

## Program Policies & Guidelines

JDRF is extremely grateful to the many individuals and organizations who wish to organize events and campaigns to support research and programs to help find a cure for type 1 diabetes (T1D).

### Definition of a Volunteer Fundraising Event/Campaign

A Volunteer Fundraising Event/Campaign (“Fundraiser”) is an event or promotion organized, developed and executed by a non-affiliated individual, business or organization (“Organizer”) for the purpose of raising money to advance JDRF’s mission, where JDRF has no fiduciary responsibility and little or no staff involvement; the net proceeds of which shall be delivered to the JDRF chapter for the benefit of JDRF. Subject to Organizer’s acceptance of (and compliance with) these Program Policies & Guidelines, the Organizer of a Fundraiser may utilize the JDRF Your Way™ online fundraising tools for Fundraiser promotion and related online fundraising, and use the JDRF name and “To Benefit JDRF” logo in connection with the Fundraiser.

### Event Names

All promotional materials and public communications must clearly state that JDRF is the beneficiary of the Fundraiser, and may not state or imply that the Organizer is an employee, agent, subsidiary, or affiliate of JDRF, nor may such materials or communications state or imply that the Fundraiser is organized, hosted or sponsored by JDRF or that JDRF is other than the beneficiary of the Fundraiser. For example, rather than “The JDRF [Fundraiser Name]”, the Fundraiser should be identified as “The [Fundraiser Name] To Benefit JDRF.”

### Conduct & Decorum

Each Fundraiser shall be administered in a manner that reflects positively on the image of JDRF. No conduct which is unlawful or deemed offensive by JDRF shall be associated with any Fundraiser. JDRF reserves the right to revoke the Organizer’s permission to use the JDRF name, the To Benefit JDRF Logo, and the JDRF Your Way™ online fundraising tools for any Fundraiser it deems offensive or in violation of these Program Policies & Guidelines.

### Accounting & Banking

Organizer shall donate to JDRF and/or cause individual donors to donate to JDRF all proceeds from the Fundraiser, net of direct costs.

Under no circumstances can a Fundraiser's expenses flow through JDRF's accounting books. Only the net revenue (revenue less expenses) will be accepted by JDRF. The Organizer may not use JDRF's taxpayer identification number or assert exemption from state sales and use taxes under JDRF's name. All donations submitted through JDRF’s online fundraising page or mailed directly to JDRF will be acknowledged by JDRF with a tax-deductible receipt, assuming donor information is supplied.

## Cause Related Marketing & Product Endorsement

For-profit entities or individuals that wish to fundraise for JDRF through their trade or business, by offering JDRF a percent of sales or revenue from products or services must first secure JDRF's written approval before proceeding.

Organizer shall not use the JDRF name and/or the To Benefit JDRF Logo in connection with any the sale or promotion of any products or services or for any commercial purposes unless pre-authorized by JDRF in writing. Organizer will not represent or imply that JDRF endorses or sanctions any product or service of Organizer or of any third party.

## Usage of JDRF name and To Benefit JDRF™ logo

JDRF grants to the Organizer, a non-exclusive, non-transferable permission to use and display the JDRF name and the To Benefit JDRF™ logo (the "Benefit Logo") in connection with Fundraisers authorized hereunder, subject to the following terms and conditions:

- Licensee will use the JDRF name and the Benefit Logo solely to organize, promote, host and present the Fundraiser in accordance with these Program Policies & Guidelines. The Benefit Logo may be reproduced solely in accordance with the [To Benefit JDRF logo Brand Guidelines](#) and as otherwise provided herein.
- The words "To Benefit JDRF" and the Benefit Logo may be used in connection with publicizing the Fundraiser. No other use of the JDRF name of any other JDRF, trademarks, slogans, logos or design may be used in connection with the Fundraiser unless JDRF makes them available to Organizer specifically for use in connection with the Fundraiser.
- Licensee shall not make any alterations to the Benefit Logo, or adapt the Benefit Logo as part of another symbol or mark. Organizer agrees not to do, omit to do, or permit to be done, any act which will or may dilute or tarnish or bring into disrepute the reputation of or goodwill associated with the JDRF name or the Benefit Logo.
- The Organizer is responsible for the costs, logistics and liability associated with organizing, promoting and producing the Fundraiser.
- Organizer shall not grant permission to any other person to use the JDRF name and/or the Benefit Logo.
- Licensee agrees to comply with all laws in connection with organizing, promoting and hosting/presenting any Fundraiser where the JDRF name and/or Benefit Logo will be displayed or used by Licensee.
- JDRF reserves the right to terminate Licensee's right to use of the JDRF name and Benefit Logo immediately and without prior notice if JDRF determines in its sole discretion that Licensee has violated any of these Program Policies & Guidelines.

## JDRF Staff & Volunteers

JDRF staff and volunteers are fully deployed on strategic programs to raise funds to support the mission of "accelerating life-changing breakthroughs to cure, prevent and treat T1D and its complications." As a result, JDRF is unable to provide staff or volunteer in-person support for volunteer fundraising events.

## In-kind Sponsorship

In-kind sponsorship is defined as a donation of a product or service such as printing of materials or providing custom t-shirts. JDRF cannot solicit in-kind sponsors for Volunteer Fundraising Events/Campaigns. Additionally, the value of in-kind sponsor's products or services can be recognized as part of the total event revenue, but obviously not in their cash donation to JDRF. Please contact JDRF for additional information.

## Safety of Participants in Events

All in-person fundraising events should be conducted with the safety of the participants in mind, and special attention must be paid to the safety of any minor participating in the event. JDRF is not responsible for the safety of participants in Volunteer Fundraising Events. If any event poses any potential risk to the health or safety of a participant, e.g., walkathon, marathon, triathlon, the organizer shall obtain a written and signed waiver of liability from each participant as a condition of participating in the event. The waiver must release JDRF from any claim for liability resulting from the individual's participation in the event. Sample waiver language provided upon request.

## Liability Insurance

JDRF insurance cannot extend to, or cover, Volunteer Fundraising Events/Campaigns. We recommend that you seek independent insurance advice, if appropriate.

## Indemnity

The Organizer of the Fundraiser agrees to indemnify and hold harmless JDRF, its affiliates, officers, employees, agents, representatives, contractors and licensees from and against all claims, losses, damages, liabilities and expenses, including reasonable attorney's fees, arising out of or occasioned by any act or omission of Organizer, or his/her/its officers, partners, employees, agents, volunteers, contractors, the licensees, guests, invitees, or attendees, in connection with the Fundraiser.

## Legal Requirements

Volunteer Fundraising Events must comply with all applicable federal, state and local laws.

