



# Portion of Proceeds

Thank you for considering The Michael J. Fox Foundation (MJFF) for your Portion of Proceeds (PoP) campaign. If you are a business or simply selling a product and want to donate a portion of your proceeds to MJFF, we appreciate your willingness to support Parkinson's research. To get started, please read the information below for a brief overview of Team Fox and next steps to kicking off your PoP campaign:

## APPLICATION PROCESS

- If you have not already done so, please complete the online Portion of Proceeds application form
- Team Fox staff will review the proposal and may ask to schedule a phone call with you to further discuss your plans
- Team Fox staff will decide on approval and notify you accordingly. If approved, the signed PoP Agreement and Confidentiality forms must be signed prior to beginning your campaign

## AFTER APPROVAL

Once the signed documents are received by Team Fox staff, we encourage you to register as an official Team Fox member and share detailed information about your campaign on your fundraising page. This page can be used to direct additional support from your customers and network to the Foundation. Your Team Fox fundraising page captures the full impact of your efforts, and will provide a public-facing cumulative total of your contributions throughout the year.

- All fundraising pages are active for the calendar year. Donations collected through your campaign must be directed to your fundraising page by December 31.

If you do not choose to register for a Team Fox fundraising page, you may direct your proceeds to the Foundation via check\* or online donation. Checks can be mailed to:

**The Michael J. Fox Foundation for Parkinson's Research**

**P.O. Box 5014**

**Hagerstown, MD 21741-5014**

\*Note that donations can take up to two weeks to be processed. Include your name and the name of your business/ product on the memo section of the check.



## NAME AND LOGO USAGE

- Once your PoP plans are approved, you will have access to the official Team Fox logo, which can be used for promotional purposes. This can be found after logging into your Team Fox Fundraising Dashboard or by making a request via email to [teamfox@michaeljfox.org](mailto:teamfox@michaeljfox.org)
- We ask that any mock-ups, web designs, fliers, marketing items, press release, etc. are forwarded to Team Fox staff for approval prior to final print/ release
- We do not allow the use of The Michael J. Fox Foundation logo for third-party fundraising, including Portion of Proceeds campaigns. You may include the full name “The Michael J. Fox Foundation for Parkinson’s Research” with Team Fox staff review and approval
- If you are adding the Team Fox logo to your website to promote your support, we ask that it link back to [www.teamfox.org](http://www.teamfox.org) so that customers can learn more about our efforts to speed a cure for Parkinson’s disease

## ADDITIONAL INFORMATION

- You must be explicit about the outlined relationship with Team Fox and the exact portion of proceeds that will benefit the Foundation, whether it is percentage based or a specific dollar amount
  - Example: “\$5 of every purchase will be donated” or “10% of the net proceeds will benefit The Michael J. Foundation for Parkinson’s Research” It must be clearly stated on all promotional materials
- We reserve the right to approve or deny the product or service you are selling to benefit the Foundation
- We reserve the right to halt a campaign at any point



### NEED HELP GETTING STARTED?

Team Fox Staff are happy to chat through the Team Fox program and your goals in supporting vital Parkinson’s research. Email us at [teamfox@michaeljfox.org](mailto:teamfox@michaeljfox.org).



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