

Third Party Event – Frequently Asked Questions

Why do I need to submit an application?

The 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 appropriately fulfills our mission and is appropriate. 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?

The Foundation is fortunate that so many people and organizations are 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. The Foundation 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 SYNGAP Syndrome.

What is the Letter of Agreement?

The Letter of Agreement formalizes the partnership between the community fundraiser and the Foundation. It details 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 Letter of Agreement must be signed by both the event organizer and the Foundation. Depending on the nature of the event, you may be legally bound by a minimum donation. This will be a reasonable amount agreed upon by both parties, clearly outlined in the Letter of Agreement.

Is there a minimum donation amount?

Yes. Due to staffing and time constraints, the Foundation 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 Foundation 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 finding a cure, but rather awareness and education. You may use a general blue ribbon. We would be honored and grateful to receive funds raised in this manner and would give public recognition for your donation.

How should the Foundation be referred to in promotional materials?

All promotional materials should read:

1) First mention: Bridge the Gap – SYNGAP Education and Research Foundation

2) Subsequent mention: Bridge the Gap – SYNGAP Education and Research Foundation

The 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 the Foundation?

The Foundation 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?

The Foundation name and marks are our greatest assets. To protect and maintain them, we partner with organizations and individuals that are reputable and have products, interests and values that support and are consistent with our mission — Building Bridges of Hope to a Cure. We also want to make sure that the name is referenced correctly and the portion of proceeds and/or donations are properly stated.

How will the Foundation support the event? Will it publicize it?

The Foundation 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). Our resources are limited and the number of monthly events is high, so we cannot provide additional public relations support. We will provide breast health materials that may be distributed at the event.

Can the Foundation provide a speaker for the event?

We'd be happy to! 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.

What types of events are not approved by the Foundation?

The Foundation is prohibited from participating in any event/activity that has a distinctly political feel. We do not endorse individual candidates or political party groups. The Foundation

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 the Foundation.

Events taking place in less than a month?

Consider using the general 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 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 and these donations can be mailed directly to the foundation.

Do you have additional questions? Please contact Monica @ 832-671-0010 or admin@bridgesyngap.org. Thank you for your interest in fundraising for Bridge the Gap – SYNGAP Education and Research Foundation!