



**Individual/Third-Party Fundraiser Application**

*Please complete this form and email to Kim Wisdom at [kim@friendsofkids.com](mailto:kim@friendsofkids.com) or deliver it to 16 Sunnen Drive, Suite 161 St. Louis, MO 63143 at least three weeks prior to your fundraiser.*

Contact Information

Name: \_\_\_\_\_

Business/Group Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Fundraiser Description

Fundraiser Name: \_\_\_\_\_

Fundraiser Date(s): \_\_\_\_\_ Fundraiser Time: \_\_\_\_\_

In Honor/Memory of: (Circle One) \_\_\_\_\_

Location Address (if applicable): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Frequently Asked Questions

### **“Why should I host a fundraiser for Friends of Kids with Cancer (FOKWC)?”**

Every child with cancer deserves a life filled with fun, laughter, support, and days that feel just plain normal. By fundraising for Friends of Kids with Cancer you can make a difference in the life of a child during their fight against cancer. All donations stay in St. Louis providing direct support and services to children battling cancer in local hospitals.

With nearly 325 new patients diagnosed every year, Friends is there to ease the emotional and day-to-day burdens that arise during the family’s fight against cancer. Friends of Kids with Cancer gives back something medicine alone cannot. **Educational**, **Emotional**, and **Recreational** programs build self-esteem and provide moments of joy and laughter to the entire family!

### **“What is a Third-Party Fundraiser?”**

A third-party fundraising event is defined as any fundraising initiative brought forward by a business, organization, school or individual to benefit Friends of Kids with Cancer. It is planned and executed independently of the organization.

### **“What are some fundraising ideas?”**

- Toy drives at work/ school/ local business
- Sporting tournaments (Golf, soccer, dodgeball, kickball, tennis)
- Donating a portion of your company/ store/ item sales for a designated time
- Jean Day at work
- School “Hats on Days”
- “Dine and Donate” nights at local restaurants and bars
- Birthday/ Anniversary (“in lieu of gifts donations can be made to FOKWC”)

### **“Can I use the Friends of Kids with Cancer logo on my promotional materials?”**

Once the request form is completed and approved, we will send you an informational packet including electronic versions of our logo, patient stories, photos and other collateral materials that will assist you in promoting your event. We do require that all marketing materials be approved prior to print/distribution by the FOKWC Communications Specialist. The logo cannot be used for any other purpose outside of that which is approved.

### **“Can I use the Friends of Kids with Cancer name on my promotional materials?”**

The FOKWC name can be used but must be preapproved by the FOKWC Communications Specialist. All promotional materials must explicitly state that the event is “**in support of**” or “**benefiting**” Friends of Kids with Cancer, **NOT** “**held by**” or “**sponsored by**” Friends of Kids with Cancer.

### **“What can Friends of Kids with Cancer do to help with my fundraiser?”**

Due to the large number of third-party fundraisers organized on behalf of FOKWC – staff and volunteers cannot always provide direct support to plan and promote your event(s).

#### **Some things we can offer:**

- Feedback on your ideas and give you as much information as possible
- Acknowledgement letter of direct contributions to Friends of Kids of Cancer
- Promotion through the FOKWC website, Facebook, and Instagram account
- A tour of the FOKWC office and toy closet for fundraiser volunteers and event staff to show what your generosity will help support
- A representative from FOKWC to speak at your event (upon request and acceptance)

## Fundraising Guidelines & Policies

1. Fundraisers must maintain the integrity of Friends of Kids with Cancer. Please ensure to represent Friends of Kids with Cancer (FOKWC) accurately and with professionalism.
2. FOKWC is not responsible for any injuries, damage, or theft sustained during a fundraising event and cannot assume any type of liability for your event, participants, volunteers or employees. We cannot provide liability insurance or coverage for external events and fundraisers.
3. Organizers are responsible for promoting, planning their fundraising, and generating revenue and covering expenses. Additionally, all contracts and permits are the responsibility of the organizer. FOKWC is happy to provide organizers with feedback, information, and ideas.
4. Promotional materials with FOKWC logo and/or name must be preapproved by the FOKWC Communications Specialist prior to release and cannot be used for any other purpose outside of that which is approved.
5. The first use of the organization's name must be "**Friends of Kids with Cancer (FOKWC).**" Subsequent uses can either be "**FOKWC**" or "**Friends of Kids with Cancer.**"
6. All promotional materials must explicitly state the fundraising event is "**in support of**" or "**benefiting**" FOKWC, **NOT** being "**held by**" or "**sponsored by**" FOKWC.
7. Donations must be turned into FOKWC within **two weeks** after the end of your fundraiser. All checks should be made out to "Friends of Kids with Cancer."
8. Do not promise tax receipts. Contact regarding eligibility. If approved: donor name, mailing address, and phone number must be collected.
9. FOKWC does not provide any contact lists (i.e. mailing lists) to third-party organizers.
10. Upon approval, FOKWC will provide a fundraising toolkit with the following materials. We strongly recommend you utilize these materials to ensure a successful event.
  - Third-Party acknowledgment letter to validate the authenticity of your event
  - Fundraising Guide
  - FOKWC informational guide
  - Post-event summary form to be turned in along with funds raised

## Organizer Signature

I understand, agree, and submit to the Friends of Kids with Cancer fundraising guidelines and policies above. I have completed this application to the best of my abilities. I understand that Friends of Kids with Cancer has a right to suspend authorized use of their name and logo if guidelines and policies are not followed.

**Applicant Name** (please print) \_\_\_\_\_

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

*\*You will be notified within one week of receiving your application on its approval status. Feel free to contact Kim Wisdom at 314.275.7440 or [kim@friendsofkids.com](mailto:kim@friendsofkids.com) with any inquiries.*