

Event Guidelines and Policies

A fundraising or awareness event or project hosted by the community (an individual or group) to be part of MCCG's Paint the Town Pink (PTTP) campaign should keep in mind MCCG's Mission, Vision and Values. Each event or project should not include any aspect that would potentially detract from the community goodwill of MCCG and the Central Georgia Breast Care Center (CGBCC) in particular.

1. Community events and projects must be approved and sanctioned by the Central Georgia Breast Care Center 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 MCCG.
3. All corporate sponsors must be pre-approved by MCCG to avoid 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 60 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 December 31st of that year.
5. If circumstances warrant, MCCG, may opt out as an umbrella organizer of the event/promotion at any time with no obligation.
6. In accordance with Georgia law, you may not conduct a raffle drawing as part of your event without obtaining a raffle license. To obtain this license, you will need to contact your county's sheriff office.
7. Community events and projects must comply with the following:
 - a. Companies with public images that would have the potential to compromise the goodwill of the Central Georgia Breast Care Center or conflict with its/MCCG's Mission, Vision or Values may not be major or presenting sponsors and may not promote their products through advertising or other event exposure. This includes alcohol, tobacco or firearms companies and other companies with similar products that do not support the health and well-being of women and breast health in particular.
 - b. Sales-driven fundraising projects or projects that imply endorsement/promotion of a single product or service are not supported by MCCG. As a healthcare provider, MCCG 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 MCCG before using the CGBCC/PTTP name and/or logo.
 - d. An estimate of the projected donation amount should be provided to the CGBCC prior to hosting the event or project. One hundred percent of net proceeds must be donated to CGBCC in order for the CGBCC's name to be used in promotion. We will consider exceptions to this policy if the event warrants, depending upon the proposed other charity and the proposed allocation of the donated proceeds.

To support your event, the Central Georgia Breast Care 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 MCCG to use the CGBCC/PTTP name, and all materials with CGBCC/PTTP 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 organizations
- Provide patient stories through brochures and DVDs

To support your event, the Central Georgia Breast Care Center cannot:

- Release donor, volunteer, employee, physician or 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 CGBCC's publications and media outlets
- Be responsible for selling tickets to your event
- Guarantee staff, volunteer or patient family attendance at the event