



Fundraising Guidelines

Promotion

- The American Liver Foundation (ALF) adheres to high moral conduct and requires that these same standards be reflected in all Make a Difference events.
- All publicity for a Make a Difference fundraising event must state ALF as the beneficiary of the event, not the sponsor (i.e., “proceeds from XYZ Golf Tournament will benefit the American Liver Foundation”). Third-party events may not be represented as events sponsored by ALF.
- All projects must adhere to ordinances, regulations and laws set forth by city, state and federal government.
- ALF reserves the right to decline association with any personal fundraising event when it believes that such association or third-party activity may have a negative effect on the reputation of the organization.
- ALF operates under the Better Business Bureau guidelines for charitable giving. In compliance with these guidelines, ALF requires full disclosure on all packaging, advertising and promotional materials when funds are raised through a consumer purchase or promotion (e.g., \$5 from the sale of each item). All fundraisers must comply with this requirement (if applicable).
- The amount or percentage of proceeds to be provided to ALF as the beneficiary should be stated (i.e., “The Jones Family is hosting X activity, with 75% of net proceeds benefitting the American Liver Foundation”).
- Promotional materials and/or advertisements cannot be purchased with ALF funds and are the responsibility of the organizer.

Liability

- ALF shall not be responsible, under any circumstances, for the promotion, set-up, pre-event, post-event or operational issues associated with a Personal Fundraising event. The organizer assumes all risk for expenses and liabilities and agrees to indemnify, defend and hold harmless ALF from any and all claims, obligations or liabilities associated with the Personal Fundraising event.
- Local municipalities and property owners often require third-party organizers to provide evidence of insurance, particularly when the activity involves a specific number of participants or attendees. Third-party organizers of Personal Fundraising events shall

not rely on ALF for event insurance. We recommend organizers comply with insurance requirements, as you assume all risk associated with the activity.

Revenue/Expenses

- ALF should receive net proceeds within 45 days of the conclusion of the activity and/or promotion.
- ALF should receive a list of targeted corporate sponsors for the activity, before they are approached, to minimize overlap with other campaigns.
- ALF reserves the right to inspect all financial records and expenses related to the activity.
- The expenses incurred for conducting the event are the responsibility of the hosting volunteers and sponsor of the event. ALF will not be liable for any costs or expenses.
- ALF will not reimburse the event organizer for the purchase of goods or services. No goods or services may be charged to ALF for any reason.
 - Suggested ways to reduce event expenses
 - Secure donated goods and services
 - Negotiate reduced costs
- Federal tax laws disallow third-party events from using ALF's Sales Tax Exemption Number or Federal Employer Identification Number when purchasing goods or services from suppliers or vendors.
- If donations are made to the individual fundraiser in the form of cash or a check made out to the fundraiser, the donations will not be tax-deductible.
- In order for donations to be tax-deductible
 - Donations must be made online through the Convio fundraising platform hosted by ALF or
 - Checks should be made payable to "American Liver Foundation"
 - Acknowledgement letters can be requested from your local division