



THIRD PARTY EVENT APPLICATION & GUIDELINES

Thank you for considering Hope House as the beneficiary of your fundraising activities! We are very fortunate to benefit from the generous support of many individuals and organizations who initiate fundraising events and activities to raise money in support of our programs and services.

We appreciate the commitment and investment of time and financial resources required in order to execute a fundraising activity. We ask Third Party event organizers to please read the following guidelines before beginning the application process.

Statement of Ethical Fundraising:

Hope House, Inc. believes that philanthropy is a voluntary activity and any fundraising conducted on behalf of Hope House, Inc. should adhere to the highest ethical standards. Therefore, Hope House, Inc. encourages all volunteers to ensure that all solicitations accurately describe the use of funds, comply with state and federal regulations, and have the donor's and Hope House, Inc.'s interests at the forefront.

March 17, 2021

THIRD PARTY EVENT GUIDELINES

Approval Process:

A Third Party initiative/event will require Hope House's approval which it deems in alignment with the organization's mission, goals and objectives. To secure Hope House's endorsement/approval, individuals or groups who wish to initiate a fundraising project to benefit Hope House, must complete the Third Party Event application. The Community Engagement and Events Manager will review the proposed Third Party initiative and will then contact the event organizer. Promotions should not be made public until this step is taken.

The Hope House Marketing and Communications Manager will need to approve the use of any Hope House branding materials according to the Brand Guidelines, and will provide those materials to the event planner. No Hope House branding of any kind may be copied from the website, social media, or the internet.

Third Party Event Organizer's Responsibilities:

- Submit Third Party Event Application to Hope House at least 30 days prior to your event. *(Note: Please allow adequate time for Hope House to review the materials.)*
- Event organizers are responsible for the planning and execution of the event including, but not limited to, all set-up, promotion, staffing and/or volunteers, and liability.
- Obtaining appropriate licenses and insurance (i.e. raffle and 50/50 licenses, liquor permits, etc.)
- Communicating to sponsors, participants and the general public that Hope House is not hosting the event, but is the beneficiary
- No third party event can use "Hope House" in the event title, however "benefiting (or "proceeds going to") Hope House" may be used as a tagline.
- All publicity (including media releases, print/promotional materials, etc.) for the proposed event must be approved by Hope House prior to being printed, released, etc. (Please allow at least 3 days for press release approvals).
- Third party event organizers must comply with all relevant local, state and federal laws.
- The Hope House name and logo may not to be used by Third Party event organizers on an ongoing basis (i.e. on a website or on promotional material), unless permission in writing has been granted by Hope House.
- Compliance with trademark and copyright guidelines for any other entities and/or organizations represented at the event.
- If the event is cancelled, please notify Hope House at least one week prior to the event.

Hope House may be able to provide the following assistance once your event has been approved:

- Hope House materials and banners for your event
- Hope House pre-approved logo for use on event promotional materials
- An agency representative to speak about Hope House at your event (Request only, we cannot guarantee someone will be available at all times.)
- A letter of support to be used to validate the authenticity of the event and its organizers (Upon request)
- A post on Hope House's social media (Facebook, Twitter, Instagram) promoting your event.

Hope House CANNOT provide the following for your event:

- Funding or reimbursement for event expenses
- Donor or sponsor lists
- Guaranteed promotion or advertising of your event except on our social media
- Guaranteed attendance of staff or volunteers at your event
- Application for gaming licenses, e.g., bingos, raffles, liquor, insurance
- Prizes, auction items, awards
- Insurance
- Logistical support
- Hope House will not assume any legal or financial liability for a third party event
- Hope House is not responsible for any damage or accidents to persons or property at the event.
- Hope House reserves the right to request that the event organizer/group cease to use Hope House's name and logo in connection with the event if it appears the Third Party guidelines are not being met, or the initiative has been misrepresented.

Financial Guidelines:

- The Third Party event organizers are responsible for paying all expenses related to their event/activity.
- The Third Party event organizers agree to handle all monetary transactions for the event/activity and to present the proceeds to Hope House within 30 days of the completion of the event/activity or as otherwise agreed to.
- Hope House cannot process credit cards for your event, however Hope House can accept Venmo payments.
- No bank accounts in the name of Hope House can be set up. All checks should be made payable to Hope House. Funds raised cannot be deposited into a personal account.
- In order for a donor or supporter of a third party event to receive a tax deduction letter from Hope House, the funds must be collected from the original donor and then directly donated to Hope House. (For example: ABC Company holds a raffle, deposits the donations into the company account and then writes Hope House a check. In that instance a tax deduction letter to the individuals who donated would **not** be available.)
- Hope House reserves the right to request to see financial records related to the event
- Hope House, Inc. and employees of Hope House, Inc. cannot provide tax advice. You should consult your own tax, legal and accounting advisors before engaging in any transaction.

Tax Receipt Guidelines:

- It is very important that Third Party event organizers understand the rules about tax receipts before planning an event. For further clarification on what can be receipted, please speak with Hope House's Development Database Administrator, Angie Tuck at 816-257-9363.
- It is your responsibility to communicate with donors regarding tax receipts.
- Hope House will only issue tax receipts for the amount of the actual donations received by our agency. Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the organizer.
- Hope House is permitted to issue tax receipts to individuals that make a donation without receiving a tangible item or benefit in return.

Tax Receipts will be issued for if the following criteria are met:

- Hope House receives a statement showing all revenues and expenses from the event
- The event organizer ensures that the amount of money being donated to Hope House is sufficient to cover the amount of money for which receipts have been requested

Tax Receipts will not be issued for the following:

- Purchase of admission tickets, green fees or auction items
- In-kind goods donated to an event
- Donated services such as hiring an entertainer or auctioneer for the event
- Sponsorships; as advertising or promotion (because a tangible benefit is being received in return for the sponsorship monies received)
- Gift certificates donated by the issuer of the certificate

Please note: Sponsors and other corporate contributors may be provided with a business gift letter as proof of contribution. Often, a charitable tax receipt is neither required nor appropriate for this type of contribution.

