

We Are Family Special Events Third-Party Fundraising Guidelines

Thank you so much for inquiring about hosting a fundraising event, we appreciate your inquiry and support!

DEFINITION

A Third-Party Fundraiser (Fundraiser) is defined as an organization, group or individual raising money on behalf of the organization We Are Family (WAF) through a fundraising event or initiative.

GUIDELINES FOR THE FUNDRAISER

Before you begin planning your event, we ask that you read our guidelines and fill out our Third-Party Fundraiser application a minimum of sixty (60) days in advance of the event. Attached please find an application, along with contact information. Please note:

- WAF is a grass-roots non-profit with a small staff and will acknowledge receipt of your Fundraiser application within seventy-two (72) hours. We will provide a formal response ten (10) business days from the time that we receive the application.
- WAF must approve the fundraiser thirty (30) days in advance of the event and will ensure the event follows WAF guidelines and is consistent with its mission and values.
- Board, staff or youth representation must be requested at the time of the application. Due to the large number of requests, we cannot guarantee that WAF staff, board members, or youth will be able to attend/participate.
- Each application is considered individually. Events that will not be authorized are events that:
 - Do not support or align with the mission or values of WAF
 - Promote a political party or candidate
 - Promote a religious entity
 - Would potentially conflict with a marketing or public relations campaign
 - Would require WAF to sell tickets, coupons, raffle tickets, etc. or involve telemarketing or door-to-door solicitation.

WAF CAN provide

- Fundraising ideas, including event success stories, best practices, and promotional samples

- A letter of authorization to validate the authenticity of the event and its organizers
- Acknowledgement of the event organizer for direct contributions to WAF
- Promotion of your event on the WAF online event calendar and social media channels, time permitting
- Review of promotional materials to ensure proper use of WAF-approved nomenclature and logos

WAF CANNOT provide

- Due to extremely limited resources, WAF staff, board members, volunteers or youth are unable to help plan, manage and execute Fundraisers
- Funding or reimbursement for expenses
- Our tax exemption number:
 - It is prohibited by federal tax laws for third party events to use WAF's Sales Tax Exemption number or Federal Employee Identification (FEID) number when purchasing items for the event, to apply for funding, web domains, products and services. However, if a business makes a donation to the event and would like the tax-exempt number for tax purposes or to verify the tax status for WAF, we will provide that information directly to the business's tax/financial contact upon request.
 - Fundraisers MUST comply with all IRS regulations application to the event
- Insurance or liability coverage
- WAF letterhead
- WAF will not provide mailing/email lists of donors, vendors, volunteers, youth, staff, or board members fundraising purposes. However, WAF is able to mail/email information on behalf of the event at the discretion of the Executive Director and Board Chair and can provide the Fundraiser with promotional samples and share posts via WAF's social media channels, time permitting (see promotion section below)
- Publicity for the Fundraiser may not suggest that the event is being sponsored, co-sponsored, or produced by We Are Family, but must instead state that WAF is

the beneficiary. All publicity must explicitly state within the marketing materials that the event is an independent fundraising event benefiting WAF. Any promotion wishing to give a portion of the sale of any item to WAF must explicitly state the exact portion (either percentage or specific dollar amounts) or specific item proceeds that are being contributed.

- This information must be posted where ever WAF's name and/or logo appear (e.g. all proceeds benefit We Are Family; 10% of all food and beverage proceeds between 6 and 10 pm will benefit We Are Family; all proceeds from the sale of lavender hats and tee shirts in the month of March will benefit We Are Family)
- The Fundraiser is responsible for marketing and promoting the event, including media, press releases, websites, posters, flyers, direct mail, email, social media and advertising. WAF reserves the right to review and approve all such marketing materials in advance of publication.
- If all event details (event name, start/end dates, start/end times, address, event's website and applicable contact information) are submitted thirty (30) days prior to the event, WAF can add the event to the online event calendar. WAF reserves the right to edit, condense, copy or refuse a submission due to copy length, style, timeliness and/or content
- If the Fundraiser uses social media to promote the event, please tag our account @WeAreFamilyCharleston, on facebook and instagram, to alert WAF to opportunities to share content.
- The Fundraiser is not permitted to use WAF letterhead. If the event is approved, a letter of authorization will be provided to validate the event and support event solicitation activities
- WAF must receive a list of targeted sponsors for the event before they are approached in order to minimize overlap with other WAF events/fundraising campaigns that may be underway
- Logo use is not permitted without approval from WAF. This includes downloading WAF logos from the internet
- Printed materials in which the name and/or logo of WAF is used must follow and fully comply with WAF's Brand IdentityGuide
- All individuals, groups, and organizations that desire to use the WAF logo and/or name on promotional merchandise (tee shirts, bags, cups, etc.) must receive

written approval from the WAF Executive Direction and Board Chair prior to the production of any products bearing said name and logo. The use of the brand must also comply with the WAF Brand Identity Guide and relevant associated organizational policies

