



Community Fundraiser Information Packet

Thank you for choosing to organize a Community Fundraiser to benefit Sideline Cancer. Funds raised through your efforts allow the Griffith Family Foundation to fund a cure for pancreatic cancer; offer hope for those in need; connect patients, families, and communities; and raise awareness of the necessity for a new direction of innovative research and treatment plans.

Thank you for your support!

Let's get started helping eradicate pancreatic cancer!

The first step is to get your fundraiser activity approved by the Griffith Family Foundation. Before you begin fundraising or promoting your event or project, please follow these steps.

1. Review the Policies and Guidelines document included in this information packet.
2. Complete the Community Fundraiser Application, providing as many details as possible. Don't forget to sign the application to acknowledge that you agree to follow the Policies and Guidelines as stated. Feel free to contact the Griffith Family Foundation if you have any questions.
3. Return the completed application to the Griffith Family Foundation for approval. Upon approval, you may begin fundraising.

Community Fundraiser Ideas

Below are some ideas and examples of successful events. Feel free to use your imagination!

Groups/Clubs: Incorporate fundraising into your next club meeting. Have a collection box at your next meeting.

Sports Tournament: Turn a day of your favorite sporting event into a fundraiser. Organize a tournament, charge an entry fee, and donate the fees to the Griffith Family Foundation. If you want to have a large event, solicit corporate sponsors to underwrite the costs in exchange for exposure of their product or logo.

Business Proceeds: Ask your favorite restaurant or bar to have a charity day and donate a portion of the proceeds of that day's sales to the Griffith Family Foundation.

Consult with the Griffith Family Foundation if you have any questions or need advice along the way.

Cathy Griffith

Phone: 814-937-1082

Email: cathy@griffithfamilyfoundation.org



Fundraising Tips for Success

Choose the “right fundraiser”

Your fundraiser should be something you can passionately be involved with, and it should serve as a way for others to support Sideline Cancer and the Griffith Family Foundation. Some important questions to ask yourself: What are your interests and time availability? Does the fundraiser fit the GFF’s mission and image? Is the fundraiser legal in Pennsylvania?

Form a planning committee

Forming a planning committee provides the opportunity to brainstorm ideas and then “divide and conquer” the tasks. Ask committee members to take responsibility in a certain aspect of your fundraiser that interests them or fits their skill set.

Set goals

Set a realistic and measurable financial goal for your fundraiser. Consider setting additional goals that aren’t necessarily measurable. For instance, did participants enjoy your fundraiser? Did they learn more about the GFF? Creating awareness about Sideline Cancer is an important aspect of a successful fundraiser.

Identify your target audience

Knowing your audience will help in planning your marketing and promotion strategy. Who will be most interested in supporting your fundraiser? Do you or your committee members have access to these groups or individuals?

Schedule the fundraiser

Select a date and time that is appropriate for your targeted participants. Refer to a calendar to avoid holidays or popular vacation times. Check out local calendars to make sure your fundraiser doesn’t conflict with other fundraisers.

Develop a budget

Creating a budget is something most people dread. However, it is important to identify sources of income and expenses before you start fundraising. Costs should be monitored carefully, as the GFF cannot be liable for expenses or fundraisers that do not raise money. Plus, you want to make sure your fundraiser helps fund as much research as possible. Establishing a budget will provide a benchmark to ensure that your fundraising stays on track.

Plan your promotion strategy

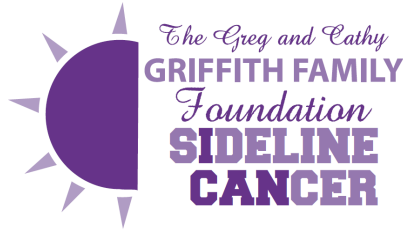
How will you promote your fundraiser to build awareness, attendance, and donations? In addition to traditional advertising (fliers, posters, speaking to groups), think about using email and social networking sites such as Facebook or Twitter. If you need Sideline Cancer materials (brochures, fact sheets, etc.) to hand out, just call the GFF, and we can make some available to you.

Collect the funds

Please forward all funds to the GFF within 30 days of the fundraiser. Once the funds are received, the GFF will automatically send a thank you letter with tax information to the donor, if the check is made payable to the Griffith Family Foundation/Sideline Cancer.

Give thanks

Be sure to thank everyone who participated or donated to your fundraiser. Don’t forget about the people who helped you plan the fundraiser. Let them know how much you appreciated their help as well.



