



## Fundraising Guidelines

Thank you for your interest in raising money for METAvivor. We rely on fundraisers by people like you to fund the research that may one day save the lives of those living with metastatic breast cancer. 100% of all donations from fundraisers like yours will go directly to this research. These guidelines apply to any fundraiser using the METAvivor name or ribbon logo, hereafter referred to as “METAvivor credentials”. NOTE: If you are not advertising that your fundraiser will benefit METAvivor, and you are not using the METAvivor credentials in any promotion material, you may conduct your fundraiser however you wish. You can simply make a donation to METAvivor after your fundraiser is complete. ***METAvivor will not accept a donation that is the result of any illegal activity.***

METAvivor reserves the right to disallow the use of METAvivor credentials at any time for any reason. METAvivor can assist with financial securities donations, contact [lisa@metavivor.org](mailto:lisa@metavivor.org)

### Transparency

METAvivor strives for transparency at all times, and we ask that you do the same when raising money on our behalf. These rules apply when using the METAvivor credentials as part of your fundraising efforts. Fundraising efforts that use the METAvivor credentials must explicitly state what is being donated to METAvivor. We request that all fundraising materials that you generate clearly disclose the amount or percentage of money that will be donated to METAvivor. Generalized statements of donation are not allowed. Here are some examples of what is allowed and what is not allowed when using the METAvivor credentials:

Not Allowed: “A portion of proceeds will be donated to METAvivor.”

Allowed: “We will donate 10% of proceeds after expenses to METAvivor.”

Not Allowed: “We will make a donation to METAvivor for every T-shirt purchased.”

Allowed: “One dollar of each T-shirt sale will be donated to METAvivor.”

You may not use the METAvivor name, ribbon logo, or any other METAvivor credential unless you disclose the amount of proceeds that will benefit METAvivor.

NOTE: The METAvivor credentials may not be used for personal gain. You may not use the METAvivor credentials to raise money for medical expenses or other items that will benefit a patient or anyone else. For example, you may not set up a Go Fund Me site using our name if any of the proceeds are to be used for medical expenses or personal items. You may not put out a donation jar using the METAvivor ribbon and give part of the donations to an individual for any personal use. This does not apply to situations where normal commission or profit for labor that would otherwise be earned is donated in part to METAvivor. For example, if you normally receive commission or profit for sale of jewelry and

wish to donate a clearly disclosed percentage to METAvivor then use of the METAvivor credentials is allowed.

## **Types of Fundraisers**

There are many ways of raising money for METAvivor. One of the simplest is to request that your friends and family make a donation on our web site, or send us a check. This technique is surprisingly effective! Another option is to request a personal fundraising page on our website. We can build a custom page that includes photos, video and text, as well as a running tally of how much you have raised. *The advantage of this approach is that donations made in this way are usually tax deductible for the donor.* METAvivor is able to send you a list of the names and addresses of people who have donated on your page when you request it.

Third party fundraising sites such as “Go Fund Me” and “Kickstarter” have also been used with good success. The disadvantage of this approach is that your donors will not receive a tax deduction letter from METAvivor, and the fundraising sites typically take a cut of the money raised.

Events are also a great way to raise money, whether it is a bake sale at a local coffee shop or a black tie gala. Please comply with all local, state and federal laws when conducting these fundraisers. It is important to get appropriate permits, particularly if you are serving alcohol. Check with local government for details.

## **Donation Receipts**

In general you are not allowed to issue donation *receipts* on behalf of METAvivor. If you anticipate receiving donations that require receipts please contact us at [info@metavivor.org](mailto:info@metavivor.org). It is acceptable to send *thank you letters* to your donors for donating items *to your event*. You may describe the donated item in your thank you letter, but please do not apply a value to the item. If you have questions about this policy please do not hesitate to contact us at [info@metavivor.org](mailto:info@metavivor.org).

## **Merchandise Sales**

Merchandise is also a popular way to raise money for METAvivor. Please be aware that if you sell merchandise you are responsible for paying sales tax, if applicable.

### **Fundraising in Conjunction with other Organizations**

The METAvivor name and ribbon logo may not be used to fundraise in conjunction with fundraising done by other organizations unless this has been explicitly approved by that organization. For example, you may not raise money for METAvivor as part of a walk or run being organized by another organization. Note that this does not apply to use of the ribbon logo for awareness purposes, see the ribbon usage guides.

## **Design of Fundraising Materials**

METAvivor is sensitive to the opinions of all of our supporters, and we do not wish to offend anyone. If you are using the METAvivor credentials, we request that you adhere to the following guidelines in designing all posters, advertisements, merchandise, etc. for your fundraiser.

1. Do not use profanity.
2. Do not use innuendo or slang to refer to breasts. Use of the METAvivor credentials with such euphemisms as “ta-tas”, “boobies”, “second base”, etc is not allowed.
3. Do not copy, mimic or lampoon any other organization or individual’s design or slogan.
4. Do not use a hashtag that is associated with another organization or individual.
5. Do not use anything in your promotional materials that is trademarked or copywrited by another organization or individual.