- Photos on the WAF website are the property of WAF and reproduction of photos is not permitted without approval from WAF
- If logo/name/photo use is permitted, all materials using logo/name/photo must be submitted to WAF's Executive Director and Board Chair at least three (3) weeks prior to it being used in print or digital media
- Event logos may be developed but must remain separate and distinct from WAF logo. WAF reserves the right to approve Fundraiser event logos prior to it being used in print or digital media.
- The Fundraiser is responsible for covering all expenses related to the event. WAF will not under any circumstance incur costs for an event, and will not be able to reimburse the Fundraiser. Event costs should be deducted from the funds raised prior to sending the donation to WAF
- To reduce costs it is suggested that the event organizer secure donations and services and negotiate reduced costs
- The Fundraiser is responsible for obtaining all permits, insurance and licenses, especially those for raffles/games of chance. WAF will not be involved, in any manner, with obtaining liquor permits.
- WAF is not liable for any injuries sustained by event coordinators, volunteers, participants, or any other individuals related to an event benefiting WAF
- Funds raised can be used to provide unrestricted support or can be designated to support a particular cause, campaign or program currently in existence. Please communicate this in writing on the application so Executive Director and Board Chair clearly understand the desired outcome of your donation
- If the Fundraiser is:
 - Not a 501(C)(3), the proceeds shall be mailed within thirty (30) days in one check from the Fundraiser, payable to We Are Family, at the address noted below. It shall be stated on all event materials that gifts to the event are not tax-deductible

- A 501(C)(3) organization, all checks shall be made payable, mailed to, processed by and receipted by the Fundraiser. Event proceeds should be mailed within thirty (30) days (in one check payable to We Are Family), with a note in the memo line regarding event name and donation designation (ie, Trans*Love Fund, annual food budget, etc.) to:

We Are Family
1801 Reynolds Ave. Unit B
North Charleston, SC 29405

- WAF will not accept funds from individuals or organizations that fail to comply with municipal, county, state and/or federal law
- **If any event details or plans deviate or change from the initially filled out application, it is the explicit responsibility of the Fundraiser to notify WAF Executive Director and Board Chair immediately**

THANK YOU

WAF is incredibly thankful to those interested in supporting our endeavors in LGBTQI support services, community outreach and education. We recognize the great amount of hard work you will assume on our behalf and want your event to be a success. Please carefully review the following guidelines, which have been designed for the protection of the Fundraiser and WAF.

Thank you and we look forward to receiving your application!

I have read, understand and agree to fully comply with We Are Family's Special Event Third-Party Fundraising Guidelines

Organizer's name: _____

Signature: _____

Dated: _____

Special Event Third-Party Fundraising Event Application Form

We are honored that you are considering We Are Family (WAF) as a beneficiary of your fundraising activities. Charitable contributions are managed by We Are Family a 501(c)(3) tax-exempt organization. As a grassroots, southern non-profit supporting the tri-county area's LGBTQI youth population and providing community resources, training and education, we greatly appreciate your support, as it truly means so much to us.

WAF actively encourages third party fundraising, but must approve all events and campaigns in advance. Any individual or organization who intends to promote an event to benefit WAF must:

1. Adhere to our Third Party Fundraising Guidelines
2. Submit the following forms:
 - a. Third Party Fundraiser Application (a minimum of ninety days in advance of event)
 - b. Third Party Financial Summary Form (submit within thirty days upon completion of event or campaign)

Before you begin planning the event, we ask that you read our guidelines and fill out the application. We look forward to hearing from you!

I. BASIC PLANNING INFORMATION

Proposed Event Name: _____

Proposed Event Date/s: _____

Proposed Event Start Time: _____ AM/PM Finish Time: _____ AM/PM

Proposed Event Location (Address, City, State, Zip): _____

Brief Description of Location: _____

Is this venue ADA compliant? YES / NO How many restrooms onsite?: _____

Proposed Event Description: _____

II. SPONSOR/CONTACT INFORMATION

Event Sponsor Organization/DBA Entity: _____

Contact Responsible for Event: _____

Preferred Pronouns: _____ Email: _____

Tel: _____ Additional Number: _____ Fax: _____

Business Address, City, State, Zip: _____

Number/names of additional contacts/staff assisting with event: _____

III. EVENT EXPECTATIONS and FURTHER DETAILS

Specific Fund/Initiative the Event you would like proceeds to support (please check one):

- | | | |
|--|--|--|
| <input type="checkbox"/> Youth Programming | <input type="checkbox"/> Closet Case Thrift Store | <input type="checkbox"/> Annual Food Costs |
| <input type="checkbox"/> Queer Prom | <input type="checkbox"/> Overhead/Administrative Costs | <input type="checkbox"/> General |
| <input type="checkbox"/> Trans Initiatives | <input type="checkbox"/> Educational Initiatives | <input type="checkbox"/> Technology |

Event Attendance is (please check one) open to the public invitation only

:
Expected Attendance number: _____

Expected Donation to WAF: _____

Description of any specialty fundraising item that will be featured (ie, food and beverage, specialty cocktail, merchandise):

Please list any corporate sponsors or other businesses/individuals be involved/donating:

Please list 2 other non-profits/businesses (with contacts) that you have fundraised for in the past three (3) years:

1. _____

2. _____

Description of Event Marketing Plan and any marketing pieces that will need approval from WAF (ie, email blast to our listserv of x contacts, x number of social media posts on x platforms to our x number of followers, posted to our website on x pages, etc.):

This event is appropriate for our youth to attend (please check one): yes no

Other details you feel pertinent to include: _____

IV: Agreement and Signatures

I, _____ on behalf of _____ have read, understand and agree to abide by We Are Family's Special Events Third Party Fundraising Guidelines.

I agree that if any information regarding the event changes or deviates from the initial application, it is my responsibility to notify We Are Family Executive Director and Board Chair as soon as possible and within a maximum time frame of twenty-four (24) hours.

Name: _____ Signature: _____

Dated: _____

Agreed to by Board Chair: _____ Dated: _____

Agreed to by Executive Director: _____ Dated: _____