

# WRAPAROUND EVENT FAQ and Guidelines

## ABOUT WRAPAROUND EVENTS

### **What is a wraparound event?**

A wraparound event is a “do-it-yourself” or “third party” fundraising effort that supports PurpleStride. This event is different than our Wage Hope My Way program, because the funds from Wage Hope My Way **do not** go to PurpleStride.

### **How are donations used?**

All funds raised support our most critical programs and help us reach our goal of doubling pancreatic cancer survival by 2020. To learn more, please refer to our [financial information](#).

## HOSTING AN EVENT

### **I'm thinking about planning my own fundraising event. How do I get started?**

First, review the rest of the FAQ and Guidelines document. Then check out our [Event Planning Checklist](#) to get started.

### **Will the Pancreatic Cancer Action Network sponsor my event or reimburse me for expenses?**

We do not provide financial support or reimburse for wraparound activities. If you need to cover event expenses, please build them into your registration fee or other method for collecting money for the event. If your expenses are being paid out of your proceeds, these costs should be deducted from the funds raised prior to sending the final donation check to Pancreatic Cancer Action Network.

We want your fundraiser to be successful! To be good stewards of the donations entrusted to you, we recommend that event organizers follow the Better Business Standards for Charity Accountability by not spending more than 35 percent of monies collected on event expenses.

Please note that checks made out to the Pancreatic Cancer Action Network cannot be used for your event's expenses. In any case, the organizing group is responsible for all event expenses. If there are expenses you will pay for out of the proceeds, you will need to keep records for reporting purposes. Speak to your accountant to ensure a proper accounting of the event revenue, expenses and net proceeds donation.

### **Can I use your W-9 form or Tax ID number to solicit in-kind or cash donations?**

Our Tax ID may only be used when someone makes a direct monetary donation to our organization. Please notify us prior to soliciting a business or company for a donation of cash or in-kind value that exceeds \$500 to confirm that we do not have a prior relationship with that organization.

### **Are funds raised through auctions, raffles and in-kind donations tax-deductible?**

We cannot provide tax acknowledgment for these contributions, since the items are not donated directly to the Pancreatic Cancer Action Network, but rather to you as an independent third-party. You are required to share with buyers the fair market value of the items they purchase at an auction/raffle at your event where bidders can see them.

Tell the buyers to work with their tax advisor to determine their tax implications. Many states and local jurisdictions have strict regulations governing raffles and other gaming events for charitable purposes. Please check with your official state and local websites for details on if and how you can hold a raffle or other gaming activities.

### **Is it OK that more than one charity will be benefiting from my fundraiser?**

You may have several beneficiaries, but please keep in mind that 100 percent of any funds received through your PurpleStride fundraising page will be donated to our organization. If the Pancreatic Cancer Action Network is one of several beneficiaries, the exact percentage or amount of proceeds that benefit the organization must be clearly stated on all materials presented to the donor.

### **Can I use Pancreatic Cancer Action Network in my event name?**

For legal reasons, Pancreatic Cancer Action Network may only be identified as the beneficiary. For example, your fundraiser cannot be called “Pancreatic Cancer Action Network Ride for 2020.” Instead, it should be called “The 2020 Ride benefiting the Pancreatic Cancer Action Network.”

## DONATIONS

### **A supporter of my efforts would like to mail a donation instead of making an online donation from my fundraising page. How do I ensure my page is credited after you receive it?**

Please direct them to mail their donation with [this form](#) and specify the fundraiser's (your) name.

### **Someone told me that they mailed a donation. Why didn't the donation show up on my PurpleStride page?**

Unless the donor references PurpleStride and the fundraiser's (your) name, we cannot guarantee that a donation will be applied to a certain fundraising page. To ensure that all your donations are given credit on your page, encourage your supporters to donate online by sharing the direct link to your fundraising page.

### **Will a donation made to [pancan.org](#) be uploaded to my PurpleStride page?**

Only donations made directly to your PurpleStride page online or mailed with the proper donation form will be applied to your page.

