



# FUNDRAISING TERMS AND AGREEMENTS

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*THE CHARLIE COOKSON  
FOUNDATION*

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# The Charlie Cookson Foundation

**The Charlie Cookson Foundation (CCF) provides financial support to parents of seriously ill children with life limiting conditions that require 24 hour nursing care or specialist nursing facilities. We understand how difficult life can become when you have had to reduce your working hours or in fact leave your employment, as your child requires 24-hour care.**

## Mission Statement

The Foundation raises awareness of the difficulties faced by parents and carers who care for seriously ill children and strives to improve the quality of life of sick and seriously ill children by providing information, advice and support.

They have established strong working relationships with professionals working in local hospitals to ensure that the needs and wishes of parents, carers and children are heard and considered.

We aim to raise awareness of the difficulties faced by parents and carers who care for seriously ill children and campaigns to improve the quality of life of sick and seriously ill children, working with professionals to play an active part in the design and development of services to ensure the needs of parents, carers and children are heard and considered.

## Why raise funds for the Charlie Cookson Foundation?

Unfortunately, financial support for parents when caring for their seriously ill child with a life limiting condition is very narrow and often children are placed in poverty stricken living conditions due to their parents having to give up work to care for them full time.

As a UK based registered charity (1157545), we play a role in:

- Financially supporting the parents of seriously ill children with life limiting conditions
  - Offering advice and support where required
- Building close relationships with families and providing a support network amongst all families we support
- Campaigning for change to improve the lives of seriously ill children and their families

Through our fundraising activities, organised events and very generous supporters we are able to continue in providing this support for these families through lifting that financial burden they feel so greatly and improving the quality of living for seriously ill children.

## Third Party Fundraiser Proposal and Contract

Thank you for your interest in the Charlie Cookson Foundation. Each month we receive many requests to hold a promotion, event, or sale (Third Party Fundraiser) to benefit the foundation. A Third Party Fundraiser is defined as any activity by a non-affiliated group or individual, where the Charlie Cookson Foundation has no fiduciary responsibility and little or no staff involvement. We are grateful for all monies raised through such events - they help us in continuing to financially support the parents of seriously ill children with life limiting conditions.

We have developed criteria for participation and we carefully review each proposal received. Before an individual, company, or organization may proceed with a fundraiser to benefit the Charlie Cookson Foundation, a proposal must be completed and returned to the Charlie Cookson Foundation a minimum of four weeks before the scheduled event. These rules apply to event organizers who wish to use the name of the Charlie Cookson Foundation or its logo in promoting the event.

If you have an idea or plan for an event that will benefit the Charlie Cookson Foundation, please follow these simple guidelines:

- 1.** Complete the proposal at the end of this document and submit a signed copy to us a minimum of four weeks prior to the scheduled event date. The Charlie Cookson Foundation must approve all events in advance. This is an important safeguard to preserving the integrity of the Charlie Cookson Foundations name and our commitment to raise the funds necessary to fulfil our mission in a cost efficient and effective manner.

- 2.** We will review your plan and do our best to contact you within approximately seven business days. While we are able to provide guidance and program material for your event, (collection tubs, informational materials promoting the organization, its programs and services, we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore, you are responsible for all details of the event including underwriting all of the related costs; recruiting volunteers to help at the event, creating marketing collateral to publicize the event; and working at the actual event. The

Charlie Cookson will be happy to promote any event organised in the foundations name via our social media sites and official Charlie Cookson Foundation Website.

**3.** The use of the name of the Charlie Cookson Foundation may not be used in any way without written approval. The official logo may not be used without prior written approval from the Charlie Cookson Foundation (for more information on receiving approval please contact Sarah Cookson, Trustee and Founder of the Charlie Cookson Foundation on **07834545804**). The Charlie Cookson Foundation name, logo and/or letterhead may not be used by any individual or organization to solicit prizes, sponsorship, underwriting or cash donations from another organization in order to support the event, promotion or sale unless by agreement with the Charlie Cookson Foundation. In addition, the Charlie Cookson Foundation will not solicit prizes for your event.

**4.** The Charlie Cookson Foundation must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution. All promotional materials must clearly state the percentage of proceeds that will benefit the Charlie Cookson Foundation.

**5.** The Charlie Cookson Foundation should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other Charlie Cookson Foundation events and/or fundraising campaigns that may be underway.

**6.** Contributions to the Charlie Cookson Foundation are tax-deductible less the value of goods and services received. This must be stated on the event invitation. Items sold at your event are not tax deductible.

**7.** The Charlie Cookson Foundation cannot guarantee media coverage (television, radio, or print). You may contact the media about your event or promotion provided you communicate with the Charlie Cookson Foundation about or regarding contacts or arrangements that are made. The Charlie Cookson Foundation does not purchase advertising to promote third-party events.

**8.** Event organizers are responsible for obtaining all permits, especially those for raffles and/or games of chance.



**9.** Event organizers must obtain their own liability insurance to cover their event unless a Trustee from within the organisation is present, which would then make the event covered by The Charlie Cookson Foundation.

**10.** Under no circumstances should third-party event revenue and expenses flow through the Charlie Cookson Foundation. Only the final net proceeds from the event are to be processed by the Charlie Cookson Foundation. The Charlie Cookson Foundation should receive a complete accounting of all funds collected and expenses related to the event. We reserve the right to inspect all event financial records.

