

Children's Organ Transplant Association[®]

Community Campaign Resource

VITAL COMMUNICATION AND MEDIA INFORMATION

PLEASE READ CAREFULLY AND REGULARLY COMMUNICATE THIS INFORMATION WITH YOUR COTA VOLUNTEERS!

As a 501(c)3 not-for-profit organization, the Children's Organ Transplant Association (COTA) receives contributions to help offset transplant-related expenses. COTA then disperses funds to families to offset those expenses.

A crucial part of the contribution process is to clearly state who is receiving the gifts and how they will be used. Financial contributors must know their gifts are contributions to COTA and not to the patient/family directly. Contributions to COTA will be used to reimburse transplant-related expenses, and are tax deductible to the fullest extent of the law.

Why is this so important? While it is highly motivating to promote helping a local patient's family with expenses, if the family receives money directly it is considered taxable income and the contributor cannot receive a tax deduction. Therefore, the public should not be misled to believe their gifts immediately go to COTA families. It should be clear that transplant families are the beneficiaries of COTA funds, and the community campaign is raising funds that can be used by transplant families as they need them throughout their transplant journey.

The table below shows some examples to help you understand what wording is appropriate.

Not Allowed	Allowed
A group of volunteers from Nashville, Tennessee, have been working with the Children's Organ Transplant Association (COTA) to raise funds for Jane's transplant-related expenses.	A group of volunteers from Nashville, Tennessee, have been working with the Children's Organ Transplant Association (COTA) to raise funds for transplant-related expenses for children like Jane.
100% of the proceeds raised from fundraising go to Johnny and his family to pay transplant-related expenses.	100% of the proceeds raised from fundraising will go to COTA to assist families like Johnny's with transplant-related expenses.
Fundraising proceeds will benefit Jean in her campaign with COTA.	Fundraising proceeds will benefit COTA in honor of Jean to assist with transplant-related expenses.
Friends and family members of local boy Sam Doe are hosting a bake sale to raise money for his liver transplant. The group is working with the Children's Organ Transplant Association to raise funds for the family's expenses.	A bake sale will be held in honor of Sam Doe, a Chicago-area child who needs a liver transplant. Sam's family has asked for assistance from the Children's Organ Transplant Association. Funds are being raised to assist with transplant-related expenses.

Again, please regularly communicate and reaffirm this information to your volunteers to make sure there is no question about the path the contributions will take. Before announcements, flyers, and details about fundraising events are published in written form, on the patient's COTA website or in social media, approval is required by emailing the final document to **CampaignInfo@cota.org**.