



Third-Party Fundraising Event Guidelines

Thank you for giving hope to the children and families in our community by raising funds or items for Children's Advocacy Center of Greater West Texas, Inc. (CACGWT). CACGWT is extremely grateful to the many people and organizations who wish to organize events to support our mission. We deeply appreciate that you will be investing time and financial resources to make this a successful event. The guidelines, proposal, and agreement that follow have been developed so that expectations are clear and we can assess whether we are able to endorse the event you are proposing. Each event will be reviewed on a case-by-case basis. In order to enhance the success of third party events while protecting CACGWT's brand, donors, and sponsors, the following policies must be observed.

Definitions

Third-Party Fundraising Event – A fundraising activity by a non-affiliated group or individual, where CACGWT has no fiduciary responsibilities and little or no staff involvement.

Event Organizer – Person, group, organization, or business hosting a third-party fundraising event to benefit CACGWT.

Event Application and Approval

Please review these Third-Party Fundraising Guidelines. After reviewing these guidelines, please complete and submit for approval the attached Fundraising Event Proposal Form and return it to the address on the Third-Party Fundraising Event Proposal.

- Approval by CACGWT must be obtained before you advertise or hold your event.
- Annual events should be registered with CACGWT each year.
- CACGWT reserves the right to refuse funds raised at unapproved events and activities.

Marketing and Promotion

- Third-party events may not be represented as events sponsored by CACGWT.
- Promotions for the event should reflect CACGWT as a beneficiary, and not conducting the event (i.e. "proceeds from XYZ Golf Tournament will benefit Children's Advocacy Center of Greater West Texas, Inc.").
- The third-party fundraiser is responsible for all marketing, including writing and distributing press releases, social media posts, invitations, ads, etc.
- All promotional materials related to an event benefiting CACGWT must be reviewed and approved prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
- Any requests for the use of the CACGWT logo, name, and images must undergo approval.
- All references to CACGWT in publicity and promotional materials for the event or promotion should be referred to as "Children's Advocacy Center of Greater West Texas, Inc."

Event Expenses

- If you must buy goods or services for the event and expenses will be incurred, please consider the following:
 - Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the organizer of the event.
 - CACGWT will not be liable for any costs or expenses.
- CACGWT will not reimburse organizer for the purchase of goods for a third-party event. No goods may be charged to CACGWT for any reason.
- Suggestions to reduce event expenses:
 - Secure donated goods and services.
 - Negotiate reduced costs.

Event Income

- The event organizers are responsible for maintaining accounting for the event.
- All donation checks must be payable directly to CACGWT.
- Only checks payable to CACGWT, and cash donations clearly labeled with the donors information, will be provided with a tax deductible acknowledgment letter in accordance with IRS and state tax regulations.
- Third-party fundraisers must fully and truthfully state the portion of the proceeds which will be donated to CACGWT in all advertising, promotions and in all contact with donors, sponsors and participants.
- If you are deducting expenses before sending net proceeds to CACGWT, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word "donation" because it implies that they are tax deductible.
- Sponsor agrees to inform CACGWT of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway.
- Within 30 business days following the event, organizers should submit funds, payable to CACGWT, and appropriate documentation from individuals and/or businesses regarding their financial donations.

Event Insurance and Liability

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government, complying with all applicable laws, and obtaining appropriate insurance coverage as necessary.
- CACGWT cannot be held liable for details associated directly or indirectly with the event, including, but not limited to expenses, purchases, insurance, or liability coverage.

How can CACGWT help with your event?

CACGWT is extremely appreciative of the organizers who manage third-party events to benefit its programs, but is limited in the amount of assistance it can provide a third-party event.

CACGWT can provide the following:

- Advice and suggestions on event planning, as time allows
- Approval of the use of CACGWT name, logo and images*
- Promotional materials such as brochures, business cards, and flyers
- Promotion of your event, when appropriate, to the CACGWT community through

- advertising venues such as our website, social media, and internal communications
- Acknowledge and provide tax receipts for contributions made payable and submitted to CACGWT

*Approval of event marketing materials where the CACGWT name, logo or images are utilized is not optional

CACGWT is unable to provide the following:

- Assistance in soliciting donations, handling mailings, attending committee meetings, or recruiting attendees.
- CACGWT's tax-exemption number for making any purchases related to your event
- Guaranteed volunteer, board member, or staff attendance at the event unless otherwise noted
- Access to donor lists or contacts
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance, or liability coverage