



### **Individual/Third-Party Fundraiser Application**

Please complete this form and return to **Friends of Karen** at least 3 weeks prior to your fundraiser.

**Westchester Office:** Attn. Gwen Salmo, 118 Titicus Road, North Salem, NY 10560 [gwensalmo@friendsofkaren.org](mailto:gwensalmo@friendsofkaren.org)

**LI Office:** Attn. Lexi Latino, 150 Broadhollow Rd, Ste. 112, Melville, NY 11747 | [lexilatino@friendsofkaren.org](mailto:lexilatino@friendsofkaren.org)

#### 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

### Should I host a fundraiser for Friends of Karen (FoK)?

By fundraising for Friends of Karen, you can make a difference in the life of a child during their most difficult journey. All donations stay in the NY Tristate area, providing direct support and services to children battling cancer and other life-threatening illnesses in local hospitals.

With nearly 600 new families every year, FoK is there to ease the emotional and day-to-day burdens that arise during an illness. Friends of Karen gives back something medicine alone cannot. **Emotional, Financial** and **Advocacy** support from diagnosis through treatment.

### What is a Third-Party?

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

### What are some fundraising ideas?

- x Toy drives at work/ school/ local business
- x Sporting tournaments (Golf, soccer, dodgeball, kickball, tennis)
- x Donating a portion of your company/ store/ item sales for a designated time
- x Jean Day at work or School
- x **Wine** nights at local restaurants and bars
- x **Gift** of gifts donations can be made to FoK
- x Facebook Fundraiser
- x Food drive, collect grocery gift card/donations all year and/or Thanksgiving food drive
- x September Childhood Cancer Awareness Month Drive
- x February Sell Valentine hearts at your establishment
- x March Sell shamrocks at your establishment

### Can I use the Friends of Karen logo on my promotional materials?

Once the request form is completed and approved, we will send you an electronic versions of our logo, 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 FoK Staff Partner. The logo cannot be used for any other purpose outside of that which is approved or altered in any way.

### Can I use the Friends of Karen name on my promotional materials?

The FoK name can be used but must be preapproved by the FoK Staff Partner. All promotional materials must explicitly state that the event is **in support of** or **benefiting** Friends of Karen, **NOT held by** or **sponsored by** Friends of Karen.

### What can Friends of Karen do to help with my fundraiser?

Due to limited FoK staff and the number of third-party fundraisers organized on behalf of FoK Friends of Karen will try to provide direct support to plan and promote your event(s).

#### Some things we can offer:

- x Feedback on your ideas and give you as much information as possible
- x Acknowledgement letter of direct contributions to Friends of Karen
- x Promotion through the FoK Facebook, and Instagram account.
- x A representative from FoK to speak at your event (upon request, but unable to guarantee)

## Fundraising Guidelines & Policies

1. Fundraisers must maintain the integrity of Friends of Karen. Please ensure to represent Friends of Karen (FoK) accurately and with professionalism.
2. FoK 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. FoK is happy to provide organizers with feedback, information, and ideas.
4. Promotional materials with FoK logo and/or name must be preapproved by the FoK Staff Partner 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 Karen**" (FoK)." Subsequent uses can either be "**FoK**" or "**Friends of Karen.**"
6. All promotional materials must explicitly state the fundraising event is "**in support of**" or "**benefiting**" FoK, **NOT** being "**held by**" or "**sponsored by**" FoK.
7. Donations must be turned into FoK within **two weeks** after the end of your fundraiser. All checks should be made out to "Friends of Karen."
8. Do not promise tax receipts. Contact regarding eligibility. If approved: donor name, mailing address, and phone number must be collected.
9. FoK does not provide any contact lists (i.e. mailing lists) to third-party organizers.

## Organizer Signature

I understand, agree, and submit to the Friends of Karen fundraising guidelines and policies above. I have completed this application to the best of my abilities. I understand that Friends of Karen 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 Friends of Karen with any inquiries.*

Westchester Office:

Gwen Salmo at (917) 617-4051 or [gwensalmo@friendsofkaren.org](mailto:gwensalmo@friendsofkaren.org)

Long Island Office:

Lexi Latino at (631) 473-1768 ext. 903 or [lexilatino@friendsofkaren.org](mailto:lexilatino@friendsofkaren.org)