Policies and Guidelines for Community Fundraisers

We thank all individuals and organizations in the community for supporting the Griffith Family Foundation and Sideline Cancer. We are grateful for the generous gifts of both time and fundraising dollars. Below are the specific policies and guidelines for conducting a fundraiser. After you have reviewed these policies and guidelines, please complete the Community Fundraiser Application.

In order to ensure that all proposed fundraising projects are in keeping with the GFF's organizational guidelines and comply with regulations pertaining to non-profit organizations, we require:

- Complete and return the Community Fundraiser Application a minimum of 30 days prior to date of event for review.
- Fundraisers must comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events.
- Fundraisers must fit the mission and convey the appropriate image and message for Sideline Cancer.
- The GFF cannot sponsor or endorse individuals, companies, programs, products, or services and does not allow door-to-door selling or phone solicitation on our behalf.
- No fundraising activity that involves agreement with any organization or individual to raise funds on a commission, bonus, or percentage basis will be considered.
- The fundraiser organizer is responsible for obtaining any necessary permits and clearances required by the government. The organizer must also obtain appropriate insurance coverage, if necessary.
- If circumstances warrant or the GFF is notified or becomes aware of practices incongruent with these guidelines or misaligned with our mission, the GFF may direct you to modify, cease, or cancel the program.
- The sponsor/organization holding the event intended to benefit the Griffith Family Foundation and Sideline Cancer agrees to indemnify and hold the GFF harmless from any and all claims that may arise as a result of this event.
- This agreement shall not be assignable by Sponsor.
- The fundraiser organizer must seek approval from the GFF to repeat the fundraiser in each succeeding year.

Financial Guidelines

- Estimated expenses and revenue should be established by the fundraiser organizers on the Community Fundraiser Application and submitted to the GFF before the event is approved.
- Fundraisers must be financially self-sustaining without contribution or financial risk for the GFF. The GFF does not offer funding to assist with fundraising efforts, thus money needed for



expenses (space rental, deposits, etc.) must be supplied by the party offering the fundraising activity

- Fundraiser organizers will be liable for all expenses. If expenses exceed revenue, the GFF will not be liable for the expenses.
- Individuals may contact the GFF about a 50/50 revenue share that will be decided on a case by case basis.
- Donations to the fundraiser can be made via PayPal or made payable to
 - The Griffith Family Foundation
P.O. Box 28
Hollidaysburg, PA 16648
- A written accounting of the fundraising event must be made available, if requested by the GFF.
- The GFF will determine how funds will be used according to area of greatest need.
- The GFF must receive all net proceeds within 30 working days of the conclusion of the fundraiser.
- Exceptions to the financial guidelines may be requested and must have written approval.

Sponsorship

- When approaching businesses and corporations for assistance and monetary support of your fundraiser, please remember that many local organizations may already have a partnership with the GFF and may not wish to make additional donations. Be sure to contact the GFF to discuss your plans for soliciting sponsorship and monetary support.
- Companies with public images that may have the potential to compromise the goodwill of Sideline Cancer or the Griffith Family Foundation, or conflict with the GFF's mission, vision, or values may not be major or presenting sponsors and may not promote their products through advertising or other expenses.

Promotion and Logo Usage

- Any and all promotional materials using the registered logo and name of the Griffith Family Foundation or Sideline Cancer to be used in support of this fundraiser must be submitted to the GFF for its review and written approval prior to production. This includes invitations, posters, flyers, press releases, etc.
- In naming the event, the Griffith Family Foundation or Sideline Cancer should not be used in the title, but rather listed as the beneficiary of the event. For example, organizers should refer to an event fundraiser as "ABC Fundraiser to benefit the Griffith Family Foundation's Sideline Cancer."
- Promotional materials must clearly state that your fundraiser is raising funds to benefit the GFF. If you are running a corporate promotion or course-related marketing program, the public should be fully informed regarding the net amount that will be donated to the GFF. If less than 100% of the net proceeds will be donated, the actual percentage should be disclosed to potential donors and participants.
- The GFF assumes no responsibility for promoting the event.



