



Third Party Fundraising Event Guidelines

HOW TO GET STARTED

- 1) Submit a “Fundraising Event Application” and a signed copy of “Third Party Fundraising Event Guidelines” to Childhelp headquarters for review at least six (6) weeks before your proposed event. Please include any additional materials outlining the proposed event.
- 2) Please attach completed copies of any necessary permits, licenses or insurance requirements for your event.
- 3) Your application will be reviewed within 24 to 48 hours of submittal and a response will be sent to you via email.
- 4) If approved, you will receive requested logos along with your approval email. (All Childhelp logos are a registered trademark and cannot be legally reproduced without permission.)
- 5) Childhelp must approve all of your event materials that have either our name or logo on it prior to printing or posting info about your event online.
- 6) Please advise Childhelp of any changes in your event, including cancelations.
- 7) After your event is completed please send final check to Childhelp, 4350 East Camelback Road, Bldg F250, Phoenix, AZ 85018.

HOW WE CAN HELP YOU

Listed below are ways Childhelp can help with your fundraiser:

- Provide consultation on fundraisers and events
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide our tax ID number for direct donation purposes only
- Provide and approve use of our logo, when appropriate
- Help you select an area for your donation to support
- Attend check presentations if required
- We may be able to provide some volunteers for your event however this is not guaranteed
- Provide give-aways, when available
- Promote your event on Childhelp website with a hyperlink to your event site
- Promote event on Childhelp social media sites

We are here to support you; however here are some services we are unable to provide:

- Our sales tax exemption number
- Insurance or liability coverage
- Mailing list of donors or vendors
- Help with ticket or sponsorship sales
- Funding or reimbursement of your expenses

- Celebrities or professional athletes for your event
- Volunteer coordinator for your event
- Guaranteed attendance of Co-Founders or Staff

GENERAL GUIDELINES

- All fundraising events for Childhelp require advance written permission.
- Promoting the event through public announcement or any other public relations is not allowed until written permission is granted and received from Childhelp.
- Events must align with the mission and appropriate image for Childhelp.
- Events must comply with all relevant laws, including the laws of the state that event will be held within.
- Childhelp cannot sponsor or endorse fundraising events or products.
- If a Special Event Liquor License is needed for your event, the process for application must be started ninety (90) days prior to the event date.
- The sponsors agree to indemnify and hold harmless Childhelp and all its officers, directors and employees from any and all claims and liabilities in any way related to the event.
- If circumstances warrant, Childhelp may at any time, through any of its officers, directors and/or senior administrators, direct you to cancel the event. You hereby agree to cancel the event. If so directed, you further agree to release Childhelp, and its officers, directors and employees from any and all liability and connection to any such action.
- When approaching businesses and corporations for assistance with events, please remember that many local organizations are already involved in supporting Childhelp and may not wish to make additional donations.
- Childhelp does not provide contact information of its corporate sponsors, donors and supporters for solicitation purposes.

FINANCIAL GUIDELINES

- Unless you are registered as a 501C3 organization the donations you collect will not be tax-deductible.
- The public should be fully informed regarding any net amounts that will actually be donated to Childhelp. Potential donors must be informed whenever less than 100 percent of the net proceeds will be donated to Childhelp. *(For example: "90% of the proceeds will benefit Childhelp.")*
- If you have a donor or sponsor who wishes for their donation to be tax-deductible you must have them send their check or donation directly to Childhelp. Checks must be made payable to Childhelp. We will process the donation and send them a tax deductible receipt. **IMPORTANT** – if you cash their check into your account and write us a check from your account, you will receive the tax receipt. The IRS only recognizes the last form of payment.
- If event expenses are greater than the total collected you, or the group holding the event, are responsible for payment of these additional expenses.

- If the budget for your fundraising event is greater than \$10,000, you should establish a separate bank account. The title of the account can say “XXX event to benefit Childhelp.” You cannot open an account in Childhelp’s name. Opening an account under our name will not give your donors tax deductibility. Only event expenses may be deducted from this account and all donations are to be held in trust for Childhelp.
- Within 45 days after the last day of the fundraising event, please send a final accounting of income and expenses to Childhelp. **A check made payable to Childhelp should be sent to: 4350 East Camelback Road, Building F250, Phoenix, AZ, 85018.**
- **Please note if circumstances warrant it, we reserve the right to request your event financial records and accounting at any time for our review.**

Until written permission is received, the name “Childhelp” should not be used for any marketing or fundraising purpose and contributions should not be solicited.

