

## PROMOTION

- Promotional materials and/or advertisements are the sole responsibility of the registered DIY participant.
- Use of ALF's logo must be pre-approved by ALF's Public Affairs department. This includes but is not limited to, social media posts, recruitment/fundraising fliers and emails.
- All promotional materials should claim ALF as a beneficiary, not sponsor, of your event. For example, "Proceeds from XYZ Golf Tournament will benefit the mission of ALF".
- ALF requires DIY Fundraisers to provide full disclosure on all advertising/promotional materials if funds are raised through consumer purchases or promotions. For example, if \$2 of every bake sale item benefits ALF, you must clearly state that to the consumer.
- The portion of funds being donated to ALF, as beneficiary, should be shared with participants. For example, "We are proud to donate 75% of the net proceeds to ALF".
- ALF reserves the right to decline association with any DIY Fundraiser that may have a negative affect on the mission or reputation of ALF and/or the liver community.

## LIABILITY

- DIY Fundraisers must adhere to laws and regulations set forth by city, state and federal government.
- DIY Fundraisers should follow the latest CDC guidelines
- ALF is not be responsible for the promotion, set-up or pre/post-event logistics of your event. The registered DIY participant assumes all expense and liability risk and agrees to indemnify, defend and hold harmless ALF from any claim, obligation or liability associated with their DIY Fundraiser.
- Local municipalities and property owners often require DIY Fundraisers to provide evidence of insurance. DIY Fundraisers shall not rely on ALF for event insurance. As a precaution, we recommend complying with insurance requirements, as you are assume all risk associated.

## REVENUE/EXPENSES

- Donations should be received within 45-days of the events conclusion.
- ALF reserves the right to review financial records related to your DIY Fundraiser.
- The registered DIY participant assumes all responsibility for incurred expenses and liabilities. ALF is not liable for any cost associated with your DIY Fundraiser.
- ALF will not reimburse DIY Fundraisers for the purchase of goods or services.
- Suggested ways to reduce event expenses:
  - Secure donated goods and services
  - Negotiate reduced costs. Upon request, we can provide a letter for you to share with vendors.
- Federal tax laws do not allow DIY Fundraisers to use ALF's Sales Tax Exemption or Federal Employer Identification Number for the purchase of goods or services.
- Donations received in the form of cash or check, made payable to the registered DIY participant, are not considered tax-deductible. Tax-deductible donations must be clearly identified.
- Donations may be made online or by check made payable to "American Liver Foundation". When writing a check, please name the DIY Fundraiser in the memo line.
- Upon request, ALF will send tax-deductible donation acknowledgements. Please ensure the donors name, address and donation amount are provided.