What the Griffith Family Foundation CAN DO to assist with your fundraiser:

- Offer advice and expertise on fundraising and event planning
- Provide and approve the use of the Griffith Family Foundation and Sideline Cancer name and logo
- Promote your event on our website, with a link to your event or fundraising page
- Assist with writing press releases and promotional materials
- Provide a letter of authorization to be used to validate the authenticity of the fundraiser and its organizers
- Attend fundraisers or check presentations, as schedule permits
- Provide the GFF and Sideline Cancer promotional materials (i.e. newsletters, brochures, fact sheets)
- Provide a written tax receipt to donors who make their contributions payable to the Griffith Family Foundation in accordance with state and federal tax laws

What the Griffith Family Foundation CANNOT DO to assist with your fundraiser:

- Extend our tax exemption to you
- Provide a written tax receipt for contributions NOT made directly to the Griffith Family Foundation
- Provide primary insurance coverage
- Provide funding or reimbursement for expenses
- Solicit sponsorship revenue for your fundraiser
- Provide volunteers or donor names
- Provide mailing lists of donors, vendors, board members, employees, or others affiliated with the GFF or Sideline Cancer
- Guarantee media coverage
- Guarantee attendance or be the sole solicitor of support of donors, vendors, board members, employees, or others affiliated with the GFF or Sideline Cancer constituencies at the fundraiser



The Griffith Family Foundation and Sideline Cancer Identity Standards

This guide was developed to help clearly and consistently communicate the values of the Griffith Family Foundation. These standards should be adhered to at all times by the foundation and its partnering organizations.

The Griffith Family Foundation and Sideline Cancer own all copyrights to the name and the “I Can.” Any public use of the name or trademarks must be used in compliance with the License Agreement and submitted to the Griffith Family Foundation for review prior to production and distribution. This includes trademarks and mentions used on fundraising materials, annual reports, posters, brochures/flyers, newsletters, websites, videos, vehicles, and in press releases.

Prior to production, submit marketing materials to:

Cathy Griffith

Phone: 814-937-1082

Email: cathy@griffithfamilyfoundation.org

Copyright Standards

Name: The official name of the foundation is the Griffith Family Foundation. After the first mention in a document of the full charity name, it may be referred to as “the GFF.” The official name of the brand is Sideline Cancer®. Both the name and the “I Can®” are registered trademarks of the Griffith Family Foundation. Both of these must include a registration mark when first mentioned in print.

Logos: There are two approved logos for our organization. Either logo may be used. When color printing is not available, the logo may be printed in black. No parts of the logo may be separated. The GFF’s logo can be reproduced by maintaining its proportions and ensuring that the type is readable. Logos are available in electronic format by contacting: Cathy Griffith, cathy@griffithfamilyfoundation.org or 814-937-1082.

Griffith Family Foundation Logo



Sideline Cancer Logo





Descriptions

Our Mission

- To **FUND** a cure for pancreatic cancer
- To offer **HOPE** for those in need
- To **CONNECT** patients, families and communities
- To raise **AWARENESS** of the necessity for a new direction of innovative research and treatment plans

Our Vision

- To continue the **VISION** inspired by Greg Griffith
- To rise and “put on our pants” each day and take up the battle
- To give back more in time, effort and funding than we take
- To see a day when our children and grandchildren no longer need to fear a diagnosis of pancreatic cancer
- We **CAN** achieve what we **BELIEVE!**



Community Fundraiser Application

Before you begin a fundraiser, you must submit this application for approval to the GFF (mail or email). Please write N/A for anything that isn't applicable to your fundraiser. The GFF will contact you within one week to discuss your application. If you have any questions, contact Cathy Griffith at 814-937-1082 or cathy@griffithfamilyfoundation.org.

Contact Information

Today's Date: ___ / ___ / 20__

Company / Organization: _____

Contact Name: _____ Address: _____

City, State, Zip: _____

Daytime phone: _____ Cell phone: _____

Email: _____ Company / Organization website: _____

Company / Organization's purpose: _____

Have you conducted a fundraiser for the GFF before? If so, when and how? _____

Fundraiser Details

Name of fundraiser: _____

Start date & time: _____ End date & time: _____

Location of fundraiser (include address, if applicable): _____

Intended audience for fundraiser: _____

Anticipated attendance: _____

Description of fundraiser: _____

Do you anticipate this becoming a recurring event? If so, how often (monthly, annually, etc.)? _____

Please list your expectations of the GFF: _____

What businesses, individuals, or foundations will be approached for underwriting, sponsorship, in-kind giving, or other contributions to help your event? _____

What incentives (if any) will be offered to your sponsors for their participation? _____



Briefly describe how your event will raise funds (sources of revenue, i.e. ticket sales, donations, sponsorship, auction, raffle, etc.): _____

Budget Worksheet

Please **estimate** or write N/A for anything not applicable to your fundraiser. Attach a separate budget sheet if necessary.

