



The Best Hope for a Cure®

Team DRI Fundraising Event Guidelines and Tools

The Diabetes Research Institute Foundation (DRIF) encourages and is extremely grateful to individuals and organizations who wish to organize events to support our mission. However, only those events which meet specific criteria and that benefit the organization will be considered for approval.

Each event will be assessed independently.

Definition of A Team DRI Partner Fundraiser

Any individual or organization who is not employed by the Diabetes Research Institute Foundation (DRIF), that organizes and hosts a fundraising event on behalf of DRIF, is a "partner fundraiser".

Guidelines

A volunteer fundraiser should be conducted in a manner that reflects favorability on DRIF. The organization has the right to terminate the volunteer fundraiser's association with DRIF, including use of any fundraising tools, if it is determined that: (a) the volunteer fundraiser is or will likely be damaging to the DRIF brand; (b) is deemed offensive; (c) fails to comply with DRIF volunteer event guidelines.

DRIF will not approve a partner event request if it promotes a religious organization, political party, candidate or potential candidate.

Event Application Approval

Complete attached license agreement and submit with the below information to Yashie Vindell, for DRIF approval.

All applications should be submitted at least 90 days prior to the proposed event date.

- **Check List**

- Determine event and an appropriate name
- Select a date and location
- Set a realistic fundraising goal
- Create an event budget, with an estimate of revenue and expenses
- Determine how funds will be raised
- Establish networks of support and a method of attendee outreach

The Diabetes Research Institute Foundation reserves the right to choose not to affiliate with any event where fundraising methods do not complement the organization's mission.

Marketing & Promotion

Team DRI fundraisers are responsible for his/her own marketing and outreach, which includes invitations, writing and distributing press/media releases, social media postings, advertisements, etc.

DRIF is the beneficiary, not sponsor, of partner fundraising events. Promotional materials that use DRIF's name should incorporate the following statement: "Proceeds to benefit the Diabetes Research Institute Foundation"

Prior to publication and distribution of any event materials, fundraisers must submit all promotional material containing DRIF's name and/or logo to Yashie Vindell for review and approval.

A partner event that is approved by DRIF will be advertised on the DRIF website.

In addition:

- DRIF will provide you with the most current version of our logo and taglines. You are not permitted to use DRIF logos found on the internet
- The logo was developed specifically for Team DRI and must be used as it appears. No exceptions

Tips:

- Send a personalized message to those you're soliciting explaining why you care about finding a cure for T1D, and how they can help
- Due to busy schedules, many donations/confirmations come in within the last few weeks of an event date, so be persistent and keep reminding people about your event
- Keep donors updated on your progress with emails, social media posts and regular communication, and ask them to help promote your event/solicit new donors and event sponsors

Event Income & Expenses

The Diabetes Research Institute Foundation (DRIF) is a 501(c)3 organization, which means that donations made to us are tax deductible to the full extent of the law. However, these deduction regulations established by the IRS are complex, so please do not make any promises to your donors about deductibility.

Team DRI fundraising events must be financially self-sustaining, without contribution from or financial risk to DRIF.

Income

- Donations made directly to DRIF are tax-deductible
- DRIF is unable to provide tax acknowledgement letters for any donations not made directly to the foundation (ie. Where money or goods are not given directly to and received directly by the foundation)
- If a donor receives event entry, food, entertainment, gift bags, etc. in exchange for his/her gift or ticket purchase, the tax-deductible amount of the gift is determined by subtracting the value of goods or services received from the total gift amount
- All donations made to the foundation in conjunction with a partner event should be delivered within 30 days of an event's conclusion
- All checks made payable to the Diabetes Research Institute Foundation (DRIF) should be delivered to our office and we will deposit them
- Event organizer agrees to inform DRIF of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway

Expenses

- Event expenses incurred for conducting the event are the responsibility of the hosting volunteers and the organizer of the event
- DRIF will not be liable for any costs or expenses, unless otherwise agreed upon in advance of the event, in writing
- Complete a financial summary report, which includes all income and expenses with copies of receipts for all expenses

Recommendations to reduce event expenses:

Note: For every \$1.00 raised, no more than \$0.30 should be spent. (For example, if your event raises \$100,000 to support DRIF, your approximate spend should be around \$30,000).

- Secure donated goods and services
- Negotiate reduced costs with vendors
- Engage additional volunteers to assist in running the event
- Create sponsorship packages to be offered in exchange for goods and services

How can DRIF help with your event?

DRIF appreciates the hard work and details that go into your fundraising efforts and understands you may require some support or resources to make your event a success.

Due to the large number of requests received, DRIF is not able to staff and attend all fundraisers, nor is it able to provide staff to coordinate volunteers. However, DRIF will provide appropriate informational material for partner's use.

Although we are happy to consider proposed events at any donation level, because our resources are limited, we have indicated below the levels at which DRIF is able to commit specific resources:

Available resources

All approved events:

- Permission to use the DRIF name and logo
- Access to Team DRI toolkit online portal, featuring DRIF branding materials and messaging and customizable materials including letterhead, press release, solicitation letter, budget, bid sheets, etc.
- Listing on DRIF website
- Online donation tool

\$25,000 - \$99,000 Net Revenue

- All resources listed in the above, plus:
- Attendance by DRIF staff at events in the NYC and South Florida Metro Areas

\$100,000+ Net Revenue

- All resources listed in the <\$100K levels, plus:

- Attendance by DRIF senior staff and volunteers at events in the NYC and South Florida Metro Areas
- Eligibility for recognition in the Cycle of Discovery Program

DRIF is unable to provide the following

- Assistance soliciting donations, handling mailings, attending committee meetings, recruiting volunteers and attendees, and collecting monies
- DRIF Tax exemption number
- Insurance or liability coverage
- Funding or reimbursement of your expenses
- Publicity

Event follow-up

- Send DRIF names and contact information of all event attendees and invitees
- Send DRIF final budget/expense report
- Collect all monies and deliver to DRIF within 30 days of event conclusion
- Send thank you notes
 - Event attendees (include fundraising totals and event highlights)
 - Donors (include fundraising totals and event highlights)
 - In-kind donations (personalize and talk about how their specific contribution aided in the success of the event)
 - Vendors

Event Insurance & Liability

All volunteer fundraisers must comply with federal, state and local laws. Contact DRIF and/or local agencies for additional information.

Thank you for your interest in supporting the Diabetes Research Institute Foundation (DRIF)! For questions or more information on Team DRI, please contact Yashie Vindell at TeamDRI@drif.org or by phone at 954.674.3194.