



THIRD PARTY FUNDRAISER GUIDELINES

Thank you for volunteering to help the Hospice House & Support Care of Williamsburg (HHSCW) promote awareness and raise funds to feed those in need. Third party events are defined as events implemented by outside organizations for the benefit of HHSCW, with **minimal or no assistance** from HHSCW staff or volunteers. The sponsoring organization must be respected in the community and one whose reputation will enhance HHSCW's public image. Care should be taken to ensure the sponsoring organization is not using HHSCW's name to offset bad publicity or to improve an otherwise unfavorable public image.

The following guidelines are provided to ensure that you are aware of potential needs or issues regarding your event/promotion and assist you in your efforts. For smaller events some of these guidelines may not apply.

If you have any questions not answered by these guidelines or FAQ's please contact Stacy Keating, Advancement Manager at skeating@williamsburghospice.org or 757.253.1220.

The use of the Hospice House & Support Care of Williamsburg's name, logo or mission may not be used in any way without written approval from the Hospice House & Support Care of Williamsburg's Deputy Director.

- ◆ All fund raising event/promotions for the benefit of the Hospice House & Support Care of Williamsburg (HHSCW) must be approved in advance. The Event Proposal and Agreement form must be completed and filed with the HHSCW no less than 30 days prior to the proposed promotion or event start date before approval can be granted.
- ◆ Fundraisers which benefit Hospice House & Support Care of Williamsburg must reflect positively on its mission. HHSCW reserves the right to decline any fundraising proposal that is not in line with our mission.
- ◆ HHSCW operates solely on the financial gifts of others. Donations of any size are welcome.
- ◆ Event organizers are responsible for obtaining all permits, licenses and insurance certificates. Please note that raffles, drawings and other games of chance are governed by a variety of state municipal and federal laws. If you are holding a raffle, drawing or other game of chance at your event, be aware that such an activity needs special permits and allow extra time for these to be obtained.
- ◆ HHSCW assumes no legal or financial liability associated with third-party events.
- ◆ Fundraisers must fully and truthfully state the portion of the proceeds which will be donated to Hospice House & Support Care of Williamsburg in all advertising, promotions and in all contact with donors, sponsors and participants. If less than 100% of the net proceeds will be donated, the "portion of proceeds" may be stated as a percentage of net proceeds, a portion of a product price or a fixed amount per sale/transaction that is to benefit the Hospice House & Support Care of Williamsburg.
- ◆ HHSCW asks that the organizer provides a summary of results relevant to the event program within 60 days of the end of the event.

Communication Guidelines:

- ◆ Hospice House & Support Care of Williamsburg must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution.
- ◆ Participants may not use the copyrighted information, logos, or photos on the HHSCW website without the consent of HHSCW.
- ◆ All promotional materials should clearly state the event is sponsored by you or your organization with net proceeds going to HHSCW. If a specific percentage of event proceeds are coming to HHSCW, this must be stated in your materials.
- ◆ Hospice House & Support Care of Williamsburg name cannot be used as an event title but may be identified as the beneficiary of the event/promotion. For example an event may not be referred to as “The Hospice House & Support Care of Williamsburg Bake Sale.” Instead, it should be promoted as “XYZ Bake Sale to Benefit the Hospice House & Support Care of Williamsburg.”
- ◆ HHSCW will promote program/events through our networks such as e-mail, website or social networking on a case-by-case basis.
- ◆ HHSCW cannot guarantee media coverage for any third-party events. You may contact the media about your event or promotion provided you communicate with HHSCW regarding contacts or arrangements that are made in advance.
- ◆ HHSCW does not purchase advertising to promote third-party events.
- ◆ HHSCW will not solicit participation from our donors/volunteers/clients in any third party events beyond notifying them of the event details, such as time, date & place. HHSCW does not share or sell its donor list.
- ◆ HHSCW does not provide staff and/or volunteers to run third party events or promotions.
- ◆ Staff and/or volunteers presence at an event is never guaranteed and is determined on a case by case basis.
- ◆ HHSCW does not share or sell its internal list of donors or supporters.
- ◆ Do not represent yourself as a representative of HHSCW. HHSCW will make every effort to have a staff or volunteer speaker at your event if requested but cannot guarantee availability. If you wish to speak about HHSCW by using information provided at the time of your event approval, please make sure that your audience understands that you are not speaking in an official capacity.

Financial Guidelines:

- ◆ HHSCW will not incur third-party expenses or provide any funds for third-party events or promotions.

For smaller events some of these items may not apply.

- ◆ No bank accounts or holding accounts may be established under the HHSCW name.
- ◆ The not-for-profit tax exempt status of HHSCW may not be used by the host organization to purchase items and materials with which to conduct the activity.
- ◆ Event organizer shall not retain any portion of event proceeds as personal profit or compensation. No fees, commissions or salaries may be retained from event proceeds by your organization or its members.
- ◆ The organizer agrees to minimize expenses related to the event. A check for the third party event’s net proceeds (gross proceeds less all related expenses) must be delivered to HHSCW within 60 days of the event’s conclusion.

Charitable Giving Guidelines:

- ◆ Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.
- ◆ Donations made directly to a third-party event can be used to cover the event's expenses, but are not tax-deductible.
- ◆ A donation solicited on our behalf, whether the donation is an item or cash, is fully tax deductible only when it is made directly and entirely to HHSCW, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS.
- ◆ In order for a tax receipt to be issued, HHSCW must be provided with the donor's name, address and phone number.
- ◆ Any checks made payable to HHSCW must be forwarded to HHSCW for processing and deposit. Checks must represent an outright donation and cannot include any exchange of products or services. Such donations are tax-deductible and will be receipted by HHSCW.



HOSPICE HOUSE
& Support Care of Williamsburg

THIRD PARTY EVENT APPLICATION

Contact Information:

Event/Promotion Coordinator's Name: _____

Group/Organization Name: _____

Event/Promotion Coordinator's Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Email: _____

Event Overview:

Name of Fundraiser: _____

Location of Event/Promotion: _____

Dates(s) of Event/Promotion: _____ Hours of Event: _____

Type of event/promotion (grand opening, shopping day, golf tournament): _____

Event description/concept/objective: _____

Has this promotion been done before? Yes No

If yes, when and with what result? _____

Projected Audience (who will support or attend the promotion): _____

Projected Attendance (or sales): _____

List sponsor(s) (names and addresses): _____

Financials:

What percent of proceeds go to HHSCW? 100% _____ Other: _____%

Source of funds (ticket sales, percentage of sales, etc.): _____

Projected donation: Minimum \$ _____ Maximum \$ _____ or _____% donated to HHSCW

Will other organizations receive portions of the income? Yes No

If yes, please indicate the name: _____ and \$ _____ or _____% of

income.

Publicity:

HHSCW must review and approve all materials that include our name and/or logo.

Please check the types of promotional activities you may pursue:

Press Release _____ Promotional Flyers _____ PSA(TV/Radio) _____ Social Media _____

Posters _____ Invitations _____ Website _____ Mass Email _____ Other (describe)

_____ I would like to use the HHSCW logo.

Would you like this event publicized on the HHSCW events web site? Yes No

Would you like this event publicized in HHSCW's social media? Yes No