**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 net proceeds from fundraisers like yours will go directly to this research. These guidelines apply to any fundraiser using any METAvivor trademarks, including the METAvivor name and ribbon logo, hereafter referred to as the “METAvivor Marks.” 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. **Please note, 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, logos and trademarks at any time for any reason. METAvivor can assist with financial securities donations. Please contact [info@metavivor.org](mailto:info@metavivor.org) for further information.

METAvivor must be notified that it will be a fundraiser recipient prior to the METAvivor name and Marks being used in promotional materials. All people wishing to use METAvivor Marks in connection with their fundraiser must execute the METAvivor Fundraising Agreement and adhere to the terms thereof, as well as the guidelines set forth herein. Should you have any questions, please do not hesitate to reach out to [info@metavivor.org](mailto:info@metavivor.org) .

**Transparency**

METAvivor strives for transparency at all times, and we ask that you do the same when raising money on our behalf. Fundraising efforts that use the METAvivor Marks must explicitly state what is being 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 Marks:

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

Allowed: “We will donate 30% of proceeds after expenses to METAvivor.”

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

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

**Prohibition on Individual Fundraising.** The METAvivor Marks 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 as this would jeopardize METAvivor’s tax status. 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 Marks and give part of the donations to an individual for any personal use.

**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 “Facebook”, “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 large fees from 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.

Please see our Event guidelines for large fundraisers that are produced on behalf of METAvivor. The key policies for these types of events often called “Metsquerades” are as follows:

**\*\*METAvivor allows fundraisers two options;** 1. Fundraiser can cover their own expenses, keep their expenses at the level they feel comfortable and donate net proceeds to METAvivor; or 2. Fundraisers who elect to have METAvivor pay expenses, sign contracts and provide receipts for the fundraiser must keep fundraising expenses as low as possible, however, METAvivor policy is between 25% and 50% of the total amount raised by the fundraiser and/or event. The amount of expense depends on geography and of the total proceeds for the event.

**\*\*Fundraisers can seek sponsorship for their event,** however, national Pharmaceutical Company sponsorship is reserved by METAvivor for the event. No individual fundraisers should contact pharmaceutical for sponsorship. They can however, send METAvivor their fundraising sponsorship requests and we will work to get those included in a corporate event package. Twenty percent (20%) of all corporate sponsorships will be dedicated to METAvivor operations.

**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. 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**

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. If you would like to use any METAvivor marks on merchandise, please contact [info@metavivor.org](mailto:info@metavivor.org) to get approval. All use of METAvivor marks on products (with exception of a few uses) require a licensing agreement.

**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 and METAvivor. 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 copyrighted by another organization or individual.

**Images**

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

**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 , 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 METASTATIC BREAST CANCER AWARENESS 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 to discuss.

Print Name Print Company Name

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Title Date