



Bridge the Gap

Third Party Fundraising Policy: Guidelines, Requirements & FAQ's

General Information

Thank you for your interest in partnering with us to help improve the lives of children and families affected by SYNGAP1.

We are dedicated to creating collaborative community, corporate and Third-Party relationships that are mutually beneficial and make a positive impact in the SYNGAP1 community.

Your support of Bridge the Gap – SYNGAP Education and Research Foundation is invaluable to our organization. All donations are used to support Bridge the Gap's – SYNGAP1 Advocacy, Awareness, Education and Research Programs.

All organizations, individuals or entities wishing to hold a Third-Party Fundraising Event to benefit Bridge the Gap – SYNGAP Education and Research Foundation, must complete and submit a **Third-Party Fundraiser Event Application to Bridge the Gap.**

All applicants will be notified regarding approval or non-approval status within 2 weeks or less of form submission.

If you are interested in holding a Third-Party Fundraiser Event, please complete a **Bridge the Gap Third-Party Fundraiser Event Request Application (link is on BTG's website).**

Questions? Contact us at: admin@bridgesyngap.org

Bridge the Gap – SYNGAP Education and Research Foundation
1012 14th Street NW, Suite 500
Washington DC 20005

Phone: +1 (240) 347-0302 Email: admin@bridgesyngap.org Website:
www.bridgesyngap.org

US 501c3 Nonprofit #47-2459997



Guidelines

Bridge the Gap – SYNGAP Education and Research Foundation does not handle administrative aspects (i.e.: invitation distribution, compiling RSVPs or selling tickets, etc.) for Third-Party Fundraising events.

For all events or sales that anticipate net income less than \$2,500, we encourage outside organizations, individuals, or entities to consider Bridge the Gap’s ***“Care about Rare” SYNGAP1 Campaign*** or ***“Rally for SYNGAP1” Giving Tuesday***.

For events or sales with a net income anticipated of \$2,500 or more, Bridge the Gap will grant the use of our name and logo for promotional purposes, upon approval from of a Third-Party Fundraiser Application. *Exceptions for logo/name use may be made, on a case-by-case basis, at the discretion of the Bridge the Gap. Contact us for further information.

Requirements - Bridge the Gap Third-Party Fundraisers:

Complete and submit a BTG Third-Party Fundraising Request Application.

Fundraising events must be family-friendly in nature and in philosophical alignment with Bridge the Gap’s mission, vision, and programs. Bridge the Gap will not enter into fundraising or sponsorship agreements with individuals, organizations or entities that are not in alignment with our mission, vision, or business practices.

All Third-Party Fundraising Request Applications must clearly state a specific percentage of net revenue or a specific dollar amount that will be contributed to Bridge the Gap – SYNGAP Education and Research Foundation. For example, \$10 of each ticket sold or 10 percent of the sales price of this product, etc....

Third Party Fundraising Application Agreement: Upon approval of a Third-Party Fundraising Request Application, the Third-Party Fundraising Application becomes the formal Agreement Contract with Bridge the Gap.

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All Third-Party Fundraisers must ensure sponsors, attendees and participants make their payments directly to you, as the entity, conducting the event or sale. Due to tax restrictions, cannot offer participants the option of direct payment to Bridge the Gap. Bridge the Gap cannot issue tax receipts for Third-Party Events.

All Third-Party Fundraisers must provide a written list of potential event sponsors or underwriters to Bridge the Gap, prior to securing them, to ensure there are no conflict of interest issues.

Third-Party Fundraisers are required to submit funds, designated for Bridge the Gap, by check within 60 days following the conclusion of the event or sale.

Liability Insurance Requirements

Liability Insurance is **required for all** Third-Party fundraising events or sales.

Bridge the Gap requires Third-Party Fundraisers to purchase Liability Insurance, which covers liability for bodily injury, property damage or death arising out of the specified Third-Party fundraising event or sale, in the minimum amount of one million dollars (\$1,000,000).

The liability insurance needs to be named as ***“Additional Insured”*** with respect to the specific fundraising event or sale as specified in the approved Third-Party Agreement Form with Bridge the Gap and include:

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All Third-Party Fundraisers must provide written proof of comprehensive general liability insurance, to Bridge the Gap, prior to the scheduled event.

