



# METAVIVOR

Metastatic Breast Cancer Awareness, Research and Support

## FUNDRAISING GUIDELINES

### **Fund Allocation (Effective January 1, 2025)**

- 90% of individual donations will directly support research efforts, while 10% will be allocated to essential operational needs, including program management, outreach, administrative support, and partnership development.
- 80% of corporate donations and sponsorships will go to support research, and 20% will support administrative needs.

**Usage of METAvivor Marks** - These guidelines apply to any fundraiser using any METAvivor trademark, including the METAvivor name and ribbon logo ("METAvivor Marks"). If you are not advertising that your fundraiser will benefit METAvivor and are not using METAvivor credentials in promotional material, you may conduct your fundraiser as you wish and simply make a donation afterward. METAvivor will not accept donations resulting from illegal activity and reserves the right to disallow the use of its credentials at any time for any reason. Usage of METAvivor's name and/or marks must be approved in advance. All individuals wishing to use METAvivor Marks in connection with their fundraiser must execute the METAvivor Fundraising Agreement and adhere to these guidelines.

**Transparency** - METAvivor strives for transparency and asks the same from fundraisers. When using METAvivor Marks, fundraisers must explicitly state the percentage or dollar amount donated. Generalized statements of donation are not allowed.

Examples:

- 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 Fundraising for Individual Benefit** - METAvivor Marks may not be used for personal gain. Fundraisers cannot raise money for medical expenses or personal benefits using METAvivor's name, as this could jeopardize METAvivor's tax status. For example, fundraisers may not set up a GoFundMe site using METAvivor's name if any proceeds are to be used for personal expenses.

### **Types of Fundraisers**

- **Individual Donations:** Friends and family can donate directly on the METAvivor website or via check.

- **Personal Fundraising Page:** METAvivor can create a custom fundraising page with photos, video, and text, along with a running tally of raised funds.
- **Third-Party Fundraising:** Platforms like Facebook, GoFundMe, and Kickstarter can be used, though donors will not receive tax deduction letters from METAvivor, and these platforms typically charge fees.
- **Events:** From bake sales to black-tie galas, all fundraisers must comply with local, state, and federal laws, including obtaining necessary permits for alcohol service.
- [For large-scale fundraising events \(i.e. galas\), please click here for a more detailed guide.](#)

#### **Large Scale Event Expenses- [Full Guideline Here](#)**

- Fundraisers have two options:
  - Cover their own expenses and donate net proceeds to METAvivor.
  - Have METAvivor pay/reimburse expenses, sign contracts, and provide receipts, with expenses kept under 25% of total event proceeds.
    - For reimbursements, [an application](#) will have to be submitted
- Sponsorships can be sought, but national pharmaceutical sponsorships are reserved by METAvivor.

**Donation Receipts** - Fundraisers may not issue donation receipts on behalf of METAvivor. Contact METAvivor if donation receipts are required. Thank-you letters can be sent to donors for event donations but should not assign a monetary value to donated items.

**Merchandise Sales** - Proceeds from merchandise sales can be donated to METAvivor. Sellers must comply with sales tax regulations and specify the percentage or dollar amount of proceeds benefiting METAvivor. Use of METAvivor Marks on merchandise requires prior approval and a licensing agreement.

**Fundraising in Conjunction with Other Organizations** - METAvivor Marks cannot be used to fundraise in conjunction with other organizations without explicit approval from both parties. This restriction does not apply to ribbon logo use for awareness purposes.

**Design of Fundraising Materials** All promotional materials using METAvivor credentials must adhere to the following guidelines:

1. No profanity.
2. No slang or euphemisms for breasts (e.g., "ta-tas," "boobies").
3. No copying or lampooning other organizations' designs or slogans.
4. No use of hashtags associated with other organizations.
5. No use of copyrighted or trademarked materials without permission.

**Image Usage** Pictures from METAvivor's website or board members' images require prior written consent.

**Metastatic Breast Cancer Ribbon Logo Usage** The metastatic breast cancer ribbon logo is a trademark owned by METAvivor Research and Support, Inc. It may be authorized for use in activities that:

- Raise awareness of metastatic breast cancer.
- Provide support services for patients.
- Fund metastatic breast cancer research aimed at making the disease a chronic condition.
- Raise money for support services for metastatic breast cancer patients.

*All uses of the logo must:*

- Be accompanied by the statement: "Metastatic breast cancer ribbon logo used by permission of METAvivor Research and Support, Inc."
- Not be modified or altered without written consent.

METAvivor reserves the right to modify these guidelines or rescind logo authorization at any time.

*Please remit all inquiries to [info@metavivor.com](mailto:info@metavivor.com).*

METAvivor is a registered 501c3 organization, EIN 37-1578088.