



Your Guide to Fundraising Success

Give the gift of hope
to the women of Central Texas.



Independent Fundraisers Make Our Work Possible



THANK YOU!

An Independent Fundraising Event (IFE) is a fundraiser organized and hosted entirely by people like YOU — people who want to make a difference in the lives of local women facing breast cancer.

Your fundraiser plays a HUGE role in keeping our services free of charge to anyone who calls our helpline or walks through our door. In fact, the combined efforts of IFEs contribute over \$150,000 to BCRC every year!

IFEs are especially inspiring because of their unique ability to raise local awareness for BCRC and encourage more women in our community to reach out for help.

We want you to be as successful as possible and hope this guide will be a useful tool. In it, you'll find helpful information on getting started, managing social media, and collecting and submitting donations. We've also outlined the types of support BCRC can offer, provided instructions on how to represent BCRC accurately, and included answers to frequently asked questions.

We hope this tool will get you pointed in the right direction and serve as a reference guide during your fundraiser. If you need more assistance or have questions, call us, email us — we're always here to help!

**For questions or to get started, contact:
Celina Maggi, Assistant Director of Development and
Special Events, email: CMaggi@bcrc.org.**

Mission:

Empower those affected by breast cancer with personalized support and compassion.

Vision:

Together we can ensure no one faces breast cancer alone!





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Charting Your Course

STEP 1: Choose how you'd like to fundraise.

Event-based

Independent fundraisers can include many types of events- large or small- varying from bake sales to golf tournaments.

Online peer-to-peer

Create a customized, online fundraising page in just minutes. Then, share your page with your network to leverage the giving power of your friends, family, and coworkers.



STEP 2. Register your fundraiser with BCRC.

Registering your fundraiser is important because it:

- Tells us about you and the goals you'd like to achieve
- Provides us with the details of where, what and when
- Lets us know the resources you'll need from us
- Allows us to follow your progress

Registration is also easy!

All you have to do is complete our online IFE Registration Form and submit it for approval at least one month in advance of your fundraiser. BCRC's IFE Registration Form can be found online under "Give Back", then, "Host an Event" on www.bcrc.org.

 Please allow five to seven business days for approval of your event.

How BCRC Can Help

We know how important it is to have the right tools to share your fundraiser with your network of colleagues, family and friends. BCRC offers a variety of tools and resources to help you maximize your fundraiser's potential and help to champion your cause in your community.



Event Collateral

BCRC offers a variety of promotional materials:

- Digital logo files
- Custom flyer



Event Promotion

We'd be happy to help promote your fundraiser on our social media pages, including Facebook, Instagram, and Twitter.* We can also post your fundraiser on our website's event calendar.

*We reserve the right to deem event images and/or graphics inappropriate for promotional use on BCRC sites.



While we do our best to provide you with the tools and resources you need for success, please understand we are limited in the ways our staff can offer support. All planning and operational responsibilities related to your fundraiser, such as securing date/venue, selling tickets, contracting vendors, promotion and marketing, soliciting sponsors, etc., should be carried out by you or your event's organizers.

BCRC cannot underwrite or assume any financial risk with regard to fees, costs, or expenses related to your event. For more information about our IFE policies, please refer to the terms and conditions outlined in the IFE Registration Form.

**Our brand has meaning.
Please treat it with care.**



Using the BCRC name and logo:

BCRC’s brand represents our values, and our deep commitment to women whose lives have been upended and forever changed by breast cancer. Please help us preserve the trust we’ve built within the community by adhering to the following guidelines.

Refer to us as “Breast Cancer Resource Center” or “BCRC.”

Although BCRC is the beneficiary of your event, we should not be named as the sponsor in the event title. For example, please title your event “Tea Party to Benefit BCRC” not “BCRC’s Tea Party.”

When using our logos:

Use our primary horizontal logo when possible.



Use our stacked logo when space does not allow for the primary.



When you use our logo on promotional materials — print or digital — please submit your design to BCRC for approval before printing or distributing.

- Do not stretch the logo, put it on an angle, or place it inside a shape or on a clashing color.
- If our logo contrasts with your background, we have alternate versions. Please call or email us and we’ll make sure you have what looks best.

Navigating Your Event

Tips for launching your fundraiser

1. Make the first donation and inspire others to match your contribution.

2. Engage your audience through storytelling. Help your donors understand the impact of their gift by sharing personal testimonies about BCRC. Authentic storytelling can be your most powerful tool for communicating the importance of BCRC and inspiring hope on a personal level.

3. Know your cause. You don't need to be an expert in breast cancer to fundraise for BCRC, but you should be ready to articulate the mission of the organization you're supporting. We've got you covered — turn to pages 13–15 for a summary of our services and other helpful messaging information!

4. Be transparent. Let participants know what portion of your proceeds will benefit BCRC and if the funds will be restricted to a specific purpose.

5. Document your event with photos and videos.

Post these on social media for greater awareness of your event. Be sure to tag **@BCRCofTexas** on Facebook, **@BCRCofTexas** Twitter, and **@BCRCofTX** Instagram so we can repost them on our channels, too!