Gross Anticipated Revenue _____

Expenses

Food & Beverage	_____
Staffing	_____
Other venue costs (A/V, décor)	_____
Entertainment	_____
Printing & Postage	_____
Advertising	_____
Prizes	_____
Supplies	_____
Other	_____
Total Expenses	_____

Fundraiser Net Proceeds _____

Percentage of net proceeds to be donated to the GFF: _____

Will another organization benefit from this event? If so, which one? _____

Publicity

How will the fundraiser be publicized? _____

Are there any media partners involved? _____

Will the GFF logo be requested for promotional purposes? (circle one) YES NO

If so, how will it be used? _____

Is the fundraiser: (circle one) Open to the public By invitation only

For potential publicity of the fundraiser by the GFF (web listings, press releases, etc.), list a

name and contact information that can be listed publically: Name: _____



Phone: _____ Email: _____

Additional Information

Is there any other key information about the event, the planning, or post-event follow up that should be discussed? _____

The organizer/sponsor of this fundraiser assumes all risks and liabilities associated with the fundraiser and hereby releases and holds harmless the Griffith Family Foundation and Sideline Cancer and its directors, officers, employees, agents, successors and assigns from and against any and all claims, damages, liabilities, costs, and expenses, including attorney's fees, arising out of or which may occur in conjunction with the fundraiser, including, without limitation, any personal injuries or damage to property which may occur in conjunction with the event.

I, _____, agree on behalf of the organization/group I represent that if the project I wish to coordinate is approved by the Griffith Family Foundation, we understand and agree to abide by the Community Fundraiser Policies & Guidelines, a copy of which has been provided to the organization by the Griffith Family Foundation. I also agree that the funds raised from the activity will be remitted to the Griffith Family Foundation within 30 days of the fundraiser or within alternative terms mutually agreed upon.

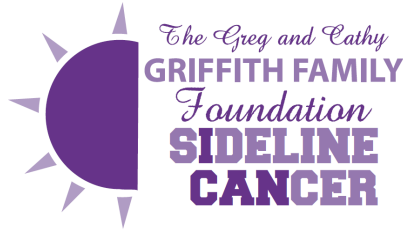
X _____ Date: _____

Fundraiser Representative Signature

X _____ Date: _____

Griffith Family Foundation Representative Signature

Return signed and completed form to Cathy Griffith at
The Griffith Family Foundation
P.O. Box 28
Hollidaysburg, PA 16648



Community Fundraiser Follow-Up Report

Please complete this form and return with the proceeds from your event, including donations made payable to the Griffith Family Foundation, within 30 days of the event.

Company / Organization: _____
Contact Name: _____ Email: _____
Phone: _____ Cell Phone: _____
Event Name: _____
Date of Event: _____ Net Income: _____

Donations

Please list any business that provided cash or donated items so we may properly thank them. Attach additional sheets if necessary.

Business Name: _____ Contact: _____
Address: _____ City: _____ State: ___ Zip: _____
Phone: _____ Item or donation amount: _____

Business Name: _____ Contact: _____
Address: _____ City: _____ State: ___ Zip: _____
Phone: _____ Item or donation amount: _____

Business Name: _____ Contact: _____
Address: _____ City: _____ State: ___ Zip: _____
Phone: _____ Item or donation amount: _____

Business Name: _____ Contact: _____
Address: _____ City: _____ State: ___ Zip: _____
Phone: _____ Item or donation amount: _____

Business Name: _____ Contact: _____
Address: _____ City: _____ State: ___ Zip: _____
Phone: _____ Item or donation amount: _____

TRADEMARK LICENSE AGREEMENT

This Trademark License Agreement (hereinafter the "Agreement") is made this ____ day of _____, 20__, by and between the Greg & Cathy Griffith Family Foundation ("Licensor"), 309 Allegheny Street, Suite 5, Hollidaysburg, PA 16448 and _____ ("Licensee"), whose address is: _____.

WHEREAS, Licensor provides charitable fundraising services to support pancreatic cancer research (the "Services") using the trademarks depicted on the attached Exhibit "A" (the "Trademarks"), and has adopted and is using the Trademarks throughout the United States; and

WHEREAS, Licensee is desirous of using the Trademarks solely in connection with its promotion and/or support of Licensor's Services and in connection with the event(s) listed on the attached Exhibit "B" (the "Use"); and

WHEREAS, Licensor is willing to license the Trademarks to Licensee for this limited Use, provided that all proceeds from the Use be donated to Licensor;

NOW, THEREFORE, in consideration of the mutual covenants of the parties, the parties agree as follows:

1. License. Licensor grants to Licensee the non-exclusive right to use the Trademarks during the term of this Agreement, provided that Licensee may use the Trademarks only for the Use, under the direction of Licensor and that all proceeds from the Use be donated to Licensor to support the Services.