****All Third-Party Fundraising Events*** that provide a ***sporting component***, must require **ALL participants to sign** a ***Legal Liability Waiver Form***. A sample liability waiver form can be provided by request.

*****All Third-Party Agreement applications must clearly state a specific percentage of net revenue or a specific dollar amount that they will contribute to Bridge the Gap – SYNGAP Education and Research Foundation. For example: \$10 of each ticket sold or 10 percent of the sales price of this product, etc.***

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Third-Party Events & Initiatives

Pertaining to Third-Party: Special Events, Sporting Events, Benefits, Promotions, Franchise Promotions, Civic Organizations, Local Businesses

- Anticipated proceeds will benefit Bridge the Gap – SYNGAP Education and Research Foundation with a minimum anticipated donation of equal to or more than \$2,500.
- Proof of insurance for the event IS REQUIRED, NO EXCEPTIONS.
- If it is a sporting event, waiver forms must be signed by ALL event participants and kept on file by the Third-Party Fundraiser.

Benefits from Bridge the Gap – SYNGAP Education and Research Foundation include:

- Permission to use the Foundation name and/or logo. Please remember that all marketing materials must be approved by the Foundation BEFORE printing.
- References to Bridge the Gap in publicity or promotional materials (e.g., fliers, tickets, invitations, etc.) should identify Bridge the Gap as:
 1. **First reference:** Bridge the Gap – SYNGAP Education and Research Foundation
 2. **Subsequent reference(s):** Bridge the Gap – SYNGAP Education and Research Foundation
- Bridge the Gap – SYNGAP Education and Research Foundation does not share our mailing list. Bridge the Gap will post information on our official website and via our social media outlets.
- Inclusion in Foundation email blast if timeframe is compatible with established email blast schedule (with \$2,500 minimum donation).
- Bridge the Gap representative at event if requested (Third-Party will provide two complimentary event entries for Bridge the Gap representative[s]). Foundation must receive application 4-6 weeks prior to event date to ensure a representative(s) is available.
- Free Bridge the Gap awareness and educational materials provided, if requested, for event (100 maximum brochures/pamphlets per event with the option to purchase additional materials, if needed).

Again, thank you for your interest and support. All donations are used to support Bridge the Gap's – SYNGAP1 Advocacy, Awareness, Education and Research Programs.

Questions? Please contact us by email or phone.

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Third-Party Event Fundraisers – Frequently Asked Questions

Why do I need to apply to be a Third-Party Fundraiser for Bridge the Gap ?

Bridge the Gap – SYNGAP Education and Research Foundation needs to validate each potential partner, organization, or new initiative before agreeing to a relationship to ensure it is supportive of our mission and an appropriate fit for the organization. Please read the [Third Party Event Guidelines](#) and determine if Bridge the Gap – SYNGAP Education and Research Foundation is a good match. If so, please fill out the third-party event request form.

When should I submit my application?

At least six-eight weeks prior to the event or promotion. Further lead time is encouraged during peak times including December – Giving Tuesday, and March/April during the Rare Disease Month.

How much time should it take to approve the application and promotional materials?

Bridge the Gap, appreciates and values all individuals and organizations, willing to raise money for our mission. However, we are a small, volunteer-driven organization. Given the volume of requests, it takes approximately 5-10 working days to review an application. We encourage community fundraisers to keep this in mind when planning their events.

What is an expected donation?

An expected donation is your ***fundraising goal***. Bridge the Gap asks you to set this amount, so we can better understand your event and your planned contribution toward the fight to find better treatments for SYNGAP1.

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How does the Third-Party Fundraiser Application become a “*Formal Agreement*” with Bridge the Gap?

