

## Eczema Expo 2019 Scholarship & Fundraising FAQ

### How can I get help paying for Expo '19?

NEA is happy to offer two ways for people wishing to attend Expo '19 to get help with costs of registration, hotel, and travel: need-based scholarships, and peer-to-peer fundraising.

### Who can get help paying for Expo '19?

The Carolyn and Tom Reese Scholarship Fund and Expo Fundraising are for people with eczema, their families, and their caretakers. Scholarships and fundraising are only for the attendees described above, and do not apply to vendors, exhibitors, or sponsors.

Please review the scholarship and fundraising information below for details about what costs are covered.

## SCHOLARSHIPS

### What is the Carolyn and Tom Reese Scholarship Fund?

The Carolyn and Tom Reese Scholarship Fund provides a limited number of need-based scholarships to reimburse costs of Expo registration, hotel and/or travel.

<https://nationaleczema.org/eczema-expo/get-help-paying-2/expo-18-scholarship-app/>

### When are scholarship applications due?

The deadline for scholarship application is Monday, April 1, 2019 at 5PM PT.

### When will scholarship decisions be made?

We anticipate our scholarship committee will make their decisions, allocations, and notifications by April 9, 2019. If you're awarded a scholarship, you will be required to accept the scholarship and register online for Expo no later than April 19, 2019.

### What will the scholarships pay for?

Scholarship amounts will vary based on the needs of each awardee, ranging from reduced rate registrations to complimentary registrations and travel and hotel costs.

Travel costs are limited to airfare, train fare, and bus fare. In special circumstances, the scholarship committee will consider funding other transportation options.

## Are there any strings attached to this scholarship?

Yes, but only two small strings.

- 1) If you receive a scholarship, we ask that you agree to be available to volunteer for up to two hours at Expo.
- 2) Scholarship recipients are expected to attend all educational portions of Expo – i.e., all general and breakout sessions on Friday, Saturday, and Sunday.

## How are scholarship funds distributed?

Registration scholarships are distributed via coupon codes that can be used to purchase registration(s) at the discounted or complimentary rate.

After scholarship recipients have attended Expo, they may submit travel (airfare, train, parking, etc.), and hotel receipts to be reimbursed for out-of-pocket expenses up to the scholarship allocation.

## FUNDRAISING

### What is the Expo Fundraising program?

NEA offers prospective Expo attendees the opportunity to run a peer-to-peer fundraising campaign to raise money for National Eczema Association and to take advantage of optional benefits to help defray Expo registration, travel, and hotel expenses.

For every \$50 you raise for NEA, you will be eligible to \$25 toward an Expo registration *or* \$25 toward approved travel and hotel expense reimbursement.

You can start an Expo Fundraising campaign here:

<https://www.classy.org/campaign/expo-2019-peer-to-peer-fundraising/c212661>

Alternatively, you are welcome to conduct your own peer-to-peer fundraising campaign, independent of Expo Fundraising, where NEA will not receive any of the funds raised.

### Why should I use Expo Fundraising program instead of running my own GoFundMe campaign?

In addition to the obvious perk that they're fundraising for a 501c3 non-profit that whose work they believe in, some people also prefer the Expo Fundraising program because they feel more comfortable raising funds for an organization rather than asking for money for themselves.

### What are the approved travel and hotel expenses that NEA will reimburse?

Hotel: Stay of up to 3 nights at the group rate at the Expo host hotel, the Hyatt Regency Resort Scottsdale.

Travel: Airfare, train, and bus transportation to and from Expo. In special circumstances, the scholarship committee will consider funding other transportation options. Travel costs must be at lowest market value – i.e. economy/coach fares, purchased at a reasonable rate/fare. Reimbursement applies only for purchases made with cash, not mileage and/or other means.

### What is the deadline for Expo fundraising?

The Expo fundraiser runs through Thursday, July 18, 2019.

### What happens if I don't meet my fundraising goal?

No worries! You'll still receive the benefits associated with the highest fundraising level you reached.

### What happens if I earn more than I spend on approved expenses, or if I'm unable to use the funds I've raised?

Any funds that you raise and are unable to use will be applied directly to NEA's work on behalf of people with eczema.

### Does NEA have any fundraising tips?

We sure do!

- You can choose to fundraise one three ways:
  - “As an individual” means you'll be a team of one, with all fundraising efforts and rewards going to you. If you're fundraising for yourself or your family, this is the way to go.
  - “Create a team” means you'll be starting your own team, with rewards split between team members as decided by the team. If you have a crew of eczema warriors that wants to go to expo together, this may be the way to go.
  - “Join a team” means you'll be joining an existing team, with rewards split between team members as decided by the team. Strength in numbers! If your crew already has a team built, this is how you join. Or, if you'd like to support an eczema warrior with more than just a donation, this is the way to start fundraising on their behalf!
- When you register to fundraise, edit the default story to let people know why *you're* raising funds for NEA and why eczema matters to you.
- Let the people who love you – friends, family, and coworkers – know that you're raising money, what you're raising it for, and why it matters so much to you. Reach out to them by email, social media, and in person.

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

Yes! All donations to NEA, a 501(c)(3) organization, are deductible to the fullest extent allowed by law.

Donors will receive an automatic email notifying them that their donation has been received along with necessary information tax information.

### **How are fundraising benefits distributed?**

Registration benefits are distributed via coupon codes that can be used to purchase registration(s) at a full discount.

After fundraisers have attended Expo, they may submit travel (airfare, train, bus, and approved parking) and hotel receipts to be reimbursed for those expenses up to the corresponding allocation.

### **I've got questions. Who can I contact?**

For technical help setting up your fundraising campaign, visit [support.classy.org](https://support.classy.org). For all other fundraising and scholarship questions, please email [lauren@nationaleczema](mailto:lauren@nationaleczema.org) or call 415-499-3474.