



## Third Party Events & Fundraising Guidelines

Thank you for your interest in hosting a fundraising event for Every Woman's Place (EWP). Events such as yours are important in our efforts to raise funds and awareness of our mission to end relationship abuse. Any individual or organization (outside of Every Woman's Place) that organizes and hosts an event, promotion, sale or donation drive on behalf of Every Woman's Place is defined as "third party".

In order to enhance the success of third-party fundraising events and to avoid conflicts with Every Woman's Place donors, corporate sponsors, or other events planned, the following policies should be observed. For more information or questions on third-party fundraising events, please contact the organization's Director of Development at 231-759-7909 ext 267 or [catherineg@everywomansplace.org](mailto:catherineg@everywomansplace.org).

### Communications Guidelines:

- Participants may not use copyrighted information, logos, or photos without written consent of EWP.
- EWP is a beneficiary, not a sponsor, of a third-party event or fundraiser. All promotional materials should clearly state that the event is sponsored by you or your organization with net proceeds benefiting EWP.
- Every Woman's Place cannot be used in an event title but may be identified as the beneficiary of the event/promotion. For example an event may not be referred to as "Every Woman's Place Bake Sale." Instead it should be promoted as "XYZ Bake Sale to Benefit Every Woman's Place."
- If less than 100% of net proceeds will be donated, fundraisers must truthfully state the portion or amount of the proceeds which will be donated to EWP in all advertising, promotions and in all contact with donors, sponsors, and participants.
- The third party is responsible for its own marketing, including writing and distributing press releases, PSA's, social media postings, invitations, ads, etc. EWP does not release donor or client information for any purpose.
- EWP does not participate as a "co-host" on third-party events posted on Facebook or other social media sites.

### Financial Guidelines:

- All third-party expenses are the responsibility of the third-party organizer and must be paid before net proceeds are given to EWP.
  - No bank accounts or holding accounts may be established under the EWP name.
  - EWP will not purchase advertising to promote a third-party event.
  - EWP will not distribute retail discount coupons or special codes for sponsors of a thirdparty event.
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- The third-party event organizer is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event.

- EWP will not assume any type of liability for a third-party event, including liability for any injuries sustained by third-party.

### **Charitable Giving Guidelines:**

- The not-for-profit tax exempt status of EWP may not be used by the host organization to purchase items and materials with which to conduct the activity.
- Third-party event organizers should not provide tax advice to third-party event contributors. Organizers should refer individuals to tax or legal counsel for information.
- In order for a tax receipt to be issued, EWP must be provided with the donor's name, address and phone number with the donation.
- Any checks made payable to EWP must be forwarded to EWP for processing and deposit. Such donations are tax-deductible and will be receipted by EWP.
- Due to the large number of requests received, EWP is typically not able to provide staff to attend all fundraisers nor is it able to provide staff to coordinate volunteers, but is happy to provide appropriate informational material for the third party's use. Event Request Submission & Approval Process:
- The third-party must submit a Third-Party Event Application to Every Woman's Place Annual Fund Manager at least 30 days in advance of the proposed date. This is a simple 5-question application found online at [www.everywomansplaceorg](http://www.everywomansplaceorg)
- Third-party organizers of donation drives are encourage to contact EWP 30 days prior to beginning the drive to determine the organization's most critical needs. Requests to have a EWP staff member available to attend in-kind donations drives will be considered on a case-by-case basis, dependent on staff availability.
  - The average processing time for review and approval is 5 business days. Please note that if your form is incomplete or requires further review, additional time will be needed to properly process the request.
  - Once approved, an approval will be sent to you via email, if provided.
  - EWP will not approve a third-party event if it promotes a political party, candidate, or potential candidate.
- EWP reserves the right to decline any event if it conflicts with mission, fundraising efforts, or event calendar.
- EWP reserves the right to cancel a third-party event or disassociate with a third-party event at any time in writing if these Third-Party Event Policies are not satisfied or for substantial cause determined by the Leadership team of Every Woman's Place.