## Images

Pictures from the METAvivor website or any pictures of a METAvivor Board Member can be requested by contacting [sonya@metavivor.org](mailto:sonya@metavivor.org). **Pictures may not be used unless prior written consent is received from METAvivor.**

## Third Party Fundraisers

METAvivor Research and Support is delighted to receive donations from fundraisers organized by individuals and organizations who are not affiliated with METAvivor, subject to the following guidelines:

1. All usage of the metastatic breast cancer ribbon logo must comply with the [ribbon usage guidelines](#).
2. “METAvivor”, “METAvivor Research and Support, Inc.” and [www.METAvivor.org](http://www.METAvivor.org) may be used in promotional materials only as an identified recipient of proceeds of the fundraiser.
3. METAvivor must be notified that it will be a fundraiser recipient prior to the METAvivor name being used in promotional materials. The fundraising element must provide a contact name, email and phone number.
4. In no way should it be implied that METAvivor is participating in the organization or execution of any fundraiser.
5. METAvivor may be described in promotional materials as follows: “METAvivor Research and Support is a non-profit organization dedicated to providing support for women and men with metastatic breast cancer (MBC) and funding research to transition MBC from a terminal illness to a controlled, chronic condition.”
6. METAvivor reserves the right to rescind permission to use the METAvivor name at any time.
7. Organizers of fundraisers to benefit METAvivor are asked to report fundraiser status at such times as are mutually agreed upon between the METAvivor Board of Directors and the person/persons/organization hosting the fundraiser.

Those who comply with our policy may be listed on our web site.

METAvivor Research and Support reserves the right to apply additional restrictions and guidelines to any outside party using the METAvivor name and/or logo.

### **Metastatic Breast Cancer Ribbon Logo Usage Guidelines**

The metastatic breast cancer ribbon logo is a trademark owned by METAvivor Research and Support, Inc. METAvivor will consider authorizing the use of the metastatic breast cancer ribbon logo for the following purposes:

- Activities, promotion and publications that raise awareness of the metastatic breast cancer condition.
- Activities that provide support services for women and men with metastatic breast cancer.
- Fundraising activities, promotion and publications that raise money for metastatic breast cancer research, where such research has the goal of transitioning metastatic breast cancer from a terminal illness to a controlled, chronic condition.
- Fundraising activities, promotion and publications that raise money for support services for women and men with metastatic breast cancer.

METAvivor Research and Support, Inc. further requires the following:

- Any organization using the metastatic breast cancer ribbon logo shall have as its primary focus the condition of metastatic breast cancer.
- 50% of the net proceeds from the sale of any merchandise **containing the metastatic breast cancer ribbon logo** shall benefit METAvivor.
- All uses of the metastatic breast cancer ribbon logo shall be accompanied by the words “metastatic breast cancer ribbon logo used by permission of METAvivor Research and Support, Inc.”.
- The metastatic breast cancer ribbon logo shall not be modified or altered in any way without the express written consent of METAvivor Research and Support Inc.

Organizations wishing to use the metastatic breast cancer ribbon logo shall apply to METAvivor Research and Support in writing. The application must include details as to how the logo will be used in compliance with the above standards. Applications can be emailed to [info@metavivor.org](mailto:info@metavivor.org), or mailed to

METAvivor Research and Support, Inc.  
1783 Forest Drive #184  
Annapolis, MD 21401

METAvivor Research and Support, Inc. reserves the right to modify these usage guidelines at any time. METAvivor may consider authorizing the use of the ribbon for other purposes on a case by case basis. METAvivor further reserves the right to rescind the authorization of the use of the metastatic breast cancer ribbon logo at any time, for any reason.

**THE ORIGIN OF THE RIBBON**

The pink ribbon is well-known for representing the fight against breast cancer, but many stage 4 breast cancer patients feel that pink does not encapsulate their experience. Metastatic breast cancer may start in the breast, but its spread to vital organs makes the disease fatal. To highlight the uniqueness of the disease and show its commonality with other stage 4 cancers, METAvivor designed a base ribbon of green and teal to represent metastasis. Green represents the triumph of spring over winter, life over death, and symbolizes renewal, hope, and immortality while teal symbolizes healing and spirituality. The thin pink ribbon overlay signifies that the metastatic cancer originated in the breast. Because all stage 4 cancer patients have common concerns and challenges, we invite other cancer communities to overlay their own cancer’s ribbon on this metastatic ribbon base.

I have read the METAvivor fundraising guidelines and ribbon usage guidelines and agree to follow. If I have questions about the guidelines or would like the Board of Directors to consider options for branding, use of METAvivor logos or fundraising, I will contact METAvivor through the Executive Director at [sonya@metavivor.org](mailto:sonya@metavivor.org) to discuss.

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Print Name

Print Company Name

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Signature

Title

Date

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