

## **Third-Party Fundraiser and Donation Drive Agreement**

Thank you for your interest in hosting a third-party fundraising and/or donation drive event to benefit New Horizons Shelter and Outreach Centers. These types of events help us raise important funds each year, and we are grateful for your support!

A third-party fundraising event is any activity by a non-affiliated group or individual, where New Horizons has no fiduciary responsibility and little to no staff involvement. These events are hosted by an outside party who wishes to hold a promotion, event, or sale to benefit New Horizons.

Unfortunately we cannot personally participate in each event but will provide informational materials about New Horizons to assist in promotional efforts (when applicable).

All events should fit within the mission of New Horizons:

*“New Horizons Shelter and Outreach Centers provide safety and services to adults and families who have experienced domestic and sexual abuse so that they can make decisions about their lives in a supportive, nonjudgmental, and empowering atmosphere. We promote the concepts of non-violence and equality through intervention, prevention, and education.”*

In order to preserve the integrity of the New Horizons name and establish expectations for every involved party, New Horizons should approve all events in advance. After reviewing our “Third-Party Event Procedure”, please complete and return the attached agreement prior to promoting your third-party event. Our development coordinator will review and respond to your application within ten business days of the date it was submitted. Together, we will discuss your plan and provide guidance for success!

Until we can review and approve your event application, please do not make any public announcements, or promote the event in any way. We may not be able to give you the go-ahead for your event if it competes or conflicts with an already established event benefiting New Horizons.

The following fundraising activities are prohibited in conjunction with third-party events for the benefit of New Horizons and will not be approved:

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).

Due to federal regulations and our policy, New Horizons Shelter and Outreach Centers is unable to:

- Provide our tax exemption number
- Offer funding or reimbursement of expenses
- Provide New Horizons' mailing lists of donors or vendors
- Provide branded stationary
- Guarantee attendance of New Horizons' staff or volunteers at the event

Please contact us with questions, or suggestions on types of third-party events at 608-791-2610 ext. 1305. Thank you for your interest and support!

## **Third-Party Event Protocol**

### **Event Approval**

- As the originator of a third-party event or project, you are considered the event organizer. The organization, promotion and execution of the event are your responsibility.
- All potential event organizers should complete the “Third-Party Fundraiser and Donation Drive” agreement and application forms and return them to New Horizons at least 45 days prior to conducting or publicizing the event.
- If your third-party fundraising or donation drive event is approved, you will receive a letter of authorization from New Horizons to validate the authenticity of the event and its organizers. Approval status will remain in effect for 12 months from the date of the letter authorization as long as the activity is consistent with what has been approved. After 12 months have expired, organizers should reapply using this same process.
- All additional activities pursued by your group for the benefit of New Horizons need to be reported to and approved by the development coordinator.
- You will receive written notice if your third-party fundraising event is not approved.

### **Communications**

- Before distribution to the public, New Horizons must approve all event-related publicity in which the New Horizons name and/or logo are used. The names and logo must be used in accordance with the New Horizons graphic guidelines and standards which will be provided to you.
- New Horizons Shelter and Outreach Centers is the beneficiary, not the sponsor or host, of any benefit events. Publicity should list the name of the event followed by “...to benefit New Horizons Shelter and Outreach Centers”. If your gift is designated for a particular program or service, please list that as the beneficiary.
- New Horizons must be informed of and approve all press and media coverage for third-party events. Please send all press and media coverage information to the development coordinator.

### **Liability**

- ⊖ As the originator of a third-party event or project, you must determine the extent of and obtain your own liability insurance for the event. New Horizons will not provide our liability insurance for third-party events regardless of special circumstances that may arise. The third-party event organizer agrees to hold New Horizons harmless from any losses, damages, costs, expenses, and/or liabilities incurred in connection with the third-party event or project.
- ⊖ As the originator of a third-party event or project, you must obtain all permits and/or licenses necessary for fundraising in the city in which the event is to

occur, i.e., the sale or service of liquor, and the hosting of raffles and/or games of chance. You must provide copies of approved permits and/or licenses to the development coordinator of New Horizons.