SOCIAL MEDIA TIPS

- Thank and tag individual donors with personalized shout-outs! You can tag individuals and companies by using the @ sign before typing their name.
- Engage your network with inspiring stories that tell why you're fundraising for BCRC.
- Use photos and videos to tell your story. Try your best to keep your messages short and to the point.
- Tag **BCRC** in posts on Facebook, Twitter, and Instagram.
- Remain sensitive to our shared cause and avoid the temptation to post suggestive images or provocative content.

Celebrating Your Success!



Thank everyone for their participation

No matter the size of your fundraiser, it's important to let your supporters know how they've helped! Show your donors you appreciate their contributions by giving them a shout-out on social media or writing them a personal note.



Spread the news

Post your success on social media. You'll not only be sharing how you helped Texas women, you'll be raising awareness about BCRC so others can follow your example.

Remember to tag us on social media so we can celebrate with you!

**It's never too early to start planning for next year.
We'd love for you to make your IFE an annual event!**

Submitting Donations

There are two ways your donations can reach BCRC: **online or offline.**

Online

Donations collected through BCRC's "Donate" page will be credited towards your event. Online donors will receive an automated gift acknowledgment and tax receipt via email.

If your fundraiser generates both online and offline donations, you will need to include a completed Offline Donation Form (see page 17) with any mailed or hand-delivered donations.

Offline

Cash and checks should be collected, counted and delivered to BCRC with a completed [Offline Donation Form](#).

- Cash should be delivered in person to the BCRC Office at 4807 Spicewood Springs Road, Bldg 1 Suite 1100, Austin TX 78759.
- Checks should be made payable to Breast Cancer Resource Center or BCRC, and can be mailed or delivered to the same address.

For cash or check donations collected offline, BCRC will send a gift acknowledgment and tax receipt to the donor provided that:

- 1) Their donation was made directly to BCRC
- 2) We have confirmation of the donor's gift amount
- 3) We have the donor's email address OR mailing address

Please keep this in mind when completing your Offline Donation Form.



Please submit the proceeds of your fundraiser to BCRC within 30 days of the event.

Fundraising Guide FAQs

What resources can BCRC provide for my fundraiser?

BCRC can provide event collateral and online promotion. We cannot guarantee on-site representation of BCRC by staff or clients, nor can we guarantee additional volunteers to collect donations or work information tables. We'd be happy to help promote your fundraiser on our social media pages, including Facebook, Instagram, and Twitter. We can also post your fundraiser on our website's event calendar.

Can BCRC help me get attendees for my event?

BCRC can promote your event on social media; however, if your event requires ticket sales, the responsibility for those sales rests with you as the organizer.

Will BCRC design any promotional materials for my fundraiser?

You may use our logo to create promotional materials within our [brand guidelines](#). You can also create a flyer using the BCRC template, which is preformatted and contains our logo. The template is available by emailing CMaggi@bcrc.org.

What are the guidelines around sponsorships?

When securing event sponsors or underwriters, we ask that you work with us to avoid duplicate solicitation of existing BCRC event sponsors.

A donor is requesting a 501(c)(3) letter. What is that and how can I get a copy?

A 501(c)(3) letter is proof that Breast Cancer Resource Center is recognized as a nonprofit organization by the federal government. Contact CMaggi@bcrc.org for a copy of this form.

If a business donates goods or services for my event, will they receive a tax receipt from BCRC?

BCRC's tax-exempt status is non-transferable and cannot be used by another party to solicit donated goods or services. If your organization does not have a 501(c)(3) status, please do not promise a charitable-tax receipt.

Do I need to send a separate donation form for each donation?

If you are delivering multiple cash donations or mailing multiple checks at the same time, only one form is necessary. Please list each donor and their gift separately, and provide a total amount for all gifts listed on the form. Please remember BCRC can only send a gift acknowledgment to your donors if 1) their donation was made directly to BCRC, 2) BCRC has confirmation of the donor's gift amount, and 3) BCRC has the donor's email address OR mailing address.

Fundraising Guide FAQs *continued*

What if a check is made out to me, not BCRC?

If a donor makes the check out to you, simply endorse the check with your signature and “Payable to Breast Cancer Resource Center” and submit it with the donation form. Please note the account holder on the check will receive the tax receipt from BCRC.

Can I accept the bulk of the donations and write BCRC one check?

We do not recommend this for two important reasons: 1) if you collect donations and deposit them into your account, the IRS will consider this to be income and you will be taxed on the amount; 2) since the check is from your account, you — not your donors — will receive a tax receipt from BCRC.

When are the donations from my fundraiser due?

Donations, along with the Offline Donation Form, should be mailed/delivered to BCRC no later than 30 days after the completion of your fundraiser. BCRC’s address is 4807 Spicewood Springs Road, Bldg. 1 Suite 1100, Austin, TX 78759.

Can BCRC issue tax receipts to my donors?

