



Susan G. Komen Orange County Third Party Events: DIY Fundraising

Third Party Events: Fundraising Throughout the Year!

A Third Party Event is a fundraising activity coordinated by an individual, local business or organization who raises money for Susan G. Komen® Orange County. Third Party Events can range from small to large and everything in between such as golf tournaments or “shopping for the cure” and are excellent opportunities to raise awareness and funds for breast health services and breast cancer research. By registering an event with us as an official “Third Party”, you can use the Susan G. Komen Orange County name and logo for the event and promotional purposes. See details below on how to get started.

Qualifications of a Third Party Event

Many types of events qualify as a Third Party Event, so we are interested in hearing about all ideas! Some examples include: flat donations, charity sport tournaments, benefit galas, sales percentage donation, and company sponsored runs and walks. Businesses or organizations wishing to hold a Third Party Event must be located in the Orange County area. If the business or organization is not locally based, we can refer the interested party to a closer Susan G. Komen Affiliate. Exceptions to this rule may be granted on a case by case basis by contacting our Third Party specialist. (Funds may not be raised on sales of alcohol or tobacco.)

Responsibilities of Coordinating a Third Party Event

If a business or organization wishes to hold a Third Party Event with proceeds benefiting Komen Orange County, parties involved are subject to guidelines and requirements. These include, but are not limited to:

- Complete and submit the Susan G. Komen Orange County Third Party Agreement and Promotions Guidelines
- Submit all promotional and advertising material for review and approval
- Obtain all necessary permits and insurance required
- Coordinate all of the administrative tasks related to your event, including but not limited to distributing invitations, compiling RSVPs, or selling tickets. Komen Orange County can provide guidance for your event, but we do not have the personnel to handle these types of tasks on your behalf
- Promotion/Publicity/Advertising
- Please keep in mind that all references to the organization in publicity and promotional materials on tickets and invitations, etc. should say:
 - On first reference: Susan G. Komen Orange County
 - For subsequent reference: Komen OC

- The donation percentage should be communicated to the public clearly on all communication pieces (i.e. 15% of the net proceeds will be donated... or \$5 from every ticket purchased will be donated to...)

Additional guidelines and elaboration is described on the Susan G. Komen Orange County Third Party Agreement available on our website.

Where the Donations Go

75% of the donations made to Susan G. Komen Orange County stay local to provide breast health and breast cancer services to low income families throughout Orange County. The funds also help provide educational programs and outreach in many languages to women of all ages, race, and income to ensure a healthier future. Every donation has an impact on a woman struggling with breast cancer. Donations of these amounts help cover, but are not limited to:

- \$125 = Average cost of one mammogram
- \$375 = High risk mammogram coverage for three generations
- \$1000 = Sponsor mobile mammograms in the community

The remaining 25% goes to the Susan G. Komen Global Research Fund.

Start Your Third Party Event!

Susan G. Komen Orange County currently has two levels of commitment to select from based on your expected donation amount:

1. Events generating \$1,000 or more:
 - Use of Susan G. Komen Orange County name and logo
 - Event posted on website calendar and, as appropriate, will post regarding your event on our social media outlets
 - Mention of event on our electronic newsletter (audience of over 25,000 subscribers)
 - We will provide you with printed breast health educational materials (request in advance)
 - When appropriate, Komen Orange County will coordinate a Komen representative to attend your event or check presentation, as schedule allows
 - Depending on the nature of your event, the Affiliate may provide a Komen speaker to attend (based on availability). Please note that during the month of October, Breast Cancer Awareness month, we cannot guarantee a Komen representative at your event
2. Events generating less than \$1,000:
 - Use of Susan G. Komen Orange County name

If interested parties wish to use option one, you must complete and sign the Susan G. Komen Orange County Third Party Agreement. Please contact Danielle Hamilton at dhamilton@komenoc.org for further arrangements and negotiations.

If you are interested in hosting a Third Party event or have further questions, please contact Danielle Hamilton at dhamilton@komenoc.org or by calling 714-957-9157 ext. 26.