**11.** A minimum of 25% of the gross proceeds of the event must be donated to the Charlie Cookson Foundation. A financial statement must be presented to the foundation.

**Reminder:** Please do not move forward with your plans until you have submitted your proposal and been notified of our decision. Please submit your proposal and return to:

**[contact@charliecooksonfoundation.co.uk](mailto:contact@charliecooksonfoundation.co.uk)**

**Or**

*Financial Support for the Parents of Seriously Ill Children*

**The Charlie Cookson Foundation**

**Unit 204, South Shields Business Works**

**Henry Robson Way, South Shields**

**Tyne and Wear NE22 1RF**

**Thank you for your support towards the  
Charlie Cookson Foundation**

## Third Party Fundraiser Proposal and Contract



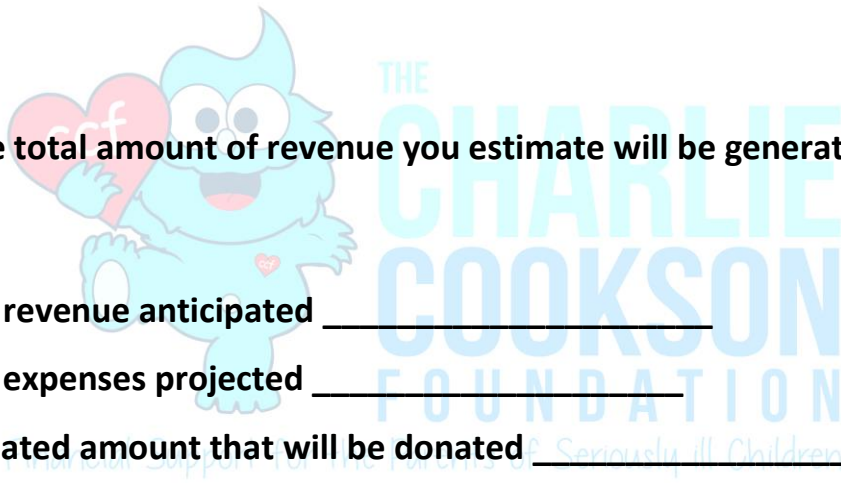
<b>Contact Name</b>	
<b>Company/Organization</b>	
<b>Address</b>	
<b>Phone</b>	
<b>Email</b>	

**Please describe the event or promotion in detail. Please include date(s), location(s), time(s), etc. Please enclose your event or promotional plan and any marketing materials.**

Please list all parties involved with the event (individuals, organizations, media, etc.)

What is the total amount of revenue you estimate will be generated from the event?

- Total revenue anticipated \_\_\_\_\_
- Total expenses projected \_\_\_\_\_
- Estimated amount that will be donated \_\_\_\_\_
- Other \_\_\_\_\_





**Please outline how you will promote the event.**

- Print:**
- TV:**
- Radio:**
- Internet:**
- Public Relations (agency or in-house):**
- Paid Advertising:**
- Brochures/flyers:**
- Signs or Banners:**
- Direct Mail:**
- Other:**

**Please include any other pertinent information:**



**Why did you choose the Charlie Cookson Foundation?**

We have received the Charlie Cookson Foundation guidelines and letter of understanding and agree to comply with the guidelines in connection with the \_\_\_\_\_ scheduled for \_\_\_\_\_

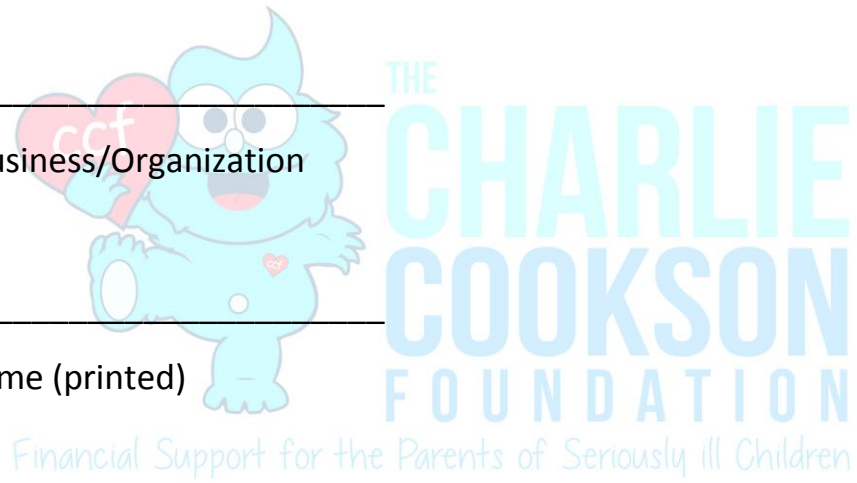
**I understand and agree to comply with the rules and regulations for conducting a Third Party Fundraiser:**

**Sponsor Organisation**

\_\_\_\_\_  
Event Organizer Signature Date

\_\_\_\_\_  
Name of Business/Organization

\_\_\_\_\_  
Contact Name (printed)



\_\_\_\_\_  
Phone Number / e-mail address

**Foundation Representative**

\_\_\_\_\_  
Sarah Cookson, Trustee and Founder of Date  
The Charlie Cookson Foundation