BCRC can issue IRS compliant charitable tax receipts only if the donation is made payable directly to the Breast Cancer Resource Center and is accompanied by the donor’s contact information. We cannot provide tax receipts to donors who made gifts to you or any other organization.

How do I pay myself back for expenses I’ve incurred?

We understand that some event organizers require funds to pay expenses. However, event organizers are responsible for covering all expenses and cannot be reimbursed by BCRC. During your planning process, develop a budget to estimate your costs. As you start to collect money, we suggest you keep some funds on hand to cover the expenses you’ve identified. When your fundraiser is complete, please send us one check for the net profit of the fundraiser after your expenses have been paid in full.

My question is not answered here. May I contact you?

We want to help make your fundraiser a success! Please contact us with questions at CMaggi@bcrc.org.

Describing the Work of BCRC

BCRC provides guidance, education and assistance to Central Texas women whose lives have been upended by breast cancer. We help each woman find her footing and determine the path that's right for her.

Guidance



For women diagnosed with breast cancer, it can be difficult to know where to turn or what to do next. BCRC pairs each client with a Certified Patient Navigator — an experienced guide who is uniquely qualified to provide guidance, support and access to community resources.



BCRC is staffed by breast cancer survivors who inspire hope on a very personal level.

Education



BCRC's educational programs and community outreach provide trustworthy, reliable information for all phases of treatment and all stages of the disease. When women have questions, we have answers.



BCRC is the only nonprofit organization in Central Texas focusing its services solely on those affected by breast cancer.

Describing the Work of BCRC *continued*

Assistance



Even with the best insurance, breast cancer treatment can be financially devastating, and, at best, difficult to navigate. Without insurance, even a routine mammogram can be out of reach. BCRC Patient Navigators have the experience to assist clients with insurance issues, and the resources to ensure that clients without insurance get diagnostics and treatment, if needed.



Cost remains the single largest barrier to obtaining treatment for breast cancer.

Communicating the Impact of Your Fundraiser

Your support makes a REAL difference. Each donation will:

1. Provide each woman with a dedicated patient navigator to help replace fear, anxiety, and doubt with information, options, and hope.
2. Connect women to a network of support circles and give them an important emotional outlet to share concerns and nurture one another through the highs and the lows of breast cancer.
3. Fund multi-week courses to help women cope with their diagnosis or navigate the challenges of survivorship.
4. Ensure access to free screening and diagnostic mammograms, ultrasounds, and biopsies for uninsured or underinsured women in our community.
5. Help women meet their basic needs while receiving treatment for breast cancer.

MYTH: Breast cancer is always in the form of a lump.

TRUTH: There are many other signs you should discuss with your doctor, including swelling of the breast, skin irritation, nipple inversion (turning inward), redness, scaliness, or discharge other than breast milk.

MYTH: Breast cancer is something that happens to older people.

TRUTH: Of all new cases of breast cancer in the United States, more than

1 in 10

are found in women younger than 45.

MYTH: Only women with a family history of breast cancer are at risk.

TRUTH: Only about **10%** of individuals diagnosed with breast cancer have a family history of this disease

MYTH: If you test negative for the BRCA gene mutation, you won't get breast cancer.

TRUTH: Although inherited BRCA gene mutations are responsible for

5-10% of breast cancers,

most women who get breast cancer do not have a BRCA gene mutation.

MYTH: There's nothing you can do to lower your risk of developing breast cancer.

TRUTH: **90%** of breast cancers are largely due to lifestyle and environmental conditions. To keep your risk lower, maintain a healthy weight, exercise regularly, and limit alcohol.

MYTH: You can't get breast cancer after having a mastectomy.

TRUTH: Some women do get breast cancer after a mastectomy. Even after treatment, the original cancer can sometimes spread because it's difficult to remove all breast tissue.



Offline Donation Form

Please mail the completed form along with your donation to:

Breast Cancer Resource Center, 4807 Spicewood Springs Road, Bldg. 1 Suite 1100, Austin, TX 78759

Your Name: _____ **Date:** _____

If you are mailing or delivering this donation on behalf of an organization, **write the name of the organization:**

Email Address: _____ I want to receive emails from BCRC

Phone Number: _____ mobile home work organization's #

Donation Information: If your donation is to be credited toward an individual's or company's event/campaign, please provide the name of the campaign or event:

Donor Information

Clearly print the donor name and contact information for **each** check or cash donation. You may also list out this information in a separate attachment, fill in the total below, and include the attachment with this form.

Donor Name	Email or mailing address	Type (cash or check)	Amount
Total:			\$

Dedication Details (if applicable)

This donation is made in honor of _____ in memory of _____.

If you would like us to mail a letter to someone regarding your dedication gift, complete the following information for the letter's recipient:

Recipient Name: _____

Mailing Address: _____

All donations are tax deductible to the extent allowed by law. No goods or services were provided to you in consideration for this gift. BCRC Tax ID: 74-2743333. For questions, please contact us at CMaggi@bcrc.org. **THANK YOU!**