## **Financial**

- The event organizer will pay any license fees and will cover all other incurred expenses. It is recommended that estimated expenses and revenue are established by the event organizers prior to the event. We suggest that you set a goal of your expenses to not exceed 25% of the amount you intend to raise.
- If New Horizons will not receive all event proceeds, then it must be stated clearly in all publicity materials that “a portion of the proceeds will benefit New Horizons Shelter and Outreach Centers”. The other beneficiaries of the event must also be stated clearly in all publicity and collateral materials.
- To avoid conflicting fundraising efforts, please notify the development coordinator of New Horizons before you solicit any donations for your event, including endorsement, sponsorship, or in-kind gifts (such as food, printing, etc.).
- Contributions from participants of the event are tax-deductible only if they are made directly to New Horizons and are accompanied by the donor’s name i.e. checks or cash donation in a sealed envelope with the donor’s name and address. You cannot establish a bank or other deposit or transaction account in the name of New Horizons. If payments are made to the organizer, and the event organizer is not an IRS qualified organization, the donor’s contributions are not deductible for their income tax purposes.
- Event proceeds and/or in-kind donations should be submitted to New Horizons within 30 days after the event to receive proper recognition and tax information.

## **Cancelation**

New Horizons has the right to direct you, and you agree to comply with the direction, to cancel your event and withdraw any and all use of the New Horizons’ name in association with your event.

Such direction could occur for any reason, including the belief that an association with your event or any consequences that contribute to or result from your event could have a negative effect on the mission, credibility, or reputation of New Horizons Shelter and Outreach Centers.

### Third-Party Fundraiser/Donation Drive Agreement

You, as the third-party independent event organizer, should submit this agreement at least 45 days in advance.

I accept and agree to the terms of these guidelines with respect to my Third-Party Event(s) to benefit New Horizons Shelter and Outreach Centers.

I hereby agree to hold New Horizons Shelter and Outreach Centers, its directors, employees and volunteers, harmless from loss, liability, damages and expenses imposed against or incurred resulting from or related to any event I host or any violation by me of these Third-Party Host Fundraising and Donation Drive Agreement guidelines.

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_ Contact Number \_\_\_\_\_

This agreement is not valid until signed by an authorized New Horizons Shelter and Outreach Centers staff member.

New Horizons Authorized Staff Person \_\_\_\_\_

New Horizons Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_ Contact Number \_\_\_\_\_

### Third-Party Event for New Horizons Shelter and Outreach Centers Application

Name of Host/Individual \_\_\_\_\_

Organization (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please provide the following details about your event:

Monetary Fundraiser     In-kind Donation Drive

Event Date \_\_\_\_\_ Event Time \_\_\_\_\_

Location (full street address, city/state/zip):

\_\_\_\_\_  
\_\_\_\_\_

Name of Event / Type of Event:

\_\_\_\_\_

Anticipated number of attendees: \_\_\_\_\_

Please list all key individuals and organizations involved with this event, with their affiliations:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your goal for the fundraiser's revenue

\$ \_\_\_\_\_?

What is your goal for the fundraiser's expenses?

\$ \_\_\_\_\_

How will you promote the event (invitations, brochures, posters, media?), and to whom (family and friends, the general public, work colleagues?)?

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Would you like to receive an electronic version of a logo to use on your promotional materials?  yes  no

Would you like to receive educational materials about New Horizons Shelter and Outreach Centers to have on display at your event?  yes  no

Why did you elect to raise funds for New Horizons Shelter and Outreach Centers?

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Have you participated in any activities of New Horizons Shelter and Outreach Centers (conferences, support groups, other fundraising activities)?

yes  no

If yes, please explain.

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*Thank you on behalf of New Horizons Shelter and Outreach Centers for your efforts to raise funds in support of our mission. Your time and commitment are deeply appreciated!*

Please return the completed forms to:

New Horizons Shelter and Outreach Centers

Attn: Sierra Lyon, Development Coordinator

1223 Main Street

La Crosse, WI 54601

Or via email [dev@nhagainstabuse.org](mailto:dev@nhagainstabuse.org)

Upon receipt of your completed forms, you will receive notification via email from New Horizons Shelter and Outreach Centers signifying our receipt of your signed application and agreement forms and indicating approval of your third-party event.

If New Horizons Shelter and Outreach Centers has questions or if clarification regarding your third-party event meeting is needed, the development coordinator of New Horizons Shelter and Outreach Centers will contact you via telephone and/or email for further clarification.