

Policies and Procedures for Third-Party Fundraisers

Use of Name and Logo

1. Events should complement the mission, values and image of The Pink Fund.
2. Your organization cannot state or imply that it is an agent, subsidiary, or partner of The Pink Fund or that it holds any other business relationship with The Pink Fund.
3. Publicity for your event may not imply that the event is sponsored or co-sponsored by The Pink Fund or that we are involved as anything but the beneficiary.
4. You may not use the The Pink Fund name or logo or otherwise indicate to the public that an event is being held for the benefit of The Pink Fund without the prior written consent of an authorized representative of this organization. You may not make public announcements or promote any such event until you receive written approval from the organization of your Third-Party Fundraiser Application.
5. You may not use the logos of The Pink Fund without our prior written approval. The Pink Fund logos or the name "The Pink Fund" may not be altered in any way. Your use of any of the logos or the name must adhere to brand standards which we will provide to you.
6. The Pink Fund reserves the right to 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@thepinkfund.org or by mail to The Pink Fund, PO Box 603, Bloomfield Hills, MI 48303.

Event Approval

7. Applications must be completed and submitted to The Pink Fund no less than two weeks prior to the proposed fundraising event. Approval for the event is specific to dates listed on your event application. If you would like to repeat the event, you must submit a new application.
8. The Pink Fund must be notified in writing if there are any significant changes to the event once it has been approved. If circumstances warrant, The Pink Fund may at any time direct you to cancel the event or remove any references to The Pink Fund from the event. If so directed, you agree to release The Pink Fund and its officers, directors, and employees from any and all liability in connection with any such action.
9. We have made a commitment to our staff and donors that we do not sell or provide others with our donor and staff mailing lists.
10. The Pink Fund is happy to provide a limited number of brochures explaining The Pink Fund's mission and the need for our program. Please let us know your needs in this area as soon as possible so we can try to have sufficient quantities for your event.