



P.O. Box 957418 Duluth, GA 30095 ♦ <http://www.nurucenter.org> ♦ Tel: (770) 972-6953

Event Guideline and Policies

A fundraising event or project hosted by the community (an individual or group) to benefit Nuru Center should keep in mind the Nuru Center's [Mission, Vision and Values](#). Each event or project should not include any aspect that would potentially detract from the community goodwill of Nuru Center.

- 1) Community events and projects must be approved and sanctioned by Nuru Center and must be approved every year thereafter to repeat an event in a succeeding year.
- 2) Community events and projects must be financially self-sustaining without contribution or financial risk from Nuru Center.
- 3) All corporate sponsors must be preapproved by Nuru Center to ensure there are no conflicts with other key event sponsors or donors currently supporting the system in other areas.
- 4) For gift recognition records, please send your donation within 30 days of the completion of your fundraising event or project. If your event takes place during the fourth quarter and you wish to be recognized within the calendar year, we must receive your donation by Dec. 31 of that year.
- 5) If circumstances warrant, Nuru Center may opt out as a beneficiary of the event/promotion at any time with no obligation.
- 6) Community events and projects must comply with the following:
 - a. Companies with public images that would have the potential to compromise the goodwill of Nuru Center or conflict with the Nuru Center Mission, Vision or Values may not be major or presenting sponsors and may not promote their products through advertising or other event exposure.
 - b. Sales-driven fundraising projects or projects that imply endorsement/promotion of a single product or service are not supported by Nuru Center. Nuru Center does not sell or endorse products or services provided by other organizations.
 - c. All community fundraising projects that require promotional visibility (e.g., invitations, ads, fliers, brochures) must have approval by Nuru Center before using the Nuru Center name and/or logo.
 - d. An estimate of the projected donation amount should be provided to Nuru Center prior to hosting the event or project. One hundred percent of net proceeds must be donated to Nuru Center in order for the Nuru Center name to be used in promotion. Nuru Center will consider exceptions to this policy if the event warrants, depending upon the other charity and the proposed allocation of the donated proceeds.

To support your event, Nuru Center can:

- ✓ Offer advice on event planning
- ✓ Acknowledge event organizer for direct contributions
- ✓ Approve the use of name and/or logo (You must obtain permission from the Nuru Center Foundation to use the Nuru Center name, and all materials with the Nuru Center name and/or logo also must be approved before they are distributed.)
- ✓ Provide a letter of support to validate the authenticity of the event and its organizers
- ✓ Provide supporting stories through brochures and DVDs

To support your event, Nuru Center cannot:

- × Release donor, volunteer, employee, physician or other mailing lists for the purpose of additional solicitation of funds by outside groups
- × Offer funding or reimbursement for expenses
- × Guarantee promotion of your event through the Nuru Center publications and media outlets
- × Be responsible for selling tickets to your event
- × Guarantee staff, volunteer or patient family attendance at the event