



# FAQs

## **Why Fundraise Your Way for PKD?**

Fundraise Your Way gives you the flexibility to fight PKD in the way that is most meaningful to you. It gives you complete control to plan a creative fundraiser from start to finish - how you want and when you want.

## **Where does the money I raise go?**

100% of every donation received by the PKD Foundation from your Fundraise Your Way activity will be allocated to support vital research for treatments and a cure for PKD.

## **Is there a registration fee to Fundraise Your Way?**

No, there is no registration fee to participate in the Fundraise Your Way program. When you register, you will be invited to make an optional gift in support of your fundraiser.

## **How much do I have to fundraise?**

Your fundraising goal is entirely up to you! Fundraising goals typically range from \$500 up to a few thousand.

## **How do I fundraise?**

Fundraising is actually much easier than most people think. If you're passionate about finding a treatment and cure for polycystic kidney disease and willing to make a few calls, send a few emails or share on social media, fundraising will likely come easily for you. See our fundraising tips in the materials section.

## **Can I use the PKD Foundation logo in my fundraiser's promotions?**

Yes! The PKD Foundation logo and the Fundraise Your Way logos are available for your use as you promote your fundraiser. The style guidelines will ensure that your use of the PKD Foundation logo correctly reflects the PKD Foundation brand. Both can be found in the materials section.

## **Will the PKD Foundation pay for expenses related to my Fundraise Your Way fundraiser?**

No. Once funds have been donated to the PKD Foundation they cannot be used to pay expenses related to your Fundraise Your Way fundraiser. The funds will go to work supporting vital PKD research.

## **Can funds I raise be used to pay for expenses related to my fundraiser?**

You may reserve a portion of funds raised offline (cash or check) to cover your fundraiser's expenses. A general guideline is to not allow your fundraiser's expenses to exceed 10-15% of what you raise in total. Any funds that are used to cover your expenses are not considered tax deductible.

If applicable, it is important to let your Fundraise Your Way donors know that a portion of what they donate may be used to cover your expenses.

Once funds are received by the PKD Foundation, either online through your personalized fundraising page or via cash or check, they may not be used to cover your expenses, so be sure to plan ahead.

**You say the sky is the limit, but are there any restrictions on the kind of fundraising activity I can do?**

The only 'restriction' is on an activity that may have a negative effect on the reputation of the PKD Foundation. The Foundation reserves the right to decline any Fundraise Your Way activity if it chooses. If you have a question about whether or not your activity will have a negative effect on the PKD Foundation's reputation, contact us at [fundraising@pkdcure.org](mailto:fundraising@pkdcure.org) and we'll be glad to help you.

**How will others know that my fundraising activity is legitimate and supports the mission of the PKD Foundation?**

After your Fundraise Your Way activity is registered online, the PKD Foundation is able to verify your fundraiser and its support of our mission. You'll also have access to the PKD Foundation, Fundraise Your Way and #teamPKD logos so that others will know that you're raising funds on behalf of the Foundation. Your supporters can rest assured knowing that any donation they make online through your personal fundraising page comes directly and securely to the PKD Foundation.

To obtain an official letter of support from the PKD Foundation, email [fundraising@pkdcure.org](mailto:fundraising@pkdcure.org) after you've registered.

**How can the PKD Foundation help me as I plan and execute my fundraiser?**

The PKD Foundation staff is here to assist you with ideas, tips, brainstorming and moral support as you fundraise your way. See the materials section of the Fundraise Your Way homepage or contact us at 1.800.PKD.CURE or [fundraising@pkdcure.org](mailto:fundraising@pkdcure.org).

**Are there PKD Foundation educational items available for me to use at my fundraiser?**

Yes! The PKD Foundation is happy to supply you with PKD Foundation written materials by request and if available. You may request materials by emailing [fundraising@pkdcure.org](mailto:fundraising@pkdcure.org) at least 15 business days prior to your fundraiser.

Additional PKD Foundation branded materials are available on the PKD Foundation's online store.

**Can a PKD Foundation representative attend my fundraiser?**

The PKD Foundation's national office is located in Kansas City, Missouri and home to PKD Foundation staff members. In addition to staff, the Foundation is led by volunteer Chapter Coordinators located in 62 cities nationwide. Because of the associated cost, PKD Foundation staff members are unable to travel to Fundraise Your Way events. However, if you're interested in having a PKD Foundation Volunteer Chapter Coordinator attend your fundraiser, you may extend an invitation directly to the Coordinator via email (find a list of Chapters and contact

information [here](#)). Keep in mind that your Chapter Coordinator is a volunteer and their attendance is neither required or guaranteed.

### **How do I send in funds I've raised?**

The easiest way for your donors to support your Fundraise Your Way activity is by making a secure credit card gift online, directly *to your personal fundraising page*.

Additionally, cash or check donations may be submitted using the [offline donation form](#) and mailed to:

PKD Foundation  
Attention: Fundraise Your Way  
1001 E. 101<sup>st</sup> Terrace, Suite 220  
Kansas City, MO 64131

In the subject line of any checks, please include your name and "Fundraise Your Way." Offline donations will be added to your personalized fundraising page within 2-3 weeks of their receipt at the PKD Foundation.

### **Are donations to my fundraiser tax deductible?**

Donations made to the PKD Foundation or your Fundraise Your Way online fundraising page are tax deductible to the extent permitted by law. For your records, our Tax ID# is 43-1266906.

### **How will I know who has donated to my personal fundraising page?**

You will receive an automated email notifying you every time a donation is made to your personal fundraising page.

### **Does the PKD Foundation thank donors who have contributed through my personal fundraising page?**

Online donors to your personal fundraising page will receive an automated email thanking them for their donation and for supporting your Fundraise Your Way activity. All donors who make an offline donation of \$5 or more will receive a letter of receipt provided that we have the donor's email or mailing address.

### **My company matches gifts. Do you accept matching gifts?**

Absolutely! Please contact your company's Human Resources department for instructions on how to get started. Since every company handles these programs uniquely, there is not universal paperwork to submit. Find out more info about your company's matching donor policy or to see if they offer matching gifts [here](#).

### **Will the matching gift display on my personal page?**

Yes! As soon as the PKD Foundation receives the matching funds from your company, we will post it to the website for viewing. Please note that it typically takes three months or more for the PKD Foundation to receive matching gift money from companies.

**If you have any additional questions, please contact the PKD Foundation at [fundraising@pkdcure.org](mailto:fundraising@pkdcure.org).**