I have read and agree to follow the above guidelines;

Sponsoring Organization

Contact Name

Signature

Date

Phone

E-mail

Please keep a copy of these Guidelines for your reference. Please return your completed “Fundraising Event Application to Childhelp, 4350 East Camelback Road, Building F250, Phoenix, AZ, 85018 or by fax to: (480) 922-7061. Please call (480) 922-8212 for additional information.



Third Party Fundraiser Tips & Guidelines

Third party events raise funds and awareness for Childhelp.

Childhelp is grateful for the opportunity to partner with the community to build awareness, encourage individuals to volunteer and raise needed dollars for Childhelp facilities, programs and services. If you are interested in planning and/or hosting a fundraiser with Childhelp as the beneficiary, please review the following "Tips for Getting Started." We have found that the results of pre-planning are measurable and help to ensure everyone's enjoyment as well as the fundraiser's overall success.

Tips for Getting Started

1. **FORM A PLANNING COMMITTEE:** The enthusiasm and dedication of the people who help you plan and organize your event will increase its success. Your committee should have enough members to share the work and represent a variety of skills.
2. **ESTABLISH GOALS:** Have a realistic and measurable financial goal.
3. **EVALUATE THE CHOICE OF EVENT:** Your event should fit the size, interest, talents, goals and time availability of your group.
4. **IDENTIFY YOUR AUDIENCE:** Who is most likely to attend and support the type of event you have selected?
5. **DEVELOP A BUDGET:** Identify possible sources of income and all expenses. Keeping your up-front costs down by identifying underwriting opportunities will ensure a larger contribution to the charity and result in satisfied guests.
6. **PROMOTE AND PUBLICIZE:** Promoting and publicizing your event will be key in reaching your target audience and overall goal.

The next steps are to review the Fundraising Events Guidelines, complete an application, and submit it for approval to Childhelp at 4350 East Camelback Road, Building F250, Phoenix, AZ 85018 or by e-mail to: kvossler@childhelp.org.

Childhelp will evaluate your proposal for its appropriateness and benefit to Childhelp. The following questions will be used to evaluate your proposal:

1. Does the event support the mission and image of Childhelp?
2. Does the event have a viable target audience and accessible location?
3. Does the event have a realistic budget, plan and volunteer base?
4. What type of support or involvement is being requested of Childhelp special events personnel?
5. What percentage of the event proceeds or minimum donation (Childhelp policy is to net 30-50% of gross) will be directed to a Childhelp facility, program or service?

*For additional information, please contact Childhelp at 480-922-8212
or via e-mail at kvossler@childhelp.org*

www.childhelp.org



2014 Third Party Fundraising Event Application Form

1. SPONSOR INFORMATION

Name of sponsoring organization/individual: _____

Contact person: _____

Address, City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

2. EVENT INFORMATION

Name of event: _____

Type of event: _____

Brief description of event: _____

Location: _____

Date(s) and time(s): _____

Method of raising funds, including fees charged: _____

Do you plan to pay an individual or organization to help plan, manage or conduct the event or to solicit contributions? Yes No Contact: _____

Name(s) of any organization with whom you will have any contract or agreement in relation to the event: _____

Will you be advertising or publicizing this event? If so, who will be coordinating? _____

Who is your target audience: _____ Estimated attendance: _____

Is a *Special Event Liquor License* required for your event? Yes No

(Please attach approvals by local authorities and evidence of insurance.)

What support or resources will you need from Childhelp? (i.e. - give-a-ways, auction items, information on the charity, donation envelopes, speakers, etc)

3. USE OF FUNDS: Please indicate where you wish to designate the proceeds raised:

- Greatest Need (where funds will have the greatest impact)
- Phoenix Advocacy Center
- California Village
- Tennessee
- Childhelp Speak Up Be Safe Program
- Therapy Programs
- Virginia Village
- Other – specific program or service: _____

4. FINANCIAL INFORMATION:

Please estimate:

Total proceeds: A. \$ _____

Expenses (include costs such as printing, food, entertainment, equipment rental, promotion, etc.): B. \$ _____

Anticipated net proceeds (A minus B): C. \$ _____

Amount/percentage of net proceeds donated (Sponsor is not liable for amount): D. _____ %

Anticipated date of your donation (within 45 days of event): _____

5. Signature: Until written permission has been granted by Childhelp, contributions may not be solicited in the name of Childhelp or any of its facilities or programs and the name “Childhelp” may not be used.

Information provided on this form is correct and accurately describes the proposed event.

Signature Date

Phone

Thank you for supporting Childhelp's mission:

Childhelp exists to meet the physical, emotional, educational and spiritual needs of abused, neglected and at-risk children. We focus our efforts on advocacy, prevention, treatment and community outreach.