



Stroke Survivors Empowering Each Other, Inc. (SSEEO)

Third-Party Event Guidelines

To help you plan your fundraising events, SSEEO developed the following guidelines for your fundraisers: it is important that these criteria be followed if the fundraiser is conducted on behalf of SSEEO.

- Organizers must sign a third-party fundraising agreement and return it to SSEEO
- The event must be promoted in a manner to avoid statements or appearance of SSEEO endorsing any products, organizations, individuals or service
- All promotional materials must clearly state that SSEEO will be receiving a portion of the proceeds from the event
- SSEEO must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production and distribution
- Event organizers are responsible for obtaining permits associated with the event, especially those for raffles and/or game of chance
- Event organizers must obtain own liability insurance to cover the event
- You (the host) are responsible for all sales, marketing and promotion of the event
- Dangerous events (i.e. hang gliding) will be reviewed by SSEEO prior to any verbal or written confirmation to accept funds so we can determine any potential liability to SSEEO
- SSEEO will not supply funding for your event and will not be responsible for any debt incurred
- Use of the SSEEO tax identification number is not allowed.
- If you are seeking sponsors, please provide SSEEO with a list of targeted sponsors. SSEEO reserves the right to exclude solicitation of specific sponsors. The donor should not use SSEEO's name to solicit its own sponsor, but can say that SSEEO is the beneficiary of the event
- These guidelines do not apply to organizations with whom SSEEO has formed a partnership and/or a financial sponsorship for SSEEO and its initiatives
- When the fundraiser is completed, please send donations to SSEEO, P.O. Box 855, Lombard, IL 60148-0855