### **Can I get a tax acknowledgment letter?**

Direct monetary donations made online to the Pancreatic Cancer Action Network receive a tax acknowledgment via email. Mailed donations of \$25 or more will be mailed a tax acknowledgment. If you need a copy of this letter, contact [info@pancan.org](mailto:info@pancan.org).

Please do not give out or promise a charitable tax deduction receipt to your donors unless a donor is writing a check directly to Pancreatic Cancer Action Network, and that check is not related to event tickets, prizes or auctions. Inappropriate receipting can put our Pancreatic Cancer Action Network charitable-tax status in jeopardy. Consult your tax advisor if you have questions about your tax implications of any kind.

### **Can the money I raise support my local community or be used to help support a family battling this disease?**

All funds raised support our critical programs, which are offered to local communities. Our Patient Services program provides patients and families in your community with free, personalized information about treatment options, clinical trials and more.

We also inform local medical professionals about the latest pancreatic cancer breakthroughs and research funding opportunities. Additionally, our Government Affairs & Advocacy team works with your local government to ensure continued federal research funding for pancreatic cancer.

### **I held a wraparound event and collected offline donations. How do I get these funds added to my PurpleStride page?**

Please thoroughly review the following important information:

Make checks payable to Pancreatic Cancer Action Network and mail donations to:

Pancreatic Cancer Action Network  
1500 Rosecrans Ave, Suite 200  
Manhattan Beach, CA 90266

Convert cash donations into a money order or cashier's check made payable to Pancreatic Cancer Action Network. If donations included in the cashier's check need tax acknowledgment, you must provide the donor's name, address and the exact amount of the donation.

All proceeds should be mailed to us within 30 days of completing your fundraiser, but **if you would like the funds added to your page by event day or by any other PurpleStride deadline, we must receive your funds 6 business days prior to that date to process them in time.**

Print the [PurpleStride donation form](#) and include as many details as possible about your event (we love seeing pictures also).

We suggest using a shipping service to get a tracking number (USPS certified mail, USPS priority mail, UPS, FedEx, etc.).

## OTHER IMPORTANT NOTES

Pancreatic Cancer Action Network reserves the right to decline or withdraw as beneficiary of the fundraiser at any time, if we feel there is a conflict of interest or the fundraiser may have a negative effect on the image of Pancreatic Cancer Action Network.

No bank accounts in the name of “Pancreatic Cancer Action Network” can be set up to hold funds from a fundraiser.

If including ticketing, raffles or auctions in your event, please do not use your PurpleStride page to process payments.

The event organizer is responsible for obtaining any permits, authorities, insurances or licenses for the event as required by local, state and federal laws.

The event organizer must obtain liability insurance to cover “in-person” events. A minimum of \$1,000,000 per occurrence in liability insurance coverage; bodily injury, property damage or death arising out of the organizer’s activities is required.

Funds raised through any Pancreatic Cancer Action Network website cannot be restricted to pay for a service or participation of a specific person in a Pancreatic Cancer Action Network program or event.

Events that promote political parties, candidates or potential candidates are not permitted.

Organizers of events that sell tickets should inform attendees of the fair market value of the purchase (the per person cost of the event).

If you want to communicate the success of your fundraiser after the event, it is a best practice to publicize only the amount that will be donated to the organization (typically the total amount raised minus all expenses) to ensure transparency for your donors.

All proceeds need to be made payable to Pancreatic Cancer Action Network and mailed to us within 30 days of completing your fundraiser.

Consult your tax advisor if you have questions about the tax consequences of any of these activities.

## OTHER QUESTIONS

### **I still have questions about Wraparound Events. Who should I contact?**

Please reach out to us at [events@pancan.org](mailto:events@pancan.org) so that we can assist you.



**PURPLESTRIDE®**

Los Angeles Office | 1500 Rosecrans Avenue, Suite 200 | Manhattan Beach, CA 90266  
Washington, D.C. Office | 1050 Connecticut Avenue NW, Suite 500 | Washington, D.C. 20036  
New York Office | 300 Park Avenue | New York, NY 10022

[pancan.org](http://pancan.org)