

Third-Party Fundraiser Guidelines



Thank you for your interest in organizing an independent fundraising event to support The Home Front Cares (THFC) and our Colorado military and veteran families. Events such as yours are important to furthering THFC's mission to provide emergency and responsive support and grants for Colorado's military members, veterans and their families, who have been impacted by service to our Nation.

THFC is a charitable, 501(c)(3), tax-exempt organization. We follow all IRS regulations for charitable giving and acknowledgments while tracking any changes that may affect event fundraising, gift acknowledgment and gift receipts.

Third Party Events should complement the mission, image and core values of The Home Front Cares. Companies or organizations whose mission conflicts with the mission or core values of THFC may not organize events to benefit THFC.

The following fundraising activities are prohibited in conjunction with third-party events for the benefit of THFC:

1. Programs that raise money on commission;
2. Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity; and
3. Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or internet).

THFC may direct you, and will expect you to comply with the direction, to cancel your event and withdraw any and all use of THFC's name in association with your event. Such direction may occur for any reason, including THFC's belief that an association with your event or any consequences that contribute to or result from your event may have a negative effect on the mission, credibility, or reputation of THFC.

The following guidelines are intended to provide helpful information for planning a successful fundraising event and to ensure that you are aware of potential needs or issues regarding your event/promotion, as well as to generally define the extent to which THFC can provide services for your event.

If you have questions regarding these guidelines or if you have any additional questions, please contact Samantha Miller, THFC Development Coordinator, at (719) – 459-0196 or samantha.miller@thehomefrontcares.org.

The use of THFC's name, logo or mission may not be used in any way without written approval from THFC's Development and Marketing team.

General Guidelines:



In order for us to best assist your event/project, all major fundraising/awareness events for the benefit of The Home Front Cares should be registered with THFC in advance. The Event Registration and Agreement form should be completed and filed with THFC's Development and Marketing Department no less than 30 days prior to the proposed promotion or event start date.

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- ❖ Fundraisers which benefit THFC must reflect positively on its mission. THFC reserves the right to decline any fundraising proposal that is not in line with our mission.
- ❖ Event organizers are responsible for researching and 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. THFC does not hold a raffle license.
- ❖ THFC 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 the THFC 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 THFC.
- ❖ The organizer must provide THFC with a summary of results relevant to the event program within 60 days of the end of the event.

Communication Guidelines:

- ❖ THFC would like to see all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution, if possible, in order to ensure that THFC is aware of what promotions are being put out to the community and so that we can better promote your event.
- ❖ Participants may not use the copyrighted information, logos, or photos on the THFC website without the express written consent of THFC.
- ❖ All promotional materials should clearly state the event is sponsored by you or your organization with net proceeds going to THFC. If a specific percentage of event proceeds are coming to THFC, this must be stated in your materials.
- ❖ The Home Front Cares 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 Home Front Cares Spaghetti Dinner.” Instead, it should be promoted as “XYZ Spaghetti Dinner to Benefit The Home Front Cares.” The phrase, “to benefit The Home Front Cares,” must be used when advertising the event.
- ❖ THFC will promote program/events through our networks such as e-mail, website or social networking when possible.
- ❖ THFC cannot guarantee media coverage for any third-party events. You may contact the media about your event or promotion provided you communicate with THFC regarding contacts or arrangements that are made.
- ❖ THFC does not purchase advertising to promote third-party events.
- ❖ THFC will not solicit participation from our donors/volunteers/clients in any third-party events, except in particular circumstances, beyond notifying them of the event details, such as time, date & place. THFC does not share or sell its donor list.
- ❖ Do not represent yourself as a representative of THFC. THFC will make every effort to have a staff or volunteer speaker at your event if requested, but cannot guarantee availability. If you wish to

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Speak about THFC 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:

- ❖ THFC 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 THFC name.
- ❖ The not-for-profit tax exempt status of THFC 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 and to provide THFC with an event plan and budget if requested. Proceeds from the third party event to be donated to THFC must be delivered to THFC 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 THFC, 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, THFC must be provided with the donor's name, address and phone number.
- ❖ Any checks made payable to THFC must be forwarded to THFC 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 THFC.

What THFC Can Do For You:

- ❖ If you are planning to host an open event, with an estimated attendance of 100 or more, THFC can promote your event via social media.
- ❖ THFC can provide a letter of authorization to be used to validate the authenticity of the event and its organizers.
- ❖ THFC can produce acknowledgment letters to individual donors, as long as you can provide the donor's name, address and phone number.
- ❖ Upon request, THFC can provide brochures, THFC banner (if available), donation envelopes, and other materials for use at your event. Please discuss what items you think you will need with our Development and Marketing team.