

Children's Advocacy Center of Hamilton County

Third-Party Event Policy

General

The Children's Advocacy Center of Hamilton County (CACHC) encourages and supports outside companies, groups, and organizations that plan and/or sponsor an event to raise funds for the agency. This kind of activity is called a "third-party" fundraiser. The CACHC expects all third parties to follow these procedures and guidelines to ensure that all those involved are clear on their role and responsibilities. Questions should be directed to the CACHC External Affairs department.

This policy is not intended to cover private individuals who are giving donations that are not a product of an outside company, group or organization that plans and /or sponsors an event to raise funds for the agency.

Types of Third-Party Fundraisers

- 1. A group or individual can host an event or sponsor an activity and make the CACHC the beneficiary.** *(Example: An organization hosts a golf outing and gives the Children's Advocacy Center of Hamilton County a check for the net profits.)*
- 2. The CACHC can "piggy back" on an existing event, adding a third-party fundraising element, and receive the income produced from that element.** *(Example: A company has an annual party and asks their employees to bring donations of stuffed animals for the Children's Advocacy Center of Hamilton County or an organization has an annual 5K and the sponsor offers registrants the opportunity to get pledges for the Children's Advocacy Center of Hamilton County.)*
- 3. Invitation for the CACHC to cooperatively produce an event and share in the profits.** *(Example: A local business invites the Children's Advocacy Center of Hamilton County to participate in an art auction or grand opening. The Children's Advocacy Center of Hamilton County sends out press releases and provides volunteers to work at the event. In return, The Children's Advocacy Center of Hamilton County receives a percentage of the proceeds from the event.)*

Third-Party Fundraiser Procedures & Guidelines

Procedures

1. Submit a description of the event using the official CACHC Third-Party Event form:
 - 90 days prior if you wish to have the Children's Advocacy Center of Hamilton County cooperatively produce your event.
 - 30 days prior to obtain approval for a beneficiary or "piggy back" event.
2. Include the following information in your description:
 - A full description of the event
 - Date, time and location of the event
 - What is expected of the CACHC (volunteers, promotional assistance, etc.)
 - Anticipated costs and projected gross income of the event
 - Plans, if any, for corporate sponsorship and list of prospective sponsors
 - Contact information of the director(s) and coordinator(s) of the event
3. Contact the CACHC External Affairs department to set up an appointment to discuss your event.

Guidelines

The CACHC expects all individuals and organizations to abide by the following guidelines when fundraising on our behalf:

1. The third-party fundraising activity must be approved by the CACHC and may not be in conflict with the mission of the agency or applicable law.
2. The CACHC name and/or logo cannot be used to promote a third-party event without prior approval by the CACHC. All approved third-party fundraisers should submit to the CACHC a draft of all printed or promotional materials which include the CACHC logo and/or name prior to printing or promotional use.
3. Media promotion of any third-party fundraiser must adhere to the CACHC media policy and be approved by the CACHC prior to promotion.
4. Third-party events that include lotteries, gambling, raffles or drawings are not permitted without prior consent from the CACHC.
5. Any fundraiser that requires any type of license should first be discussed with and approved by the CACHC.
6. The CACHC will not be responsible for providing insurance coverage for third-party events with rare exceptions unless agreed upon with all parties at least 30 days prior to the event.
7. The CACHC may request third-party event organizers or participants to sign applicable waivers or releases which would hold the CACHC harmless in the event of participant injury.
8. The CACHC requires documentation of gross and net receipts to be turned in to the agency within 30 days following the event. This will ensure that all funds are accounted for and will allow the CACHC to properly thank key supporters of the event.
9. The CACHC will not be responsible for any expenses incurred for a third-party fundraising activity should the event not have positive net proceeds.
10. The CACHC will not be responsible for providing tax deduction information for third-party events unless expressly requested by an individual donor or attendee.
11. Third-party events may not conflict with or compete with an existing CACHC fundraising event.
12. The CACHC reserves the right to refuse funds raised from a third-party event should the event be deemed to have violated any applicable state, federal or local laws, CACHC policy or be found to be in direct conflict with the CACHC mission.
13. Exceptions to this policy may be approved by the CACHC at its sole discretion.

Approved by the CACHC Board of Directors on January 20, 2011.

Third-Party Event Form

Thank you for thinking of the Children's Advocacy Center of Hamilton County (CACHC) as you plan your upcoming event. We appreciate your willingness to support the children and families that we serve. We ask all individuals and organizations to submit a Third-Party Event Description to our External Affairs Department for approval prior to including the CACHC as a beneficiary of your event. This will help to clearly establish the parameters and expectations for all parties involved in the activity. To assist you in presenting your third-party event to the CACHC we have created this Third-Party Event Description Form. Third-Party Event Description Forms should be submitted for approval no later than:

- 90 days prior if you wish to have the CACHC cooperatively produce your event.
- 30 days prior to obtain approval for a beneficiary or "piggy back" event.

(Please Type or Print)

PROPOSED THIRD-PARTY EVENT

Name: _____

Date: _____

Locations: _____

Detailed Event Description:

EXPECTATIONS OF THE CACHC

Please describe in detail the support expected from The Children's Advocacy Center of Hamilton County. (i.e. volunteers- numbers, times, duties; promotions – press releases, invitations, etc.)

ANTICIPATED COST & GROSS INCOME OF EVENT

Anticipated Gross Income: \$ _____

Source(s) of Income: (i.e. ticket sales, sponsorships, auction, etc.)

Anticipated Corporate Sponsor(s):

Anticipated Expenses:

\$ _____

Types of Expenses: (i.e. printing, food, location, etc.)

EVENT ORGANIZERS

Primary Contact:

Name: _____ **Title:** _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

A.M. Phone: () _____ **P.M. Phone:** () _____ **Fax:** () _____

Email: _____

Website: _____

Secondary Contact:

Name: _____ Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip Code: _____
A.M. Phone: () _____ P.M. Phone: () _____ Fax: () _____
Email: _____
Website: _____

CACHC Third-Party Fundraiser Procedures and Guidelines

The Children’s Advocacy Center of Hamilton County (CACHC) has developed a set of guidelines that we ask all individuals and organizations to follow when fundraising on our behalf:

1. The third-party fundraising activity must be approved by the CACHC and may not be in conflict with the mission of the agency or applicable law.
2. The CACHC name and/or logo cannot be used to promote a third-party event without prior approval by the CACHC. All approved third-party fundraisers should submit to the CACHC a draft of all printed or promotional materials which include the CACHC logo and/or name prior to printing or promotional use.
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13. Exceptions to this policy may be approved by the CACHC at its sole discretion.

I have read and agree to follow the CACHC’s Third-Party Event Policy.

X	
Signature	Date
Print Name	Print Title

Your Third-Party Fundraiser Event Description Form will be reviewed upon receipt and you will be contacted to arrange a meeting to confirm the CACHC’s participation in this event.

**Please forward this completed and signed form to the CACHC External Affairs Department
Email hgunter@cachc.org.**