Community Partner Guidelines
VBCF is able to continue and improve our work to support all Virginians impacted by breast cancer because of you! We recognize that a lot of time and effort goes into organizing community fundraising events and we are grateful - THANK YOU!!

We hope these guidelines will help answer any questions you may have about planning and implementing your fundraising for VBCF. If you do have additional questions, please do not hesitate to reach out to Kirsta Millar, Policy & Fund Development Manager, at kirsta@vbcf.org or 804-285-1200 ext 203.
No matter how large or small your event is, your support will make a difference!

“I was recently diagnosed with breast cancer, and as the mom of a 4-year-old son and a wife, this has been very difficult. It is great to find something in VA to help me.”

Michele, Chesterfield, VA

Thanks to the generosity of our supporters, VBCF was able to provide a Newly Diagnosed Kit with resources to connect Michele with help and support in her community.
How We Can Support Your Event

- **Free breast health educational materials & give-a-ways** for your event attendees.
- **Breast cancer awareness education content** for use in emails or social media posts.
- **Use of our logo** and other digital media such as badges and banners to show you are a breast cancer champion!
- **Publicity & promotion** on our website & monthly E-news publication.
- **Letter of authorization** to validate the event and its organizers and support event solicitation activities.
- **Fact sheet** about VBCF and what we do.

**EVENT TITLES & USE OF VBCF LOGO**

VBCF will provide our name and logo for your use in marketing your event. We ask that VBCF review and approve in advance all materials using our name and/or logo.

Event titles should make clear that VBCF is the *beneficiary* of the event, not the *organizer*.

Marketing materials should be developed in accordance with VBCF’s **Branding Guidelines**.

**PUBLICITY**

- VBCF will add your event to our **Calendar of Events**. The Calendar is featured on our homepage and in our monthly e-newsletters distributed to 3,000+ subscribers.
- We have created digital media badges, buttons, and banners for use on your website or Facebook page to show you are a breast cancer champion!
- VBCF promotes Community Partner events on our Facebook page at our discretion.
MATERIALS & EDUCATIONAL SPEAKERS

VBCF will provide educational materials and branded giveaways FREE of charge for your event! We have items such as pens, emery boards, stickers, pink ribbons and our "Breast Health Basics" brochure in both English and/or Spanish.

Note: Please give us at least 2 weeks notice prior to your event for shipping.

VBCF would love to attend every event around the state, but with a small staff, we simply cannot attend them all. If you would like a VBCF representative to provide breast cancer education at your event, please make a request 30 days in advance. We will do our best to accommodate requests.

Helpful Hints:

- "Think Pink" all year! Fall is our busiest season since Breast Cancer Awareness Month is in October. But, events held in spring, summer or winter often get even more attention.
- Use our pre-written breast cancer education social media posts to engage your supporters while raising awareness about your event.
- Get inspired by checking out our gallery of events from across VA.
- If you need more ideas or have questions, contact kirsta@vbcf.org

PLEASE BE AWARE THAT VBCF IS UNABLE TO:

- Sell tickets, merchandise, and/or create the audience for your event.
- Solicit sponsors or prizes.
- Provide volunteers.
- Provide access to mailing lists or organizational contacts.
- Assume any legal or financial liability.
- Guarantee attendance by VBCF staff or representatives.
After Your Event

Don't Forget to Share Your Photos!

VBCF loves to share photos, news, and success from events on our website, Facebook page and in our e-newsletter. Please send us pictures after your event and let us know how it went!

DONATIONS & TAX RECEIPTS

- We ask that all money raised by your event be submitted to VBCF within 30 days of the event.
- VBCF accepts donations by: cash, check, money order, or online.
- All checks should be made payable to “Virginia Breast Cancer Foundation”
- Checks should be mailed to:
  Virginia Breast Cancer Foundation
  2821 Emerywood Parkway, Suite 203
  Richmond, VA 23294
- VBCF will provide an official thank you and tax receipt within 7 business days of receiving funds.
- Donations by check will be acknowledged to the name and address on the check.
- Cash donations will be acknowledged if VBCF receives the name, address and amount of money donated. Cash should not be mailed. Please use money order (or bring to our office).

Ready to Get Started? Complete an Application

Questions? Please contact Kirsta Millar, Policy and Fund Development Manager at kirsta@vbcf.org or 804-285-1200 ext. 203

THANK YOU!