

How Breakthrough Your Way Works



Breakthrough Your Way is a program that gives supporters the chance to turn their passions and interests into unique fundraisers to benefit the American Brain Tumor Association (ABTA). It is a volunteer-driven program which means it's up to you, the event organizer, to plan, promote and fundraise for your event but we are here to help! Please read below and if you have additional questions, contact Jennifer Sloan at 773-577-8765 or email jsloan@abta.org.

Your responsibility

- **EVENT PLANNING & EXECUTION:** You are responsible for the organization, promotion, liability and execution of the event, including necessary insurance, following ABTA policies, written materials and guidance received by ABTA staff. It is up to you to use your best efforts to ensure the event is of the highest quality with respect to venue, activities, and logistical preparation, providing a safe and enjoyable experience for all participants while ensuring all activities are in full compliance with applicable federal, state and local laws, regulations and legal standards.
- **EVENT COSTS:** You are solely liable for all costs associated with the event including, but not limited to, venues, insurance, entertainment and food and beverage. You must not sign any contracts on behalf of ABTA and are fully responsible for filing all necessary event permits, applications and providing insurance, as required, for your event. The ABTA will not provide reimbursement for any event-related expenses, execute contracts on your behalf or provide insurance for your event or its participants.
- **EVENT MARKETING:** The ABTA will not guarantee attendance, ticket sales, sponsorship or in-kind donations. As event organizer, you must indicate you are hosting the event and include "to benefit the American Brain Tumor Association" on all materials with the percentage of proceeds to be donated to the ABTA.
- **DAY OF EVENT DETAILS:** You are asked to provide ample staff and/or volunteers for your event and share a detailed account of the day with your ABTA staff contact within 14 days of the event. You must also ensure checks from the event proceeds are made out to the ABTA and mailed to the office within 14 business days of event. Unfortunately, the ABTA is unable to guarantee an ABTA representative at your event.

How the ABTA can help

- **PROFESSIONAL GUIDANCE & ADVICE:** A dedicated ABTA staff person is available to help provide guidance and advice on event planning, logistics and fundraising.
- **ONLINE FUNDRAISING:** Once you register, you will have access to a personal and/or team fundraising page and participant center with sample letters and other fundraising materials.
- **ABTA LOGO & MATERIALS:** You will have use of the ABTA logo and additional promotional materials (based on availability) upon request and approval.
- **ACKNOWLEDGEMENT:** Upon request, the ABTA will provide a letter of acknowledgment to confirm you are fundraising to benefit the ABTA. Your donors will also receive written or emailed confirmation for donations over \$25 made directly to the ABTA .
- **EVENT PROMOTION:** The ABTA will include your event listing on www.abta.org upon request and may also provide additional promotion on social media.