The ***Third-Party Fundraiser Application*** defines the requested partnership between the community fundraiser and Bridge the Gap. The ***Third-Party Fundraiser Application becomes a formalized Agreement Contract, after review and if the application is approved by Bridge the Gap.*** The ***Third-Party Fundraiser Application*** details the event specifics (date, time, place, etc.), provides the expected donation amount and covers detailed event guidelines. It also gives the community fundraiser rights to the Bridge the Gap – SYNGAP Education and Research Foundation name and logo under certain conditions. The ***Third-Party Fundraiser Application becomes a formalized Agreement upon approval and written notification by Bridge the Gap to the applicant.*** Depending upon the nature of the event, the applicant may be legally bound by a minimum donation. This will be a reasonable amount agreed upon by both parties, clearly outlined in the ***Third-Party Fundraiser Application/Agreement.***

Is there a minimum donation amount?

Yes. Due to staffing and time constraints, the Bridge the Gap cannot grant use of our name or logo for events or sales with anticipated net income of less than \$500. For events or sales that anticipate a net income of \$500 or more, the Foundation will grant the use of our name. For events or sales that anticipate a net income of \$2,500 or more, the Bridge the Gap will grant the use of our name and logo.

What if the event/promotion does not meet the minimum?

Please consider, not using the Bridge the Gap – SYNGAP Education and Research Foundation name/logo and make a general statement, that the funds raised will go to awareness and education. You may use the general Blue Rare Disease Ribbon. We would be honored and grateful to receive funds raised in this manner and would give public recognition for your donation.

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How should the Bridge the Gap be referred to in promotional materials?

All promotional materials should read:

- 1) **First reference: Bridge the Gap – SYNGAP Education and Research Foundation**
- 2) **Subsequent reference(s): Bridge the Gap – SYNGAP Education and Research Foundation**

***Note: Bridge the Gap's Name and Logo can only be used after a Letter of Agreement has been signed.**

Do promotional materials have to include the amount that will be donated to Bridge the Gap?

Yes. Bridge the Gap requires that the donation percentage/amount be communicated to the public clearly on all communications pieces (i.e. 15% of the net proceeds will be donated, or \$5 from every ticket purchased will be donated).

Why must promotional materials be approved?

Bridge the Gap's name and associated logos are our greatest assets. To protect and maintain them, we partner with organizations and individuals that are reputable, have interests, values and/or products that support and are consistent with our mission — ***Building Bridges of Hope to a Cure***. We also want to ensure that Bridge the Gap's name is referenced correctly and that the proportion of proceeds and/or donations are properly stated in all promotional materials.

How will Bridge the Gap support the event? Will Bridge the Gap publicize the event?

Bridge the Gap will list your event on our website and social media outlets. Depending on the date of the event, we also may be able to publicize the event in an email blast to constituents (included with other Bridge the Gap – SYNGAP Education and Research Foundation -related information). We have limited resources and do not have the staff to provide additional public relations support. We can provide SYNGAP1 awareness and educational materials that may be distributed at the event by request.

Can Bridge the Gap provide a speaker for the event?

We would be happy to provide a speaker! Please communicate your desire to have a representative at least 4-6 weeks prior to the event date and we will work with you to schedule a staff member or dedicated volunteer to attend.

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What types of events are not approved by Bridge the Gap?

Bridge the Gap is prohibited from participating in any event/activity that is distinctly political or politically partisan in nature. We do not endorse individual candidates or political party groups. Bridge the Gap reserves the right to decide, not to participate in any activity, event, or program, if it is deemed inappropriate or not in the best interest of Bridge the Gap.

What if the event we are planning is taking place in less than a month?

You may consider using the Rare Disease Blue Ribbon rather than the Bridge the Gap – SYNGAP Education and Research Foundation name or logo. The Blue Ribbon is the universal symbol for rare disease awareness and may be used without permission. If you wish to use the Rare Disease Blue Ribbon in conjunction with a general statement such as, ***“Funds will be used to support local rare disease programs,”*** no further paperwork or approval is necessary. Donations collected through a general fundraising event in support of rare diseases can be mailed directly to Bridge the Gap.

Again, thank you for your interest in fundraising for Bridge the Gap – SYNGAP Education and Research Foundation! Your efforts and donation will make a positive impact on the lives of families and children affected by SYNGAP1. All donations are used to support Bridge the Gap's – SYNGAP1 Awareness, Advocacy, Education and Research Programs.

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