

# Relay For Life Fundraising Guidelines



Fundraising is a key component to the success of the Relay For Life program. The following information is provided to help guide you through team and individual fundraising efforts. For more specific information on how these guidelines apply in your state, please contact your American Cancer Society staff partner.

1. The American Cancer Society asks that individuals carefully consider their fundraising efforts before they begin. A plan should be developed and the following considered: Is the fundraiser ethical? Is this fundraising offensive to any group? What is the financial risk/income potential? Does the event follow state and local laws? The bottom line is that your fundraising should be consistent with the mission and image of the Society. If you are unsure, ask your Society staff partner!
2. All net proceeds from Relay For Life fundraising activities must go to the American Cancer Society and may not be shared with another charitable organization. Ideally, any costs associated with fundraising activities should be donated by the team or another party.
3. Use of the American Cancer Society or Relay For Life name or logo to promote your team fundraiser (e.g., signs, posters, ads) must be discussed with your Society staff partner. All promotional materials must identify your team and must state that all proceeds from the activity will support the American Cancer Society. Any materials created will require approval from your staff partner.
4. The American Cancer Society has very specific rules about raffles and, as a nonprofit we must adhere to state and federal laws, or we could be subject to penalties or loss of our nonprofit status. Please talk to your Society staff partner before moving forward with any plans related to a raffle.  
  
Note: A raffle is considered anything where winners are chosen randomly. If the Society becomes aware of an unlicensed raffle, we will take steps to discontinue the activity.
5. Bank accounts cannot be established by teams or participants in the name of the American Cancer Society or the Relay For Life program to deposit checks made payable to the Society. The deposit of donations only into accounts controlled by the American Cancer Society allows us to be compliant with IRS and state laws and regulations, and it best protects our volunteers and donors. If the Society becomes aware of a bank account established in our name, we will work with the financial institution to close the account.
6. Teams may not use the Society's tax exemption to purchase items for team fundraising activities. The sales tax exemption is only applicable to items purchased by the Society itself, which would never apply in a team fundraising situation. If merchandise is being sold by the team/participant, payment of applicable state and local sales tax is the responsibility of the seller.
7. Conflicts of Interest – The American Cancer Society reserves the right to request that you not approach a particular donor, business, or organization for the purpose of underwriting or contributing to your project due to potential conflicts of interest.
8. The American Cancer Society and Relay For Life trademarks may not be used to produce merchandise to be sold by the team or participant without permission. Please talk to your Society staff partner if you have any questions.
9. As Relay For Life events are family-friendly and community-oriented, alcohol must not be a part of team/participant fundraising activities.
10. Donations of merchandise by local merchants to your Relay For Life fundraiser(s) are tax-deductible for the merchant, provided a gift donation form is completed and submitted to the American Cancer Society.

One of the most valuable assets of the American Cancer Society is the tax-exempt status that is granted to the organization by the IRS. The Society follows IRS rules, which state we may not sell products for profit. Sales of products, other than IRS-approved American Cancer Society Daffodil Days® and holiday cards, could result in the loss of our nonprofit status.

The American Cancer Society greatly appreciates your team efforts to raise funds for our mission. Your understanding and adherence to these guidelines protects the name and reputation of the American Cancer Society and helps ensure that our lifesaving work can continue.

**If you have any questions, please contact your local American Cancer Society staff partner or call 1-800-227-2345.**