

**Examples of the wide variety of fundraising events or promotions that have been held to benefit MBCC:**

- Dress-down or “dress pink” day (for an employee donation)
- Percentage of retail sales from a designated item or group of items (often having a breast-cancer related theme) and/or sale of items taking place during a designated time period, such as the month of October, Breast Cancer Awareness month
- Donation of a set amount per unit sold during a designated time period (for example, a car dealership pledged a dollar amount for each car sold during the month of October)
- Zumba-thon
- Family party (attendees can make donations)
- Corporate matching funds fundraiser at a local franchise
- 5K walk with participants collecting pledges
- Yard sale
- Percentage of the ticket sales at a local sports event
- Student-led fund drive at a high school or college
- Employees donate a percentage of tips for one day (for instance, hair stylists at a salon)
- Raffle of donated item/items
- Bottle redemption (MBCC is registered with the CLYNK bottle return for charity program.)

**Let us know about your idea for a fundraiser!**

*The Maine Breast Cancer Coalition is a 501(c)(3) non-profit organization. Donations are tax-deductible to the extent allowed by law. We can provide our 501(c)(3) identification number upon request.*

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## **Fundraising to Benefit Maine Breast Cancer Coalition**

***A Guide for Individuals,  
Businesses and Organizations***



**Maine  
Breast Cancer  
Coalition**

Service :: Advocacy :: Education

207-945-0008 [www.mainebreastcancer.org](http://www.mainebreastcancer.org)

## Thank you!

Thank you for your interest in holding a fundraising event or initiative to benefit the Maine Breast Cancer Coalition (MBCC).

The Maine Breast Cancer Coalition's work is partially supported by grants and the Maine Breast Cancer Specialty License Plate Program. We rely on individual and business donations, too. Many generous individuals and businesses have hosted fundraising events or initiatives over the years to benefit MBCC.

This brochure is meant to provide a quick overview if you would like to conduct a fundraiser. Please go to [www.mainebreastcancer.org/help/fundraise](http://www.mainebreastcancer.org/help/fundraise) for details, and to register online or download a *Fundraiser Registration Form*. Or, contact us at [info@mainebreastcancer.org](mailto:info@mainebreastcancer.org) or 207-945-0008.

*We would be pleased to hear from you!*

### About Maine Breast Cancer Coalition:

The **Maine Breast Cancer Coalition** (MBCC) is a non-profit, grassroots, volunteer-based organization established in 1992.

We are a partnership of breast cancer survivors, health care professionals, representatives from cancer-related organizations, and supporters. We share a common vision.

*We are dedicated to making a positive difference in the health of Maine people through:*

- Financial support for underserved people with breast health or breast cancer needs
- Advocacy for breast cancer research and legislation
- Education to promote knowledge about breast cancer and quality care

### Guidelines for holding a fundraiser for Maine Breast Cancer Coalition:

*Please follow these steps:*

1. Visit the "Fundraise" page of our website at [www.mainebreastcancer.org/help/fundraise](http://www.mainebreastcancer.org/help/fundraise). Please read the *Fundraiser Guidelines and Policies* and complete the brief, online *Fundraiser Registration Form*. You may also download and print the guidelines and form or call us to request we mail you a copy; then mail or scan/email your completed form to us.
2. After we review and approve your registration form, usually within a few days, we will send you a *Fundraiser Agreement Letter*. Please sign the letter and mail it to MBCC in the postage-paid envelope provided or scan and email the document to us. This *Fundraiser Agreement Letter* is not a binding contract. It will be an agreed-upon description between you and MBCC of your fundraiser.
3. If you wish, we can:
  - include a news item with a description of the event on our website and Facebook page
  - provide a link from our website to the home page of the organizer's site (if applicable)
  - if possible, provide a representative at the event or for a check presentation. We are not able to guarantee that an MBCC representative will be available, but we will try our best. Please make requests well in advance.
4. After your fundraiser takes place, please submit the donation to MBCC within 30 days of the event (for long-term fundraisers, within 30 days after the total proceeds have been received). MBCC cannot accept cash donations. Checks should be made payable to "Maine Breast Cancer Coalition".
5. With your permission, we will acknowledge your donation, or the donation of your business or organization, on our website and Facebook page.

### Frequently asked questions about fundraising for MBCC:

#### Do I need to contact MBCC about holding a fundraiser?

If you want to use our name and/or logo, you must register your fundraiser with us by completing the *Fundraiser Registration Form*. Alternately, you could choose not to use our name, and instead publicize that funds raised will go to a local breast cancer non-profit organization. We would be honored to receive the funds raised and would publicly recognize your donation.

#### Why is registering my fundraiser with MBCC important?

Formal agreements cover the legal considerations for fundraising events or promotions, and protect you or your business or organization and MBCC.

#### Where can I get some ideas for a fundraiser?

Please see the list of ideas on the back of this brochure. You can also visit the "News and Events" and "Donate" pages of our website or our Facebook page to see news items about a wide variety of fundraisers that have already taken place or are currently happening.

#### Can I choose how my fundraising proceeds are used?

Yes. On the *Fundraiser Agreement Letter*, you will be asked to select "General Fund" (our general operating expenses), "Support Service Fund", or "Greatest Need". You can find out more about these categories on the "Fundraise" page of our website.

#### Can MBCC be a sponsor, co-sponsor, or partner for my fundraiser or event?

We cannot sponsor or co-sponsor events or fundraisers held by individuals, businesses, or organizations. Please visit our website and/or read the *Fundraiser Guidelines and Policies* on the *Registration Form* for information.

#### What if I have more questions?

Please email us at [info@mainebreastcancer.org](mailto:info@mainebreastcancer.org) or call 207-945-0008 and leave a message with your name, email address, and phone number. Please specify that your question is about fundraising. Our Fundraiser Registration Coordinator will contact you.