation is also happy to provide brochures, pamphlets, and other informational materials, promoting and explaining the Cure JM Foundation's goals and accomplishments. In addition, for events with an anticipated revenue of \$5,000 or more, the Cure JM Foundation can also provide Cure JM wristbands (subject to availability). Please let us know your needs in this area as soon as possible so we can try to have sufficient quantities for your event.

Use of Cure JM Foundation Name & Logo

1. You may not use the Cure JM Foundation name or logo or otherwise indicate to the public that an event is being held for the benefit of the Cure JM Foundation without the prior, express, written consent of an authorized representative of the Foundation.
2. The official logo of the Cure JM Foundation may not be altered in any way. Any use of the logo must adhere to established graphic standards which will be provided to you upon approval of your event.
3. You may not make public announcements or promote the event until you receive written approval from the Foundation of your Third-Party Fundraising Application.
4. Publicity for your event may not imply that the event is sponsored or co-sponsored by the Foundation and/or that the Cure JM Foundation is involved in any way except as the event's beneficiary. You cannot, for example, call an event "The Cure JM Foundation Golf Tournament" Instead, your event should be promoted as the "Golf Tournament to benefit the Cure JM Foundation."

5. The Foundation must review and approve in writing all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution. Proposed materials should be submitted via email to info@curejm.org or by mail to Cure JM Foundation, 836 Lynwood Drive, Encinitas, CA 92024. Please allow 3 working days for review of all promotional materials.
6. Your usage of the Cure JM Foundation name and logo is limited to your approved event and cannot be used again or shared with anyone else without written approval from the Cure JM Foundation.

Fundraising Policies

1. Applications must be completed and submitted to Cure JM Foundation no less than four weeks prior to the proposed fundraising event. Please submit to info@curejm.org. You can fax to: 760-230-2243 or mail to Cure JM Foundation, 836 Lynwood Dr, Encinitas, CA 92024.
2. Cure JM Foundation must be notified in writing if there are any significant changes to the event once it has been approved.
3. Cure JM Foundation reserves the right to direct you at any time to cancel the event or remove any references to Cure JM Foundation from the event. If so directed, you agree to release the Cure JM Foundation and its officers, directors, and employees from any and all liability in connection with any such action.
4. By signing the Third-Party Fundraising Application, you agree to refrain from selling or sharing with others the names, addresses, email addresses, or other contact information of event participants, donors, or sponsors.
5. In order to better coordinate fundraising activities, you must provide us with a list of targeted sponsors for your event before they are approached. Please remember that many individuals and businesses already support Cure JM Foundation and may not wish to make additional donations.
6. We reserve the right to attend and observe your event free of charge.

Financial and Legal Information

1. You agree to comply with all state, local, and federal laws and regulations governing charitable solicitations and all statutes and/or ordinances which may apply to your event.
2. You agree to obtain all necessary insurance, licenses and permits to conduct your event and its solicitations. You further agree to indemnify and hold harmless the Cure JM Foundation, its directors, officers, and employees from any and all claims of any kind or nature whatsoever arising out of, or in any way connected to your event. (*Note that*

events that involve raffles, bingo, alcohol, or other games of chance, may have special regulations and/or required permits).

3. Event expenses should be limited to no more than 25% of the total raised by the event. Ideally, all services and items required to produce the event should be donated so that expenses are kept to a minimum.
4. Event organizers are responsible for payment of all event expenses. If event expenses are greater than the money raised, you are responsible for paying those expenses. Cure JM will not provide funding or reimbursement of any expenses related to your event unless expressly stated in writing by the CFO of Cure JM Foundation prior to any expenses being incurred for the event.
5. You may not set up a bank account (temporary or permanent) in Cure JM Foundation's name.
6. You may not keep any portion of the proceeds as profit or compensation for organizing the event.
7. You must provide event participants, donors, and sponsors with accurate information about the use of funds in the promotion of your event. Following the guidelines of the Better Business Bureau:

