

Third-Party Fundraiser Guidelines

Thank you for your interest in hosting a fundraising activity for the National Alopecia Areata Foundation (NAAF). Independent third-party fundraising events like yours are critical to our mission to support research to find a cure and acceptable treatments for alopecia areata and in providing support to the alopecia areata community.

General Guidelines:

- All third-party fundraising events should be approved by NAAF prior to the event. The Third-Party Fundraiser Request Form must be completed and submitted to NAAF at fundraise@naaf.org no less than 30 days prior to the event date before approval can be granted.
- Approved third-party fundraising events must be referred to as “benefitting National Alopecia Areata Foundation.” They may not be represented as “sponsored by” or “On behalf of” the organization.
- As the organizer of the third-party fundraising event are responsible for the promotion and execution of the event.
- As the organizer of the third-party fundraising event, you are responsible for obtaining all permits, licenses and insurance certificates as required.

Finance and Tax Rules:

- The not-for-profit exempt status of NAAF may not be used by the event organizer or any party associated with the third-party fundraising event to purchase items and materials with which to conduct the event.
- No bank accounts or holding accounts may be established under the NAAF name.
- NAAF will not incur any third-party expenses or provide any funds for third-party events.
- The organizer of the third-party fundraising event or any party associated with the event may not retain any portion of event proceeds as a personal profit or compensation. No fees, commissions or salaries may be retained from event proceeds.
- Any donations made through an online fundraising campaign set up for the third-party fundraising event or checks made payable directly to NAAF will be tax deductible and receive official tax acknowledgment from NAAF as specified under IRS guidelines.
- Donations made directly to the third-party fundraising event can be used to cover the event’s expenses but are not tax-deductible.
- Any items solicited by the organizer, or any party associated with the third-party fundraising event for sponsorship, in-kind use, auction item donations or promotional use are not eligible for tax exemption.
- Upon completion of the third-party fundraising event all cash net proceeds (cash collected minus expenses) should be mailed via a cashier’s check along with any checks made out to NAAF to National Alopecia Areata Foundation, 65 Mitchell Blvd., Suite 200-B, San Rafael, CA 94903. Please include the name of your third-party fundraising event.

Liability and Cancellation:

- The organizer and any party associated with the third-party fundraising event shall obey all federal, state, and local laws and regulations relating to promoting and conducting the event, including all fundraising rules and regulations.
- The organizer and any party associated with the third-party fundraising event will be responsible for obtaining its own liability insurance for the event sufficient to cover any claim that may arise out of the event. The third-party fundraising event organizer will indemnify, defend, and hold NAAF harmless from and against all claims, actions, proceedings, losses damages, costs, fees, attorney fees, expenses and liabilities arising from or relating to the event and all activities planned and conducted.
- The organizer of the third-party fundraising event is responsible for obtaining all permits and/or licenses necessary for fundraising and the hosting of raffles and games of chance required by the location of the event.
- The organizer of the third-party fundraising event will be responsible for any fees associated with the cancellation of the event or required due to damage to property during the event.

Promotion and Logo Usage:

- Any digital or printed material using the NAAF name or logo, such as invitations, press releases, t-shirts, banners, web pages or social media posts must be reviewed and approved by NAAF before use. Please allow 48 hours to approve materials.
- NAAF does not endorse products, firms, organizations, individuals, or services. All third-party fundraising events must be promoted and conducted in a manner that avoids any statement or appearance of such an endorsement by NAAF.
- NAAF does not purchase advertising to promote third-party fundraising events.

Miscellaneous:

- NAAF staff role is to support approval of third-party fundraising events. NAAF staff are not available to attend third-party fundraising events.
- NAAF staff will not solicit sponsors, in-kind contributions, or auction items for third-party fundraising events.
- NAAF will not provide any donor, volunteer, or celebrity contact information, mailing lists, press contacts, or press releases for use by third-party fundraising events.

Benefits:

- NAAF will provide 1-2 social media posts promoting your event on the NAAF platform (as scheduling permits)
- The third-party fundraising event will be listed on the calendar or events on the NAAF website
- Your efforts will help unlock the next breakthroughs in research, support the alopecia areata community, and educate the public about alopecia areata.



THIRD-PARTY FUNDRAISING EVENT CHECKLIST

- ☐ I have completed the Third-Party Fundraising Event Request Form and submitted it to NAAF at fundraise.naaf.org at least 30 days prior to the event.
- ☐ I have had all written materials reviewed by NAAF prior to distribution.
- ☐ I have read and understand NAAF's Third-Party Fundraising Guidelines.
- ☐ I understand I am prohibited from setting up a separate bank account in NAAF's name.
- ☐ I understand NAAF will not provide funds to cover any expenses for the event.
- ☐ I understand I am responsible for all liability insurance, permits and fees needed for the event.