



FUNDRAISING GUIDELINES for the Ricky Martin Foundation (RMF)

As a socially responsible citizen, corporation, entity or community leader please review our fundraising guidelines. We are very grateful to all who sincerely wish to organize special events or raise funds to strengthen our mission. However, only those proposals that meet the following guidelines will be considered. Prior to beginning any fundraising efforts, the proposal must be approved by us. Please be so kind as to send the proposal to: rmf@rm-foundation.org

Use of name/logo:

The name Ricky Martin Foundation may only be reproduced on signs, banners, publications, literature, or other printed materials after consulting our office and receiving written consent.

All written material about the event or project including, but not limited to letters requesting contributions, promotions, ads, tickets, programs, brochures, flyers, and press releases are to be reviewed and approved by the Ricky Martin Foundation prior to printing any of the aforementioned, including the use of the foundation's logo.

The Ricky Martin Foundation may only be identified as the beneficiary of the event or project. For instance, the organizers cannot dub an event or project, "The RMF Walk-athon" or "The Ricky Martin Foundation Wristbands". The event should be promoted as the "XYZ Walka-thon" in benefit of the Ricky Martin Foundation.

- The Ricky Martin Foundation is not financially or otherwise liable for the promotion or staging of special events or projects.
- The total cost to produce the event or project should not exceed 20% of gross receipts. If possible, the organizer or an identified sponsor or

sponsors should underwrite the event or project.

If this cannot be done then:

A) An itemized expense budget with projected revenue, identifying the specific percentage of the profit that will be donated to RMF must be submitted in advance **-three months prior to the event-** for the Board's review and approval. A minimum donation could be required depending on the nature of the event.

B) When the event or project is approved, all printed materials and promotions must clearly state the percentage of the ticket price that is being donated to the RMF (Example: 100% of your donation will go to RMF.)

- RMF should be informed, in advance, of any company/organization who is approached for financial or "in-kind" sponsorships for the event or project, so as not to overlap with existing RMF supporters.
- All money raised on RMF's behalf must be obtained through legal means.
- Event or project organizers accept all liabilities incurred from the event.
- Event or project organizers are responsible for filing any necessary fundraising permits and providing insurance coverage. Organizers must provide copies of insurance certificates and permits. RMF cannot be held responsible in any way for casualties and/or situations that occur at your special event.
- Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events.

All donations are payable by checks and are to be made payable directly to the Ricky Martin Foundation. No cash or money orders will be accepted.

If goods and/or services are received in return for charitable donations (i.e. auction purchases, tokens of appreciation, “give-aways”, meals, beverages, etc.) the fair market value of those goods and/or services should be determined and communicated to individuals prior to their making a donation. The value of goods and/or services will be deducted from the total donation amount to determine the tax-deductible portion of the donation.

All donations made payable to and received by RMF will receive an official receipt for tax purposes outlining the tax-deductible portion of their donation. Whereas, the name appearing on the check received by RMF will be used for receipting purposes and that individual, corporation, foundation, etc. will be the eligible party for tax benefits received as a result of the donation. If donations are deposited to a separate account outside RMF and subsequently donated in a single sum to RMF, only the individual, organization, etc. whose name appears on the check will receive tax benefits for the donation. Donors contributing in this circumstance should be made aware that their gift will not be acknowledged as a tax-deductible donation to the Ricky Martin Foundation.

How can RMF help?

- We can offer general advice on event or project planning
- We can provide brochures and/or publications for distribution at the event, if possible
- Provide volunteers, if possible

What RMF cannot do?

- Provide any sponsors, celebrities or speakers for the event or project
- Provide insurance and/or liability coverage. * There can be exceptions case by case.

- Provide funding for expenses and /or sponsorship
- Provide Ricky Martin Foundation stationery
- Provide staff support

After your proposal has been accepted, a Memo of Understanding (MOU) will be signed amongst the parties.

We thank you for your interest and future collaboration!

Ricky Martin Foundation is a non for profit organization incorporated exclusively for charitable, educational and scientific purposes under Section 501 (c) (3) of the Internal Revenue Code of the United States, 26 U. S. C, and Section 1101 of the Internal Revenue Code of Puerto Rico, 13 L. P. R. A. Section 8501, or corresponding section of any federal tax code under both jurisdictions.

RMF 2014©