Money Going to Cure JM Foundation	The Language to Use
If <i>all</i> the money collected (100%) is going to Cure JM Foundation	<i>Proceeds benefit Cure JM Foundation</i>
If <i>all the money minus your expenses</i> for the event are going to Cure JM Foundation	<i>A portion of the proceeds benefit Cure JM Foundation or Net proceeds to benefit Cure JM Foundation</i>
If a <i>specific dollar amount</i> in the purchase of a product is going to Cure JM Foundation; or if a set donation is going to Cure JM Foundation	You must state the dollar amount. Example: <i>For every pizza we sell on Thursday, \$5 will go to the Cure JM Foundation</i> Example: <i>A donation of \$1,000 will be made to Cure JM Foundation</i>
If a <i>percentage of the proceeds</i> are going to benefit Cure JM Foundation	You must state the percentage of the proceeds that will benefit the organization. For example: <i>30% of the proceeds to benefit Cure JM Foundation</i>

9. No more than thirty days following the event, proceeds should be sent to the Cure JM Foundation. All checks should be made payable to "Cure JM Foundation" and mailed to: Cure JM Foundation, 836 Lynwood Drive, Encinitas, CA 92024.

-
10. You must provide Cure JM Foundation with a complete accounting of all funds collected and expenses related to the event within thirty days of the event. Cure JM Foundation reserves the right to inspect all event financial records at any reasonable time with reasonable notice.
 11. Cure JM Foundation can only issue tax receipts for checks made directly payable to the "Cure JM Foundation." If your donors send their contributions directly to the Foundation, you must inform the Foundation of the value of any goods or services the donor received in return for the contribution.
 12. *The Foundation must review and approve in writing all materials and correspondence that include Cure JM Foundation's EIN (Tax ID number).*

Third-Party Fundraising Application (return this page to Cure JM)

EVENT ORGANIZER INFORMATION:

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Name of Organization or Business (if applicable): _____

City/State/Zip: _____

Is your organization a 501(c)(3)? Yes No

EVENT INFORMATION:

Name of Event: _____ Event Date: _____

Anticipated Attendance: _____ Event Will Be: Open to the Public By Invitation Only

Ticket price (if applicable): _____ With ticket price, guests receive Food (Value: \$_____) T-Shirt Other: _____

Event Location: _____

Location Address: _____

City/State/Zip: _____

Event start time: _____ Event end time: _____

Event Description: _____

Are there other beneficiaries of this event? Yes No

If yes, name of other organizations: _____

% of Money Raised to be donated to Cure JM: 100% of Money Raised Net of Proceeds - Expenses Other: _____

Note: If less than 100% of the net proceeds will benefit Cure JM, please explain:

Describe how funds will be raised:

Do you plan to solicit sponsors? If yes, please list who you will be approaching:

Will you have the following at your event? (check all that apply) Auction Raffle Alcohol

Will your event require a permit? (If yes, please provide copy at least 2 weeks prior to event) Yes No

Will your event require insurance? (If yes, please provide copy of insurance coverage at least 2 weeks prior to event) Yes No

What resources (if any) do you need from Cure JM?

How do you plan to publicize your event? (Please remember materials with the Cure JM name/logo must be pre-approved)

Press Release Posters Flyers/Handouts
 Advertisements Social Media Other: _____

EVENT BUDGET (ESTIMATE) (Return this page to Cure JM)

ANTICIPATED REVENUES:

Sponsorships	\$
Tickets	\$
Raffle	\$
Auction	\$
Dinner/Food	\$
General Donations	\$
Other	\$
TOTAL REVENUE	\$

ANTICIPATED EXPENSES:

Venue rental	\$
Entertainment	\$
Food/Beverage	\$
Permit/Insurance fees	\$
Printing	\$
Supplies	\$
Other-Detail:	\$
TOTAL EXPENSES	\$

ANTICIPATED NET REVENUE

\$

ANTICIPATED DONATION TO CURE JM

\$

In signing this application, I am indicating that I have read and agree to abide by the enclosed Fundraising Policies, Legal and Financial Information, and Policies on the Use of the Cure JM Foundation Name and Logo. I agree to use the Cure JM and Cure JM Foundation name and logo only in approved ways. I agree to hold harmless the Cure JM Foundation Board, officers, and staff in the conduct of my fundraising activity. I understand that I am responsible for all expenses associated with this activity. I understand that I am responsible for compliance with all local, state, and federal laws regulating fundraising activities and the conduct of my event. I further understand that until I have received a copy of this application executed by a Cure JM official, I do not have permission to use the Cure JM Foundation name and/or logo in the conduct of my fundraising efforts.

SIGNATURES:

Event Organizer's Signature: _____ **Date:** _____

Event Organizer's Printed Name: _____

Cure JM Official's Signature: _____ **Date:** _____

Cure JM Official's Printed Name: _____

Cure JM Official's Title: _____