2. Quality of Services. Licensee shall use the Trademarks only for the Use connected with the Services in accordance with any standards furnished by Licensee by Licensor. The quality of the Services must always be satisfactory to Licensor.

3. Inspection. Licensee shall permit Licensor to inspect the premises of Licensee at all reasonable times, for the purpose of determining compliance with Paragraphs 1 and 2.

4. Use of Trademarks. Licensee shall provide Licensor with samples of all literature, brochures, signs and advertising materials prepared by Licensee using the Trademarks, and Licensee shall obtain the approval of Licensor with respect to all such literature, brochures, signs and advertising materials bearing the Trademarks prior to use. Licensee shall only be permitted to use the Trademarks as depicted on Exhibit "A" and cannot alter or modify the Trademarks in any manner.

5. Extent of License. The right granted in Paragraph 1 shall not be transferable without Licensor's prior written consent. Licensee shall not grant any sublicenses, except by prior written consent of the Licensor. Licensee agrees to actively assist Licensor in terminating

any infringement of the Trademarks by any third parties and to promptly notify Licensor of any infringing use by third parties.

6. Termination.

(a) The Agreement shall terminate on _____, 2014 unless terminated earlier as provided in this Agreement.

(b) Notwithstanding anything in this Agreement to the contrary, the parties may terminate this Agreement upon any material breach by the other of any of its obligations under this Agreement. Termination shall be accomplished by sending the breaching party a notice of termination that shall state the nature of the breach. Termination will be effective five (5) days following its date unless the breach shall have been cured during such five (5) day period or such longer period as shall be mutually agreed to by the parties.

(c) Licensor may terminate this Agreement at any time Licensor deems, in its sole discretion, that Licensee is not maintaining the quality standards described in Paragraph 2.

(d) Licensor may also terminate this Agreement for any reason with ten (10) days advance written notice to Licensee.

7. Ownership of Trademarks. Licensee acknowledges the validity of Licensor's exclusive right, title, interest and ownership in and to the Trademarks, and will not do or cause to be done any act or thing contesting or in any way impairing or tending to impair any part of such right, title, interest or ownership. Licensee also acknowledges the value of the Licensor's goodwill in the Trademarks, and acknowledges that the goodwill generated by the Licensee through use of the Trademarks inures to the benefit of the Licensor. Upon termination of this Agreement in any manner, Licensee will cease and desist from all use of the Trademarks in any way. Further, Licensee will not, at any time, adopt or use, without the Licensor's prior written consent, any word or mark which is similar to or confusing with the Trademarks.

8. Indemnity. Licensor assumes no liability to Licensee or to third parties with respect to the characteristics, safety or consumption of the products or services rendered by the Licensee while using the Trademarks, and Licensee shall indemnify Licensor, its officers, directors, employees and agents against all losses, claims and attorneys' fees in connection with claims of third parties against Licensor involving the sale of Licensee's products or services using the Trademarks. Licensee shall pay all costs, damages and attorneys' fees awarded against Licensor in any such action which is attributable to such claim.

9. Notices. Any notices required or permitted to be given under this Agreement shall be deemed sufficiently given if mailed by certified mail, return receipt requested, addressed to the addresses listed above or any other address as may be furnished in writing to the notifying party.

10. Miscellaneous. This Agreement and the rights of the parties shall be governed by and interpreted in accordance with the laws of the Commonwealth of Pennsylvania.

No modification of this Agreement shall be binding unless it is in writing and signed by an authorized representative of the party against whom enforcement of the modification is sought. This Agreement is the complete and exclusive statement of Licensor's obligations and responsibilities to Licensee and supersedes any and all other proposal, representation, or other communication by or on behalf of Licensor relating to the subject matter.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed on the date set forth above.

Licensor:

Licensee:

GREG & CATHY GRIFFITH
FAMILY FOUNDATION

By: _____
Printed Name:

By: _____
Printed Name:

Title: _____

Title: _____

EXHIBIT "A"
TRADEMARKS

<u>MARK</u>	<u>REGISTRATION NO./ SERIAL NO.</u>	<u>REGISTRATION DATE</u>
SIDELINE CANCER	4,456,575	December 24, 2013

**SIDELINE
CANCER**
